

Fitness Equipment market in India 2013

<https://marketpublishers.com/r/F4B089F6CE3EN.html>

Date: May 2013

Pages: 117

Price: US\$ 950.00 (Single User License)

ID: F4B089F6CE3EN

Abstracts

The report is sent in 0-2 business days after order is placed.

The new report, 'Fitness Equipment Market in India', elaborates the growing trend towards looking fit and well groomed which in turn is propelling health and wellness business in India.

The Indian fitness market is clearly dominated by foreign players which get channeled through the numerous distributors and retailers spread across the country. The fitness equipment is seeing a considerable rise in demand as its demand is moving out from gymnasiums and health clubs to corporate offices and households.

Favorable demographics with growing disposable income in the hands of younger population are the key factors that is steering ahead the fitness market in the country. Online shopping and teleshopping are setting the trend for hassle free purchase of equipment. Fitness equipment face a restricted demand due to its high price, however it is the seasonal discounts that bring equipment within affordability and hence attracts sizeable demand.

Indian manufacturers could take advantage of the growing trend of fitness consciousness among Indian population that is currently hovered by foreign brands. The Indian manufacturers can take advantage of the relatively under penetrated Indian fitness market by investing significantly in R&D to raise equipment reliability.

Contents

Slide 1: Executive Summary

MACRO ECONOMIC INDICATORS

Slide 2: GDP at Factor Cost: Quarterly (2009-10 – 2012-13), Inflation Rate: Monthly (Oct 2012 – Mar 2013)

Slide 3: Gross Fiscal Deficit: Monthly (Sep 2011 - Feb 2012), Exchange Rate: Monthly (Nov 2012- Apr 2013)

Slide 4: Lending Rate: Annual (2008-09 – 2011-12), Trade Balance: Annual (2009-10 - 2012-13), FDI Annual (2009-10 – 2012-13)

INTRODUCTION

Slide 5: Fitness equipment – Segmentation

Slide 6: Fitness equipment – Business Models

MARKET OVERVIEW

Slide 7: Fitness equipment market – Overview, Market Size & Growth (2012 to 2017e)

Slide 8: Regional demand for equipment

Slide 9-10: Demand and supply analysis of fitness equipment

Slide 11: Fitness equipment price range

EXPORT & IMPORT

Slide 12: EXIM: Gymnasium & athletics equipment

Slide 13: Taxes and duty components on import of fitness equipment

Slide 14: Fitness equipment sales segmentation by foreign and domestic

DRIVERS & CHALLENGES

Slide 15: Drivers & Challenges – Summary

Slide 16-21: Drivers

Slide 22-24: Challenges

BUSINESS CHANNEL

Slide 25: Distribution channel

Slide 26-27: Business specification of fitness equipment dealership and retailer

KEY TRENDS

Slide 28: Summary

Slide 29-30: Trends

COMPETITIVE LANDSCAPE

Slide 31: Porter's Five Forces Analysis

Slide 32-34: Competitive Benchmarking

Slide 35-84: Major Private Players

MAJOR DEALERS

Slide 85-87: Brief profile of major dealers

RECENT DEVELOPMENTS

Slide 88: Recent developments in the Indian fitness market

STRATEGIC INSIGHTS

Slide 89: Strategic Insights

APPENDIX

Slide 116: Appendix

Slide 117: Sources of Information

I would like to order

Product name: Fitness Equipment market in India 2013

Product link: <https://marketpublishers.com/r/F4B089F6CE3EN.html>

Price: US\$ 950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F4B089F6CE3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970