

Global Yoga Mat Consumption Market Report 2016

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Abstracts

The global yoga mat market was 1059.46 Million USD in 2015 and is expected to grow at a CAGR of 5.89% from 2017 to 2022.

Yoga mats are specially fabricated mats used as an aid during the practice of yoga to prevent hands and feet slipping during practice. They are mainly used both for home use and for yoga studios.

The global sales of yoga mat increased from 26.5 Million Pcs in 2011 to 35.31 Million Pcs in 2015, at a CAGR of more than 5.87%. In 2015, the global yoga mat sale market is led by China, USA, Europe and India, while USA is the largest consumption region. Europe is the second-largest region-wise market.

First, the report provides a basic overview of the Yoga Mat industry including definitions, classifications, applications and industry chain structure. And development policies and plans are discussed as well as manufacturing processes and cost structures.

Secondly, the report states the global Yoga Mat market size (volume and value), and the segment markets by regions, types, applications and companies are also discussed. For each region, market size and end users are analyzed as well as segment markets by types, applications and companies.

Then, the report focuses on global major leading industry players with information such as company profiles, product picture and specifications, sales, market share and contact information. What's more, the Yoga Mat industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

In a word, the report provides major statistics on the state of the industry and is a valuable source of guidance and direction for companies and individuals interested in the market.

Contents

1 INDUSTRY OVERVIEW OF YOGA MAT

- 1.1 Definition and Specifications of Yoga Mat
 - 1.1.1 Definition of Yoga Mat
 - 1.1.2 Specifications of Yoga Mat
- 1.2 Classification of Yoga Mat
 - 1.2.1 PVC Yoga Mat
 - 1.2.2 Rubber Yoga Mat
 - 1.2.3 TPE Yoga Mat
- 1.3 Applications of Yoga Mat
 - 1.3.1 Household
 - 1.3.2 Yoga Club
- 1.4 Industry Chain Structure of Yoga Mat
- 1.5 Industry Overview and Major Regions Status of Yoga Mat
 - 1.5.1 Industry Overview of Yoga Mat
 - 1.5.2 Global Major Regions Status of Yoga Mat
- 1.6 Industry Policy Analysis of Yoga Mat
- 1.7 Industry News Analysis of Yoga Mat

2 MANUFACTURING COST STRUCTURE ANALYSIS OF YOGA MAT

- 2.1 Raw Material Suppliers and Price Analysis of Yoga Mat
- 2.2 Equipment Suppliers and Price Analysis of Yoga Mat
- 2.3 Labor Cost Analysis of Yoga Mat
- 2.4 Other Costs Analysis of Yoga Mat
- 2.5 Manufacturing Cost Structure Analysis of Yoga Mat
- 2.6 Manufacturing Process Analysis of Yoga Mat

3 GLOBAL YOGA MAT SALES, SALES PRICE AND MARKET SIZE (VOLUME AND VALUE) 2010-2015 ANALYSIS

- 3.1 Global 2011-2016E Yoga Mat Market Size Analysis
- 3.2 Global 2010-2015 Yoga Mat Sales Price Analysis
- 3.3 Global 2011-2016E Yoga Mat Sales by Companies
- 3.4 Global 2011-2016E Yoga Mat Sales by Product Type
- 3.5 Global 2011-2016E Yoga Mat Sales by Applications
- 3.6 Global 2011-2016E Yoga Mat Sales by Region

4 USA YOGA MAT SALES, SALES PRICE, MARKET SIZE (VOLUME AND VALUE) AND END USERS ANALYSIS

- 4.1 USA 2011-2016E Yoga Mat Market Size Analysis
- 4.2 USA 2010-2015 Yoga Mat Sales Price Analysis
- 4.3 USA 2011-2016E Yoga Mat Sales by Companies
- 4.4 USA 2011-2016E Yoga Mat Sales by Product Type
- 4.5 USA 2011-2016E Yoga Mat Sales by Applications
- 4.6 USA 2011-2016E Yoga Mat Regional Import Export Analysis
- 4.7 USA End Users with Contact Information of Yoga Mat by Applications

5 EUROPE YOGA MAT SALES, SALES PRICE, MARKET SIZE (VOLUME AND VALUE) AND END USERS ANALYSIS

- 5.1 Europe 2011-2016E Yoga Mat Market Size Analysis
- 5.2 Europe 2010-2015 Yoga Mat Sales Price Analysis
- 5.3 Europe 2011-2016E Yoga Mat Sales by Companies
- 5.4 Europe 2011-2016E Yoga Mat Sales by Product Type
- 5.5 Europe 2011-2016E Yoga Mat Sales by Applications
- 5.6 Europe 2011-2016E Yoga Mat Regional Import Export Analysis
- 5.7 Europe End Users with Contact Information of Yoga Mat by Applications

6 CHINA YOGA MAT SALES, SALES PRICE, MARKET SIZE (VOLUME AND VALUE) AND END USERS ANALYSIS

- 6.1 China 2011-2016E Yoga Mat Market Size Analysis
- 6.2 China 2010-2015 Yoga Mat Sales Price Analysis
- 6.3 China 2011-2016E Yoga Mat Sales by Companies
- 6.4 China 2011-2016E Yoga Mat Sales by Product Type
- 6.5 China 2011-2016E Yoga Mat Sales by Applications
- 6.6 China 2011-2016E Yoga Mat Regional Import Export Analysis
- 6.7 China End Users with Contact Information of Yoga Mat by Applications

7 INDIA YOGA MAT SALES, SALES PRICE, MARKET SIZE (VOLUME AND VALUE) AND END USERS ANALYSIS

- 7.1 India 2011-2016E Yoga Mat Market Size Analysis
- 7.2 India 2010-2015 Yoga Mat Sales Price Analysis

- 7.3 India 2011-2016E Yoga Mat Sales by Companies
- 7.4 India 2011-2016E Yoga Mat Sales by Product Type
- 7.5 India 2011-2016E Yoga Mat Sales by Applications
- 7.6 India 2011-2016E Yoga Mat Regional Import Export Analysis
- 7.7 India End Users with Contact Information of Yoga Mat by Applications

8 GLOBAL AND MAJOR REGIONS 2017-2022 YOGA MAT SALES PRICE AND MARKET SIZE (VOLUME AND VALUE) FORECAST

- 8.1 Global 2017-2022 Yoga Mat Sales Price and Market Size (Volume and Value) Forecast
- 8.2 USA 2017-2022 Yoga Mat Sales Price and Market Size (Volume and Value) Forecast
- 8.3 Europe 2017-2022 Yoga Mat Sales Price and Market Size (Volume and Value) Forecast
- 8.4 China 2017-2022 Yoga Mat Sales Price and Market Size (Volume and Value) Forecast
- 8.5 India 2017-2022 Yoga Mat Sales Price and Market Size (Volume and Value) Forecast

9 MAJOR YOGA MAT COMPANIES ANALYSIS

- 9.1 Lululemon
 - 9.1.1 Lululemon Profile
 - 9.1.2 2011-2016 Lululemon Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.1.3 Contact Information
- 9.2 Manduka PROlite
 - 9.2.1 Manduka PROlite Profile
 - 9.2.2 2011-2016 Manduka PROlite Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.2.3 Contact Information
- 9.3 Jade Yoga
 - 9.3.1 Jade Yoga Profile
 - 9.3.2 2011-2016 Jade Yoga Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.3.3 Contact Information
- 9.4 Hugger Mugger Para Rubber
 - 9.4.1 Hugger Mugger Para Rubber Profile

9.4.2 2011-2016 Hugger Mugger Para Rubber Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.4.3 Contact Information

9.5 PrAna Revolutionary

9.5.1 PrAna Revolutionary Profile

9.5.2 2011-2016 PrAna Revolutionary Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.5.3 Contact Information

9.6 Gaiam

9.6.1 Gaiam Profile

9.6.2 2011-2016 Gaiam Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.6.3 Contact Information

9.7 Easyoga

9.7.1 Easyoga Profile

9.7.2 2011-2016 Easyoga Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.7.3 Contact Information

9.8 HATHAYOGA

9.8.1 HATHAYOGA Profile

9.8.2 2011-2016 HATHAYOGA Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.8.3 Contact Information

9.9 Kharma Khare

9.9.1 Kharma Khare Profile

9.9.2 2011-2016 Kharma Khare Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.9.3 Contact Information

9.10 Hosa Group

9.10.1 Hosa Group Profile

9.10.2 2011-2016 Hosa Group Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.10.3 Contact Information

9.11 Yogabum

9.11.1 Yogabum Profile

9.11.2 2011-2016 Yogabum Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.11.3 Contact Information

9.12 Aerolite

- 9.12.1 Aerolite Profile
- 9.12.2 2011-2016 Aerolite Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
- 9.12.3 Contact Information
- 9.13 Aurorae
 - 9.13.1 Aurorae Profile
 - 9.13.2 2011-2016 Aurorae Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.13.3 Contact Information
- 9.14 Barefoot Yoga
 - 9.14.1 Barefoot Yoga Profile
 - 9.14.2 2011-2016 Barefoot Yoga Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.14.3 Contact Information
- 9.15 Keep well
 - 9.15.1 Keep well Profile
 - 9.15.2 2011-2016 Keep well Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.15.3 Contact Information
- 9.16 Khataland
 - 9.16.1 Khataland Profile
 - 9.16.2 2011-2016 Khataland Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.16.3 Contact Information
- 9.17 Microcell Composite
 - 9.17.1 Microcell Composite Profile
 - 9.17.2 2011-2016 Microcell Composite Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.17.3 Contact Information
- 9.18 Yogarugs
 - 9.18.1 Yogarugs Profile
 - 9.18.2 2011-2016 Yogarugs Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.18.3 Contact Information
- 9.19 Copeactive
 - 9.19.1 Copeactive Profile
 - 9.19.2 2011-2016 Copeactive Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis
 - 9.19.3 Contact Information

9.20 Yogasana

9.20.1 Yogasana Profile

9.20.2 2011-2016 Yogasana Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.20.3 Contact Information

9.21 A. Kolckmann

9.21.1 A. Kolckmann Profile

9.21.2 2011-2016 A. Kolckmann Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.21.3 Contact Information

9.22 JiangXi Lveten Plastic

9.22.1 JiangXi Lveten Plastic Profile

9.22.2 2011-2016 JiangXi Lveten Plastic Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.22.3 Contact Information

9.23 Liforme

9.23.1 Liforme Profile

9.23.2 2011-2016 Liforme Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.23.3 Contact Information

9.24 Starlight Yoga

9.24.1 Starlight Yoga Profile

9.24.2 2011-2016 Starlight Yoga Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.24.3 Contact Information

9.25 Bean Products

9.25.1 Bean Products Profile

9.25.2 2011-2016 Bean Products Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis

9.25.3 Contact Information

10 GLOBAL YOGA MAT PRODUCTION ANALYSIS

10.1 2011-2016E Global Yoga Mat Production by Countries

10.2 2011-2016E Global Yoga Mat Production Market Share

11 MARKETING TRADER OR DISTRIBUTOR ANALYSIS OF YOGA MAT

11.1 Marketing Channels Status of Yoga Mat

11.2 Traders or Distributors of Yoga Mat with Contact Information

12 NEW PROJECT INVESTMENT FEASIBILITY ANALYSIS OF YOGA MAT

12.1 New Project Michael Porter Five Forces Model Analysis

12.2 New Project Investment Feasibility Analysis of Yoga Mat

13 CONCLUSION OF THE GLOBAL YOGA MAT CONSUMPTION MARKET REPORT 2015

List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Yoga Mat
Table Specifications of Yoga Mat
Table Classification of Yoga Mat
Figure Global 2015 Yoga Mat Sales Market Share by Product Type
Figure PVC Yoga Mat Picture
Figure Rubber Yoga Mat Picture
Figure TPE Yoga Mat Picture
Table Applications of Yoga Mat
Figure Global 2015 Yoga Mat Sales Market Share by Applications
Figure Household Examples
Figure Yoga Club Examples
Figure Industry Chain Structure of Yoga Mat
Figure Global 2015 Yoga Mat Sales Market Share by Region
Table Policy Analysis of Yoga Mat Import
Table Industry Policy of Import Duty & Taxes for Yoga Mats Raw Materials
Table Industry News List of Yoga Mat
Table Yoga Mat Major Raw Materials List
Figure China Price of PVC 2014-2015 (Yuan/MT)
Figure Global Price of Natural Rubber 2010-2015 (USD/MT)
Table Major Equipment and Equipment Suppliers Contact Information
Figure Open Mill Picture
Figure Plastic Extruding Machine Picture
Figure Manufacturing Labor Cost Per Hour in China as a Proportion of Those in Other Countries (%)
Figure Manufacturing Labor Costs in Select Provinces and Countries in 2014
Figure Average Manufacturing Cost Index in 2004
Figure Average Manufacturing Cost Index in 2014
Figure Average Manufacturing Cost Index in 2015
Figure 2014 Global Electricity Price in Selected Countries in 2015 (USD Cents/ KW•h)
Table US Average Price of Electricity to Ultimate Customers by End-Use Sector, by State, September 2015 and 2014 (Cents per KW•h)
Table Manufacturing Cost Structure Analysis of Yoga Mat in 2014
Figure Manufacturing Process Analysis of Yoga Mat
Figure Global 2011-2016E Yoga Mat Market Size (Volume) and Growth Rate
Figure Global 2011-2016E Yoga Mat Market Size (Value) and Growth Rate

Figure Global 2011-2016E Yoga Mat Sales Price (USD/K Pcs)
Table Global 2011-2016E Yoga Mat Sales and Total Sales (K Pcs)
Table Global 2011-2016E Yoga Mat Sales Market Share by Companies
Figure Global 2011 Yoga Mat Sales Market Share by Companies
Figure Global 2012 Yoga Mat Sales Market Share by Companies
Figure Global 2013 Yoga Mat Sales Market Share by Companies
Figure Global 2014 Yoga Mat Sales Market Share by Companies
Figure Global 2015 Yoga Mat Sales Market Share by Companies
Figure Global 2016 Yoga Mat Sales Market Share by Companies
Table Global 2011-2016E Yoga Mat Sales (K Pcs) by Product Type
Figure Global 2011 Yoga Mat Sales Market Share by Product Type
Figure Global 2015 Yoga Mat Sales Market Share by Product Type
Table Global 2011-2016E Yoga Mat Sales (K Pcs) by Applications
Figure Global 2011 Yoga Mat Sales Market Share by Applications
Figure Global 2015 Yoga Mat Sales Market Share by Applications
Table Global 2011-2016E Yoga Mat Sales (K Pcs) by Region
Figure Global 2011 Yoga Mat Sales Market Share by Region
Figure Global 2015 Yoga Mat Sales Market Share by Region
Figure USA 2011-2016E Yoga Mat Market Size (Volume) and Growth Rate
Figure USA 2011-2016E Yoga Mat Market Size (Value) and Growth Rate
Figure USA 2011-2016E Yoga Mat Sales Price (USD/K Pcs)
Table USA 2011-2016E Yoga Mat Sales and Total Sales (K Pcs)
Table USA 2011-2016E Yoga Mat Sales Market Share by Companies
Table USA 2011-2016E Yoga Mat Sales (K Pcs) by Product Type
Figure USA 2011 Yoga Mat Sales Market Share by Product Type
Figure USA 2015 Yoga Mat Sales Market Share by Product Type
Table USA 2011-2016E Yoga Mat Sales (K Pcs) by Applications
Figure USA 2011 Yoga Mat Sales Market Share by Applications
Figure USA 2015 Yoga Mat Sales Market Share by Applications
Table USA 2011-2016E Yoga Mat Regional Production, Import, Export, and Regional Sales List
Table USA End Users with Contact Information of Yoga Mat by Applications
Figure Europe 2011-2016E Yoga Mat Market Size (Volume) and Growth Rate
Figure Europe 2011-2016E Yoga Mat Market Size (Value) and Growth Rate
Figure Europe 2011-2016E Yoga Mat Sales Price (USD/K Pcs)
Table Europe 2011-2016E Yoga Mat Sales and Total Sales (K Pcs)
Table Europe 2011-2016E Yoga Mat Sales Market Share by Companies
Table Europe 2011-2016E Yoga Mat Sales (K Pcs) by Product Type
Figure Europe 2011 Yoga Mat Sales Market Share by Product Type

Figure Europe 2015 Yoga Mat Sales Market Share by Product Type
Table Europe 2011-2016E Yoga Mat Sales (K Pcs) by Applications
Figure Europe 2011 Yoga Mat Sales Market Share by Applications
Figure Europe 2015 Yoga Mat Sales Market Share by Applications
Table Europe 2011-2016E Yoga Mat Regional Production, Import, Export, and Regional Sales List
Table Europe End Users with Contact Information of Yoga Mat by Applications
Figure China 2011-2016E Yoga Mat Market Size (Volume) and Growth Rate
Figure China 2011-2016E Yoga Mat Market Size (Value) and Growth Rate
Figure China 2011-2016E Yoga Mat Sales Price (USD/K Pcs)
Table China 2011-2016E Yoga Mat Sales and Total Sales (K Pcs)
Table China 2011-2016E Yoga Mat Sales Market Share by Companies
Table China 2011-2016E Yoga Mat Sales (K Pcs) by Product Type
Figure China 2011 Yoga Mat Sales Market Share by Product Type
Figure China 2015 Yoga Mat Sales Market Share by Product Type
Table China 2011-2016E Yoga Mat Sales (K Pcs) by Applications
Figure China 2011 Yoga Mat Sales Market Share by Applications
Figure China 2015 Yoga Mat Sales Market Share by Applications
Table China 2011-2016E Yoga Mat Regional Production, Import, Export, and Regional Sales List
Table China End Users with Contact Information of Yoga Mat by Applications
Figure India 2011-2016E Yoga Mat Market Size (Volume) and Growth Rate
Figure India 2011-2016E Yoga Mat Market Size (Value) and Growth Rate
Figure India 2011-2016E Yoga Mat Sales Price (USD/K Pcs)
Table India 2011-2016E Yoga Mat Sales and Total Sales (K Pcs)
Table India 2011-2016E Yoga Mat Sales Market Share by Companies
Table India 2011-2016E Yoga Mat Sales (K Pcs) by Product Type
Figure India 2011 Yoga Mat Sales Market Share by Product Type
Figure India 2015 Yoga Mat Sales Market Share by Product Type
Table India 2011-2016E Yoga Mat Sales (K Pcs) by Applications
Figure India 2011 Yoga Mat Sales Market Share by Applications
Figure India 2015 Yoga Mat Sales Market Share by Applications
Table India 2011-2016E Yoga Mat Regional Production, Import, Export, and Regional Sales List
Table India End Users with Contact Information of Yoga Mat by Applications
Figure Global 2017-2022 Yoga Mat Market Size (Volume) and Growth Rate Forecast
Figure Global 2017-2022 Yoga Mat Market Size (Value) and Growth Rate Forecast
Figure Global 2017-2022 Yoga Mat Sales Price (USD/K Pcs) Forecast
Figure USA 2017-2022 Yoga Mat Market Size (Volume) and Growth Rate Forecast

Figure USA 2017-2022 Yoga Mat Market Size (Value) and Growth Rate Forecast

Figure USA 2017-2022 Yoga Mat Sales Price (USD/K Pcs) Forecast

Figure Europe 2017-2022 Yoga Mat Market Size (Volume) and Growth Rate Forecast

Figure Europe 2017-2022 Yoga Mat Market Size (Value) and Growth Rate Forecast

Figure Europe 2017-2022 Yoga Mat Sales Price (USD/K Pcs) Forecast

Figure China 2017-2022 Yoga Mat Market Size (Volume) and Growth Rate Forecast

Figure China 2017-2022 Yoga Mat Market Size (Value) and Growth Rate Forecast

Figure China 2017-2022 Yoga Mat Sales Price (USD/K Pcs) Forecast

Figure India 2017-2022 Yoga Mat Market Size (Volume) and Growth Rate Forecast

Figure India 2017-2022 Yoga Mat Market Size (Value) and Growth Rate Forecast

Figure India 2017-2022 Yoga Mat Sales Price (USD/K Pcs) Forecast

Table Lululemon Profile

Table 2011-2016 Lululemon Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Lululemon Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Lululemon Yoga Mat Sales Market Share

Table Manduka PROlite Profile

Table 2011-2016 Manduka PROlite Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Manduka PROlite Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Manduka PROlite Yoga Mat Sales Market Share

Table Jade Yoga Profile

Table 2011-2016 Jade Yoga Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Table 2011-2016 Jade Yoga Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Jade Yoga Yoga Mat Sales Market Share

Table Hugger Mugger Para Rubber Profile

Table 2011-2016 Hugger Mugger Para Rubber Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Hugger Mugger Para Rubber Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Hugger Mugger Para Rubber Yoga Mat Sales Market Share

Table PrAna Revolutionary Profile

Table 2011-2016 PrAna Revolutionary Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 PrAna Revolutionary Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 PrAna Revolutionary Yoga Mat Sales Market Share

Table Gaiam Profile

Table 2011-2016 Gaiam Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Gaiam Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Gaiam Yoga Mat Sales Market Share

Table Easyoga Profile

Table 2011-2016 Easyoga Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Easyoga Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Easyoga Yoga Mat Sales Market Share

Table HATHAYOGA Profile

Table 2011-2016 HATHAYOGA Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 HATHAYOGA Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 HATHAYOGA Yoga Mat Sales Market Share

Table Kharma Khare Profile

Table 2011-2016 Kharma Khare Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Kharma Khare Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Kharma Khare Yoga Mat Sales Market Share

Table Hosa Group Profile

Table 2011-2016 Hosa Group Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Hosa Group Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Hosa Group Yoga Mat Sales Market Share

Table Yogabum Profile

Table 2011-2016 Yogabum Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Yogabum Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Yogabum Yoga Mat Sales Market Share

Table Aerolite Profile

Table 2011-2016 Aerolite Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Aerolite Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Aerolite Yoga Mat Sales Market Share

Table Aurorae Profile

Table 2011-2016 Aurorae Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Aurorae Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Aurorae Yoga Mat Sales Market Share

Table Barefoot Yoga Profile

Table 2011-2016 Barefoot Yoga Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Barefoot Yoga Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Barefoot Yoga Yoga Mat Sales Market Share

Table Keep well Profile

Table 2011-2016 Keep well Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Keep well Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Keep well Yoga Mat Sales Market Share

Table Khataland Profile

Table 2011-2016 Khataland Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Khataland Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Khataland Yoga Mat Sales Market Share

Table Microcell Composite Profile

Table 2011-2016 Microcell Composite Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Microcell Composite Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Microcell Composite Yoga Mat Sales Market Share

Table Yogarugs Profile

Table 2011-2016 Yogarugs Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Yogarugs Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Yogarugs Yoga Mat Sales Market Share

Table Copeactive Profile

Table 2011-2016 Copeactive Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Copeactive Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Copeactive Yoga Mat Sales Market Share

Table Yogasana Profile

Table 2011-2016 Yogasana Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Yogasana Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Yogasana Yoga Mat Sales Market Share

Table A. Kolckmann Profile

Table 2011-2016 A. Kolckmann Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 A. Kolckmann Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 A. Kolckmann Yoga Mat Sales Market Share

Table JiangXi Lveten Plastic Profile

Table 2011-2016 JiangXi Lveten Plastic Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 JiangXi Lveten Plastic Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 JiangXi Lveten Plastic Yoga Mat Sales Market Share

Table Liforme Profile

Table 2011-2016 Liforme Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Liforme Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Liforme Yoga Mat Sales Market Share

Table Starlight Yoga Profile

Table 2011-2016 Starlight Yoga Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Starlight Yoga Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Starlight Yoga Yoga Mat Sales Market Share

Table Bean Products Profile

Table 2011-2016 Bean Products Yoga Mat Sales (K Pcs), Sales Revenue (Million USD), Sales Price (USD/K Pcs), Gross Margin Analysis

Figure 2011-2016 Bean Products Yoga Mat Sales (K Pcs) and Growth Rate Analysis

Figure 2011-2016 Bean Products Yoga Mat Sales Market Share

Table 2011-2016E Global Yoga Mat Production (K Pcs) by Countries

Figure 2011 Global Yoga Mat Production Market Share

Figure 2012 Global Yoga Mat Production Market Share

Figure 2013 Global Yoga Mat Production Market Share

Figure 2014 Global Yoga Mat Production Market Share

Figure 2015 Global Yoga Mat Production Market Share

Figure Marketing Channels of Yoga Mat

Table Traders or Distributors of Yoga Mat with Contact Information

Figure Michael Porter Five Forces Model

Table New Project Investment Feasibility Analysis of Yoga Mat

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