

Global Yoga Mat Sales Market Report 2018

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Abstracts

This report studies the global Yoga Mat market status and forecast, categorizes the global Yoga Mat market size (value & volume) by key players, type, application, and region. This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

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 consumption volume of yoga mat increases from 27106 K Pcs in 2012 to 36054 K Pcs in 2016. North America and Europe are the mainly consumption regions, which the consumption volume is 10717 K Pcs and 7915 K Pcs in 2016 respectively as more and more Americans and European focus on wellness and health-consciousness.

Yoga mat can be classified into four types: PVC yoga mats, rubber yoga mats, TPE yoga mats and other yoga mats. PVC yoga mats are the most widely used products and take 48.35% of global production in 2016. Survey results showed that in 2016 61.32% of the yoga mat market was household, 31.91% is yoga club and 6.77% divided among other industries.

Currently, yoga mat sales continued to grow, mainly due to the growing popularity of yoga in the world, in the United States there are more than twenty million yoga exercisers, while compared to United States, only half of the number in China, therefore, in the next few years, with the development of economy and the increasing living standard China will be a new yoga market.

We tend to believe this industry is an emerging industry, and the consumption increasing degree will show a rapid growth curve. For product prices, the slow downward trend in recent years will maintain in the future as competition intensifies. Besides, prices gap between different brands will go narrowing gradually. Also, there will be fluctuation in gross margin.

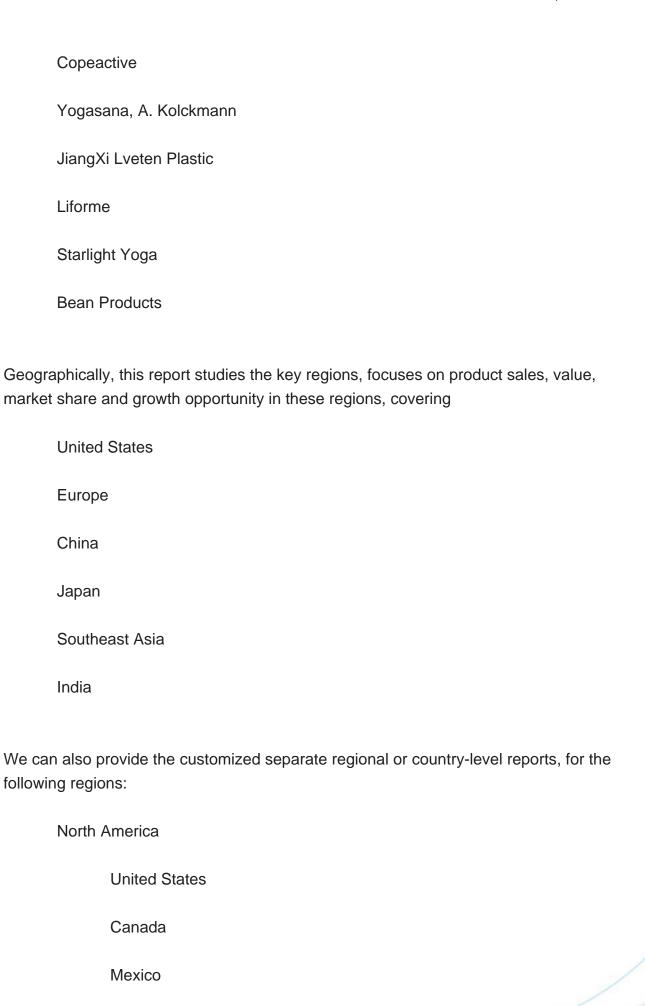


The global Yoga Mat market is valued at 1210 million US\$ in 2017 and will reach 2350 million US\$ by the end of 2025, growing at a CAGR of 8.7% during 2018-2025.

The major players covered in this report

Lululemon
Manduka PROlite
Jade Yoga
Hugger Mugger Para Rubber
PrAna Revolutionary
Gaiam, Easyoga
HATHAYOGA
Kharma Khare
Hosa Group
Yogabum
Aerolite
Aurorae
Barefoot Yoga
Keep well
Khataland
Microcell Composite
Yogarugs

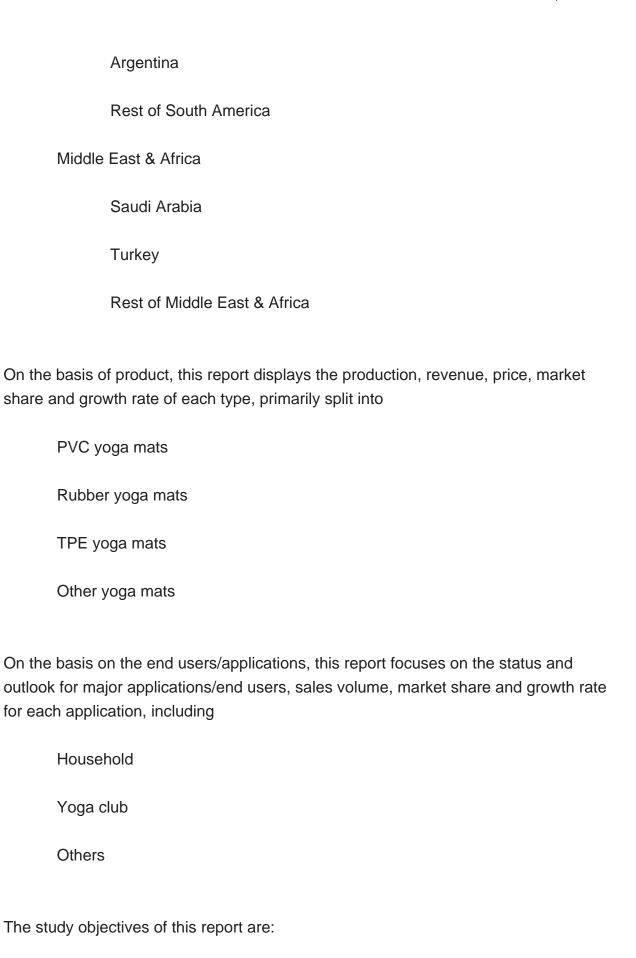






Asia-Pacific
China
India
Japan
South Korea
Australia
Indonesia
Singapore
Rest of Asia-Pacific
Europe
Germany
France
UK
Italy
Spain
Russia
Rest of Europe
Central & South America
Brazil





To analyze and study the global Yoga Mat sales, value, status (2013-2017) and



forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key Yoga Mat players, to study the sales, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

To strategically profile the key players and comprehensively analyze their growth strategies.

In this study, the years considered to estimate the market size of Yoga Mat are as follows:

History Year: 2013-2017

Base Year: 2017



Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders
Yoga Mat Manufacturers
Yoga Mat Distributors/Traders/Wholesalers
Yoga Mat Subcomponent Manufacturers
Industry Association
Downstream Vendors
Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Yoga Mat market, by end-use. Detailed analysis and profiles of additional market players.



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