

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

Copeactive

Yogasana, A. Kolckmann

JiangXi Lveten Plastic

Liforme

Starlight Yoga

Bean Products

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

United States

Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

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

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

PVC yoga mats

Rubber yoga mats

TPE yoga mats

Other yoga mats

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Household

Yoga club

Others

The study objectives of this report are:

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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