

# **Digitally Connected Gym Equipment Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Treadmills, Exercise Bikes, Strength Training Equipment, Others (Cross Trainers, ellipticals, etc.) By End Use (Home, Health Club/ Gym, Office, Hotel and Others) By Distribution Channel (SuperMarket ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented & Hypermarkets, Specialty Stores and Online) By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Digitally Connected Gym Equipment Market is projected to experience substantial growth, rising from USD 1.41 Billion in 2025 to USD 3.09 Billion by 2031, reflecting a CAGR of 13.97%. This market sector encompasses fitness hardware such as stationary cycles, treadmills, and strength training machines that are equipped with internet connectivity and advanced sensors for real-time performance monitoring. The expansion is primarily fueled by a global shift toward preventative healthcare and the adoption of hybrid fitness models, which demand seamless data synchronization between home workouts and commercial facilities, thereby creating sustained demand for equipment that provides personalized training feedback and remote digital engagement.

Data from the Health & Fitness Association reveals that fitness industry revenue increased by an average of 8 percent across major global markets in 2025, suggesting a favorable environment for capital investment in high-tech infrastructure. Despite this

positive financial momentum, a significant obstacle to broader market expansion is the intensifying concern regarding data privacy and security. As these connected devices collect sensitive biometric information, the requirement for strict compliance with international regulatory standards presents a challenge that complicates widespread adoption.

## **Market Driver**

The incorporation of Artificial Intelligence (AI) and Machine Learning (ML) is fundamentally transforming the industry by converting static machinery into dynamic, hyper-personalized health coaching stations. Modern equipment now employs AI algorithms to process user biometrics instantaneously, automatically adjusting parameters such as resistance, speed, and incline to enhance performance and minimize injury risks. This technological advancement is driving major capital investment as manufacturers shift their focus toward preventative care ecosystems that deliver precise, data-backed training regimens, a trend evidenced by Technogym S.p.A.'s report in October 2024 of a 10 percent year-over-year revenue increase to \$621.6 million, largely supported by its AI-driven digital ecosystem.

Concurrent with these advancements, seamless interoperability with smart devices and wearable technology has become a decisive factor in consumer adoption. Contemporary gym equipment is expected to function as a central hub that consolidates data from external trackers, thereby unifying the user's health profile across both indoor facilities and outdoor activities. This connectivity generates robust demand for devices that bridge the gap between different fitness environments, as highlighted by Garmin Ltd. in October 2024, which saw a 31 percent increase in fitness segment revenue due to demand for integrated wearables. Furthermore, economic value is increasingly tied to long-term digital retention, illustrated by Peloton Interactive, Inc. generating over \$1.7 billion in annualized connected fitness subscription revenue in its First Quarter Fiscal 2025 results.

## **Market Challenge**

The growth of the Global Digitally Connected Gym Equipment Market is significantly constrained by escalating concerns regarding cybersecurity and data privacy. Because fitness machinery increasingly depends on cloud integration and continuous biometric tracking, the accumulation of sensitive personal health information presents a substantial liability. Both commercial facility operators and individual consumers are expressing growing anxiety over potential identity theft, data breaches, and

unauthorized surveillance. This hesitation establishes a barrier to market entry, as stakeholders fear that insufficient safeguards could result in severe legal and reputational repercussions, effectively stalling the procurement of advanced "smart" infrastructure.

This scrutiny has a measurable impact on industry adoption trends. According to the Consumer Technology Association in 2025, 30 percent of surveyed providers indicated that demonstrable evidence of enhanced user data security is necessary to drive better adoption of digital health technologies. This statistic underscores a critical deficit in market confidence, revealing that a significant portion of prospective buyers is withholding investment specifically due to security apprehensions. Consequently, the market's growth potential is restricted, as the desire for seamless data integration is counterbalanced by the imperative for rigorous, proven privacy protection that many platforms have yet to fully guarantee.

## **Market Trends**

Connected gym equipment is increasingly penetrating the corporate sector, where companies are investing in smart fitness solutions that provide employees with data-driven health programs and remote wellness challenges as key benefits. This trend is driven by employers recognizing the direct correlation between workforce vitality, retention, and productivity, leading to a transition from traditional gym subsidies to integrated digital wellness ecosystems. According to the 'State of Work-Life Wellness 2024' report by Wellhub in October 2024, 93 percent of employees globally now view their wellbeing as equal in importance to their salary, emphasizing the critical demand for employer-sponsored connected health platforms.

Simultaneously, traditional physical weights are being replaced by digital electromagnetic resistance systems in strength training equipment, allowing for precise weight adjustments and advanced modes like eccentric overloading without the need for bulky hardware. The adoption of digital resistance technology facilitates the creation of compact, motor-driven machines that deliver commercial-grade biomechanics in space-limited environments, appealing to both modern fitness facilities and high-end home users. The market viability of this innovation is clear, as Technogym S.p.A. reported in March 2025 that its commercial segment revenue grew by 11.6 percent in FY 2024, a rise attributed significantly to strong sales of its advanced, technology-integrated strength lines.

## **Key Market Players**

EGYM Inc.

KPS Capital Partners

Technogym S.p.A

Precor Incorporated

Cybex International, Inc

Johnson Health Tech

Nautilus, Inc

Treadfit Technologies Pvt Ltd

TRUE Fitness Technology, Inc

Tonal Systems, Inc

## **Report Scope**

In this report, the Global Digitally Connected Gym Equipment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### **Digitally Connected Gym Equipment Market, By Type**

Treadmills

Exercise Bikes

Strength Training Equipment

Others (Cross Trainers

ellipticals

etc.)

### Digitally Connected Gym Equipment Market, By End Use

Home

Health Club/ Gym

Office

Hotel

Others

### Digitally Connected Gym Equipment Market, By Distribution Channel

Supermarket & Hypermarkets

Specialty Stores

Online

### Digitally Connected Gym Equipment Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Digitally Connected Gym Equipment Market.

**Available Customizations:**

Global Digitally Connected Gym Equipment Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. VOICE OF CUSTOMER**

### **5. GLOBAL DIGITALLY CONNECTED GYM EQUIPMENT MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type (Treadmills, Exercise Bikes, Strength Training Equipment, Others (Cross Trainers, ellipticals, etc.))
  - 5.2.2. By End Use (Home, Health Club/ Gym, Office, Hotel, Others)
  - 5.2.3. By Distribution Channel (Supermarket & Hypermarkets, Specialty Stores,

Online)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

## **6. NORTH AMERICA DIGITALLY CONNECTED GYM EQUIPMENT MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By End Use

6.2.3. By Distribution Channel

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Digitally Connected Gym Equipment Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Type

6.3.1.2.2. By End Use

6.3.1.2.3. By Distribution Channel

6.3.2. Canada Digitally Connected Gym Equipment Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Type

6.3.2.2.2. By End Use

6.3.2.2.3. By Distribution Channel

6.3.3. Mexico Digitally Connected Gym Equipment Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Type

6.3.3.2.2. By End Use

6.3.3.2.3. By Distribution Channel

## **7. EUROPE DIGITALLY CONNECTED GYM EQUIPMENT MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type
  - 7.2.2. By End Use
  - 7.2.3. By Distribution Channel
  - 7.2.4. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Digitally Connected Gym Equipment Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Type
      - 7.3.1.2.2. By End Use
      - 7.3.1.2.3. By Distribution Channel
  - 7.3.2. France Digitally Connected Gym Equipment Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Type
      - 7.3.2.2.2. By End Use
      - 7.3.2.2.3. By Distribution Channel
  - 7.3.3. United Kingdom Digitally Connected Gym Equipment Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Type
      - 7.3.3.2.2. By End Use
      - 7.3.3.2.3. By Distribution Channel
  - 7.3.4. Italy Digitally Connected Gym Equipment Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Type
      - 7.3.4.2.2. By End Use
      - 7.3.4.2.3. By Distribution Channel
  - 7.3.5. Spain Digitally Connected Gym Equipment Market Outlook
    - 7.3.5.1. Market Size & Forecast

- 7.3.5.1.1. By Value
- 7.3.5.2. Market Share & Forecast
  - 7.3.5.2.1. By Type
  - 7.3.5.2.2. By End Use
  - 7.3.5.2.3. By Distribution Channel

## **8. ASIA PACIFIC DIGITALLY CONNECTED GYM EQUIPMENT MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type
  - 8.2.2. By End Use
  - 8.2.3. By Distribution Channel
  - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
  - 8.3.1. China Digitally Connected Gym Equipment Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Type
      - 8.3.1.2.2. By End Use
      - 8.3.1.2.3. By Distribution Channel
  - 8.3.2. India Digitally Connected Gym Equipment Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Type
      - 8.3.2.2.2. By End Use
      - 8.3.2.2.3. By Distribution Channel
  - 8.3.3. Japan Digitally Connected Gym Equipment Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Type
      - 8.3.3.2.2. By End Use
      - 8.3.3.2.3. By Distribution Channel
  - 8.3.4. South Korea Digitally Connected Gym Equipment Market Outlook
    - 8.3.4.1. Market Size & Forecast

- 8.3.4.1.1. By Value
- 8.3.4.2. Market Share & Forecast
  - 8.3.4.2.1. By Type
  - 8.3.4.2.2. By End Use
  - 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Digitally Connected Gym Equipment Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Type
    - 8.3.5.2.2. By End Use
    - 8.3.5.2.3. By Distribution Channel

## **9. MIDDLE EAST & AFRICA DIGITALLY CONNECTED GYM EQUIPMENT MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Type
  - 9.2.2. By End Use
  - 9.2.3. By Distribution Channel
  - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
  - 9.3.1. Saudi Arabia Digitally Connected Gym Equipment Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Type
      - 9.3.1.2.2. By End Use
      - 9.3.1.2.3. By Distribution Channel
  - 9.3.2. UAE Digitally Connected Gym Equipment Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Type
      - 9.3.2.2.2. By End Use
      - 9.3.2.2.3. By Distribution Channel
  - 9.3.3. South Africa Digitally Connected Gym Equipment Market Outlook

- 9.3.3.1. Market Size & Forecast
  - 9.3.3.1.1. By Value
- 9.3.3.2. Market Share & Forecast
  - 9.3.3.2.1. By Type
  - 9.3.3.2.2. By End Use
  - 9.3.3.2.3. By Distribution Channel

## **10. SOUTH AMERICA DIGITALLY CONNECTED GYM EQUIPMENT MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Type
  - 10.2.2. By End Use
  - 10.2.3. By Distribution Channel
  - 10.2.4. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Digitally Connected Gym Equipment Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Type
      - 10.3.1.2.2. By End Use
      - 10.3.1.2.3. By Distribution Channel
  - 10.3.2. Colombia Digitally Connected Gym Equipment Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Type
      - 10.3.2.2.2. By End Use
      - 10.3.2.2.3. By Distribution Channel
  - 10.3.3. Argentina Digitally Connected Gym Equipment Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Type
      - 10.3.3.2.2. By End Use
      - 10.3.3.2.3. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. GLOBAL DIGITALLY CONNECTED GYM EQUIPMENT MARKET: SWOT ANALYSIS**

## **14. PORTER'S FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. EGYM Inc.
  - 15.1.1. Business Overview
  - 15.1.2. Products & Services
  - 15.1.3. Recent Developments
  - 15.1.4. Key Personnel
  - 15.1.5. SWOT Analysis
- 15.2. KPS Capital Partners
- 15.3. Technogym S.p.A
- 15.4. Precor Incorporated
- 15.5. Cybex International, Inc
- 15.6. Johnson Health Tech
- 15.7. Nautilus, Inc
- 15.8. Treadfit Technologies Pvt Ltd
- 15.9. TRUE Fitness Technology, Inc

15.10. Tonal Systems, Inc

**16. STRATEGIC RECOMMENDATIONS**

**17. ABOUT US & DISCLAIMER**

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