

# **Under Desk Treadmill Market - Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Product Type (Folded vs Unfolded, Others), By Technology (Smart Vs Non Smart), By Distribution Channel (Supermarket/ Hypermarkets, Specialty stores, Online and Others), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/UCAED3AD9D2CEN.html>

Date: January 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: UCAED3AD9D2CEN

## **Abstracts**

The Global Under-Desk Treadmill Market is projected to expand from USD 0.14 Billion in 2025 to USD 0.22 Billion by 2031, reflecting a CAGR of 7.82%. This market focuses on compact walking pads designed without vertical handrails, allowing them to fit effortlessly beneath standing desks so users can walk at low speeds while performing office duties. The primary drivers of this market include growing recognition of the health dangers linked to sedentary habits and the rising implementation of corporate wellness initiatives promoting active workspaces. This development is bolstered by growth in the wider fitness sector; for example, the Health & Fitness Association's 2025 Global Report noted an 8% average increase in global fitness industry revenue in 2025, indicating continued consumer spending on physical health.

Despite this growth, the market encounters significant obstacles related to safety and liability within business settings. Companies are often reluctant to widely adopt these machines due to risks of accidents or injuries caused by distraction, which create complications for insurance and workplace safety regulations. Furthermore, the physical space these units occupy can be a constraint in small home offices or crowded corporate layouts, potentially limiting their widespread use in urban environments where space is at a premium.

## Market Driver

The widespread adoption of remote and hybrid work models acts as the main engine for the Global Under-Desk Treadmill Market. As the lines between work and home life blur, workers are prioritizing ergonomic solutions to combat the inactivity associated with working from home. This trend turns home offices into wellness areas, necessitating fitness equipment that saves space. Data from the Stanford Institute for Economic Policy Research in July 2024 revealed that roughly 26% of all paid full-time workdays in the U.S. were completed from home, ensuring a significant customer base for home office fitness gear.

Concurrently, growing awareness of the health risks posed by sedentary lifestyles is fueling market growth. People are increasingly realizing the medical dangers of sitting for long periods, leading to a shift toward active workstations that permit continuous, low-impact movement during the workday. This rising health consciousness is highlighted by major organizations; the World Health Organization's 'Global status report on physical activity 2024' stated that physical inactivity impacts 31% of adults globally, emphasizing the need for accessible movement options. Further evidence of this behavioral change comes from Garmin's '2023 Garmin Connect Fitness Report', which showed a 7% year-over-year rise in logged walking activities, signaling a higher priority on daily walking that supports the adoption of under-desk treadmills.

## Market Challenge

Safety risks and liability concerns in corporate settings constitute the major hurdle for the Global Under-Desk Treadmill Market. Employers often prevent the introduction of these devices into offices because of the increased danger of employee injury and the resulting difficulties with workplace insurance and safety adherence. This aversion to risk stops the equipment from becoming a standard feature in offices, keeping it as a niche product for individuals rather than a staple of corporate wellness programs.

Fears regarding equipment safety are heightened by increasing accident rates linked to consumer products in active settings. The National Safety Council reported in 2024 that injuries related to consumer products treated in emergency rooms rose by 18.2%. This increase justifies corporate concerns about potential workplace accidents involving non-standard office gear. As a result, companies frequently refuse to accept the liability risk, which severely constrains the market's expansion through large-scale commercial avenues and limits its growth in shared professional environments.

## Market Trends

The incorporation of smart connectivity and virtual training ecosystems is reshaping the market by turning under-desk treadmills into connected digital hubs rather than standalone devices. Manufacturers are moving away from proprietary screens, opting instead for Bluetooth FTMS protocols that sync easily with third-party apps such as Zwift or Kinomap, allowing users to track progress and compete virtually while working. This push for digital compatibility stems from consumer demand for guided wellness experiences; the Mindbody '7 Fitness and Wellness Trends to Look Out for in 2025' report noted a 414% jump in interest for remote and digital fitness classes, creating a need for hardware that supports these virtual platforms.

At the same time, the rise of 2-in-1 hybrid walking and running designs is influencing product engineering to enhance utility in small home spaces. These flexible units feature collapsible risers and adjustable motors, enabling them to serve as flat walking pads during work hours and high-speed running treadmills for cardio after work. This dual functionality directly tackles the space constraints of modern home offices by combining different workout types into one device. The economic strength of this home-focused approach is evident; Technogym's March 2025 financial release reported an 11.3% revenue increase in their consumer segment, showing strong demand for versatile, premium home fitness solutions.

## Key Market Players

InMovement LLC

GOPLUS CORP.

Zhejiang Rongshun Science & Technology Co., Ltd.

Beijing Kingsmith Technology Co., Ltd.

RHYTHM FUN

Shenzhen Shifeier Technology Co., Ltd

PCE Health & Fitness

Sunny Distributor, Inc.

Treadly LLC

Thermogenesis Group Inc

## Report Scope

In this report, the Global Under-Desk Treadmill Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Under-Desk Treadmill Market, By Product Type

Folded vs Unfolded

Others

Under-Desk Treadmill Market, By Technology

Smart Vs Non Smart

Under-Desk Treadmill Market, By Distribution Channel

Supermarket/ Hypermarkets

Specialty stores

Online

Others

Under-Desk Treadmill 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 Under-Desk Treadmill Market.

## **Available Customizations:**

Global Under-Desk Treadmill 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).

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