

Asia Pacific Fitness Equipment Market, By Product Type (Cardiovascular Training Equipment, Strength Training Equipment, Others), By End User (Residential, Commercial), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Asia Pacific Fitness Equipment Market was valued at USD 26.70 billion in 2024 and is expected to reach USD 36.61 billion by 2030, registering a CAGR of 5.46% during the forecast period. Market growth is being fueled by heightened health awareness, urban lifestyle shifts, and rising adoption of smart technologies. The prevalence of lifestyle-related health issues such as diabetes and obesity has led to greater interest in fitness, prompting individuals to invest in personal and commercial workout equipment. Increased urbanization and higher disposable incomes, particularly in countries like China, India, and Japan, are also contributing to the demand for fitness solutions. Furthermore, the integration of AI and IoT-enabled features has enhanced the user experience with personalized and interactive workouts. The rise in home-based fitness trends—driven by space-saving, multifunctional designs—continues to sustain strong demand even post-pandemic.

Key Market Drivers

Rising Health Awareness and Lifestyle Diseases

The growing incidence of lifestyle-related conditions—including obesity, diabetes, cardiovascular issues, and hypertension—across the Asia Pacific region has significantly increased public awareness about the importance of regular physical activity.

Government initiatives and health campaigns in countries such as China, India, and Australia are encouraging active lifestyles through preventive healthcare messaging. Community fitness programs and corporate wellness schemes are also driving adoption of workout routines. Urban youth and middle-aged individuals are especially embracing fitness regimens to counter sedentary habits, resulting in a surge in demand for equipment like treadmills, stationary bikes, and resistance training machines.

Key Market Challenges

High Cost of Fitness Equipment

A primary constraint in the Asia Pacific fitness equipment market is the high cost of advanced and branded workout machines. For consumers in developing nations such as India, Indonesia, and Vietnam, equipment like ellipticals, strength-training systems, and interactive machines can be cost-prohibitive. Limited access to financing options further compounds the affordability issue. Import duties on foreign brands also elevate end-user prices, particularly in price-sensitive markets. As a result, the penetration of fitness equipment in rural and lower-income demographics remains limited despite rising awareness about physical health.

Key Market Trends

Growing Popularity of Home Fitness Solutions

The post-COVID landscape has cemented the popularity of home fitness, with consumers continuing to prefer the convenience and flexibility of in-home workout setups. Urban dwellers with limited time and space are increasingly opting for compact, foldable, and multifunctional equipment tailored for home use. Cities like Mumbai, Seoul, Tokyo, and Jakarta are witnessing strong demand for space-efficient products such as foldable treadmills, digital fitness mirrors, resistance bands, and adjustable dumbbells. Fitness brands are also bundling equipment with subscription-based virtual workout platforms, merging the benefits of at-home and on-demand fitness solutions. This trend is also pushing traditional gyms to introduce hybrid models that offer both offline and online training experiences.

Key Market Players

Amer Sports Corporation

Nautilus Inc.

Brunswick Corporation

Johnson HealthTech Ltd.

Cybex International Inc.

Impulse Health Tech Ltd. Co.

ICON Health & Fitness Ltd.

Technogym SpA

Konami Kabushiki Kaisha (Konami Corporation)

Shuhua Co. Ltd.

Report Scope:

In this report, the Asia Pacific Fitness Equipment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Asia Pacific Fitness Equipment Market, By Product Type:

Cardiovascular Training Equipment

Strength Training Equipment

Others

Asia Pacific Fitness Equipment Market, By End User:

Residential

Commercial

Asia Pacific Fitness Equipment Market, By Country:

China

Japan

India

South Korea

Australia

Singapore

Indonesia

Rest of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Asia Pacific Fitness Equipment Market.

Available Customizations:

Asia Pacific Fitness 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. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

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 Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. ASIA PACIFIC FITNESS EQUIPMENT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Cardiovascular Training Equipment, Strength Training Equipment, Others)

5.2.2. By End User (Residential, Commercial)

5.2.3. By Country

5.2.4. By Company (2024)

5.3. Market Map

6. CHINA FITNESS EQUIPMENT MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By End User

7. JAPAN FITNESS EQUIPMENT MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By End User

8. INDIA FITNESS EQUIPMENT MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By End User

9. SOUTH KOREA FITNESS EQUIPMENT MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By End User

10. AUSTRALIA FITNESS EQUIPMENT MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Product Type

10.2.2. By End User

11. SINGAPORE FITNESS EQUIPMENT MARKET OUTLOOK

11.1. Market Size & Forecast

11.1.1. By Value

11.2. Market Share & Forecast

11.2.1. By Product Type

11.2.2. By End User

12. INDONESIA FITNESS EQUIPMENT MARKET OUTLOOK

12.1. Market Size & Forecast

12.1.1. By Value

12.2. Market Share & Forecast

12.2.1. By Product Type

12.2.2. By End User

13. MARKET DYNAMICS

13.1. Drivers

13.2. Challenges

14. MARKET TRENDS & DEVELOPMENTS

14.1. Merger & Acquisition (If Any)

14.2. Product Launches (If Any)

14.3. Recent Developments

15. PORTERS FIVE FORCES ANALYSIS

15.1. Competition in the Industry

- 15.2. Potential of New Entrants
- 15.3. Power of Suppliers
- 15.4. Power of Customers
- 15.5. Threat of Substitute Products

16. COMPETITIVE LANDSCAPE

16.1. Company Profiles

- 16.1.1. Amer Sports Corporation
 - 16.1.1.1. Business Overview
 - 16.1.1.2. Company Snapshot
 - 16.1.1.3. Products & Services
 - 16.1.1.4. Financials (As Per Availability)
 - 16.1.1.5. Key Market Focus & Geographical Presence
 - 16.1.1.6. Recent Developments
 - 16.1.1.7. Key Management Personnel
- 16.1.2. Nautilus Inc.
- 16.1.3. Brunswick Corporation
- 16.1.4. Johnson HealthTech Ltd.
- 16.1.5. Cybex International Inc.
- 16.1.6. Impulse Health Tech Ltd. Co.
- 16.1.7. ICON Health & Fitness Ltd.
- 16.1.8. Technogym SpA
- 16.1.9. Konami Kabushiki Kaisha (Konami Corporation)
- 16.1.10. Shuhua Co. Ltd.

17. STRATEGIC RECOMMENDATIONS

18. ABOUT US & DISCLAIMER

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