

# **Fitness Equipment Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Cardiovascular Training Equipment, Strength Training Equipment, Others), By End User (Residential, Commercial), By Region & Competition, 2020-2030F**

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## **Abstracts**

### **Market Overview**

The Global Fitness Equipment Market was valued at USD 35.70 billion in 2024 and is projected to reach USD 45.56 billion by 2030, growing at a CAGR of 4.20% during the forecast period. The market is undergoing a transformation fueled by shifting consumer habits, rising health consciousness, and growing demand for connected, personalized workout solutions. The post-pandemic era has accelerated adoption of home fitness equipment, particularly compact and smart devices that integrate technologies like AI, IoT, and virtual reality. Demand for strength and functional training gear is also rising, aligning with broader trends in fitness routines. The global fitness community is expanding, with IHRSA reporting that more than 230 million people are health club members as of 2024, a 15% increase over pre-pandemic figures. This upward momentum in both residential and commercial fitness markets is driving innovation and sustained industry growth.

### **Key Market Drivers**

Growing Health Awareness and Lifestyle Changes

A major factor driving growth in the fitness equipment market is the global shift toward

healthier lifestyles. Rising rates of obesity, heart disease, and diabetes are motivating people to become more active. Public health campaigns and government initiatives, such as the CDC's "Move Your Way" program, are encouraging physical activity to counter sedentary habits. In the U.S., obesity rates reached 42.4% in 2023, underscoring the need for proactive health interventions. The trend is particularly strong among Gen Z and millennials, who are increasingly investing in fitness tools and services. Meanwhile, the global aging population—projected to reach 1.6 billion people aged 65 and over by 2050—is also adopting fitness routines focused on mobility and strength. This demographic shift is contributing to demand for low-impact, customizable exercise equipment designed for senior wellness.

## **Key Market Challenges**

### **High Costs and Affordability Barriers**

High costs remain a significant obstacle in the fitness equipment market. Advanced equipment with integrated smart features and high-end specifications often carries a premium price, limiting accessibility in price-sensitive regions. This poses a barrier for home users and commercial operators alike. For commercial gyms, the financial burden includes not just equipment procurement but also the overhead costs of operations, space rental, and staff. These high upfront investments may deter new market entrants or delay expansion plans for existing businesses. In emerging markets, affordability constraints slow down broader adoption, despite growing interest in health and fitness.

## **Key Market Trends**

### **Immersive Virtual and Augmented Reality Workouts**

Virtual and augmented reality technologies are reshaping the fitness experience, turning traditional workouts into engaging, interactive sessions. VR-enabled programs immerse users in simulated environments—such as virtual races or scenic bike rides—making exercise more enjoyable and motivational. AR solutions overlay real-time performance feedback during workouts, aiding proper technique and form correction. These technologies are becoming increasingly popular among both home users and fitness centers looking to differentiate their offerings. By enhancing user experience and minimizing injury risk, VR and AR are influencing new product development and gym service models across the market.

## **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 Global Fitness Equipment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Fitness Equipment Market, By Product Type:

Cardiovascular Training Equipment

Strength Training Equipment

Others

Fitness Equipment Market, By End User:

Residential

Commercial

Fitness Equipment Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## **Competitive Landscape**

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

## **Available Customizations:**

Global 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).

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