

India Gym Equipment Market, By Product Type (Cardiovascular Training Equipment, Strength Training Equipment, Bar, Bench, Weight Plates, Others), By End User (Residential, Commercial), By Region, Competition Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The India Gym Equipment Market was valued at USD 629.32 million in 2024 and is projected to reach USD 1027.66 million by 2030, growing at a CAGR of 8.52% during the forecast period. This growth is primarily fueled by rising health consciousness, increasing disposable income, and a surge in fitness culture across urban and semi-urban regions. The prevalence of lifestyle diseases such as obesity and diabetes has accelerated demand for home and commercial fitness solutions. Leading players offer technologically advanced products like smart treadmills and multifunctional equipment. Initiatives like the 'Fit India Movement' and the expansion of online fitness retail and gym chains are improving market accessibility. Although high equipment costs and space limitations pose challenges, shifting consumer preferences and digital integration continue to support strong market momentum.

Key Market Drivers

Rising Health Awareness and Lifestyle Changes

The growing consciousness around fitness and well-being among Indian consumers is significantly driving the gym equipment market. A rise in non-communicable diseases

like obesity and diabetes has led people to adopt healthier lifestyles and structured workout routines. Increased exposure to digital fitness content, influencer-driven wellness trends, and mobile fitness apps have educated the public on the importance of regular exercise. The COVID-19 pandemic accelerated the demand for personal fitness, leading to a surge in home gym equipment purchases. Urban consumers are increasingly investing in cardiovascular and strength training machines. Government efforts, such as the transformation of Sub Health Centres and Primary Health Centres into Ayushman Arogya Mandirs, enhance public health infrastructure. Meanwhile, younger populations, influenced by global fitness trends and celebrities, are embracing functional training and bodybuilding, fueling continued market growth.

Key Market Challenges

High Costs and Affordability Constraints

A primary barrier in the Indian gym equipment market is the high cost associated with premium fitness machines, which limits their adoption among middle- and lower-income segments. Products like advanced treadmills, multifunctional strength machines, and smart fitness devices are often priced out of reach for the average consumer. While lower-cost options are available, they tend to lack durability and advanced features, deterring long-term use. This challenge is more pronounced in tier-2 and tier-3 cities where disposable incomes are limited. Commercial gym owners also face high setup and maintenance costs, making market expansion financially strenuous. To overcome these affordability issues, manufacturers must explore cost-effective production models and offer flexible financing and installment plans to make gym equipment more accessible across income brackets.

Key Market Trends

Rise of Home Fitness and Smart Gym Equipment

The preference for home workouts has become a defining trend in the Indian gym equipment market. Triggered by the COVID-19 pandemic, this shift continues as consumers prioritize convenience, hygiene, and time efficiency. The trend has led to increased demand for compact, multifunctional, and smart fitness machines like foldable treadmills and connected strength-training gear. The integration of smart technologies—including AI-driven workout systems, app-based coaching, and Bluetooth-enabled tracking—has transformed the home fitness experience. Fitness equipment now often syncs with wearables and apps, enabling users to monitor progress and receive

real-time guidance. As digital fitness gains traction, manufacturers are innovating to deliver tech-savvy, space-efficient solutions tailored to evolving consumer expectations in India.

Key Market Players

Durafit Fitness (India) Pvt. Limited

Fitline Retails Pvt. Ltd.

Fitness World

Hercules Fitness

Into Wellness Private Limited

Jerai Fitness Private Limited

Nortus Fitness

Powermax Fitness (I) Pvt. Ltd.

Kreative Enterprises

Technogym S.p.A.

Report Scope:

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

India Gym Equipment Market, By Product Type:

Cardiovascular Training Equipment

Strength Training Equipment

Bar

Bench

Weight Plates

Others

India Gym Equipment Market, By End User:

Residential

Commercial

India Gym Equipment Market, By Region:

South

North

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Gym Equipment Market.

Available Customizations:

India 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. 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 Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. INDIA GYM EQUIPMENT MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Product Type (Cardiovascular Training Equipment, Strength Training Equipment, Bar, Bench, Weight Plates, Others)
 - 4.2.2. By End User (Residential, Commercial)
 - 4.2.3. By Region

- 4.2.4. By Company (2024)
- 4.3. Market Map

5. INDIA RESIDENTIAL GYM EQUIPMENT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type

6. INDIA COMMERCIAL GYM EQUIPMENT MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Product Type

7. MARKET DYNAMICS

- 7.1. Drivers
- 7.2. Challenges

8. MARKET TRENDS & DEVELOPMENTS

- 8.1. Merger & Acquisition (If Any)
- 8.2. Product Launches (If Any)
- 8.3. Recent Developments

9. INDIA ECONOMIC PROFILE

10. POLICY & REGULATORY LANDSCAPE

11. COMPETITIVE LANDSCAPE

- 11.1. Company Profiles
 - 11.1.1. Durafit Fitness (India) Pvt. Limited
 - 11.1.1.1. Business Overview
 - 11.1.1.2. Company Snapshot
 - 11.1.1.3. Products & Services

- 11.1.1.4. Financials (As Per Availability)
- 11.1.1.5. Key Market Focus & Geographical Presence
- 11.1.1.6. Recent Developments
- 11.1.1.7. Key Management Personnel
- 11.1.2. Fitline Retails Pvt. Ltd.
- 11.1.3. Fitness World
- 11.1.4. Hercules Fitness
- 11.1.5. Into Wellness Private Limited
- 11.1.6. Jerai Fitness Private Limited
- 11.1.7. Nortus Fitness
- 11.1.8. Powermax Fitness (I) Pvt. Ltd.
- 11.1.9. Kreative Enterprises
- 11.1.10. Technogym S.p.A.

12. STRATEGIC RECOMMENDATIONS

13. ABOUT US & DISCLAIMER

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