

# **Saudi Arabia Yoga Accessories Market By Type (Mats, Straps, Clothing, Others), By Application (Yoga Centers, Households, Fitness Clubs), By Sales Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

Saudi Arabia Yoga Accessories Market was valued at USD 150.67 Million in 2024 and is expected to reach USD 219.41 Million by 2030 with a CAGR of 6.52% during the forecast period. Rising health awareness among consumers, growing enthusiasm for wellness and fitness, the proliferation of yoga studios and fitness centers, the strong impact of social media and online platforms, and the increasing adoption of holistic health practices are key drivers fueling market growth throughout Saudi Arabia. Alhokair, a franchise retailer in Saudi Arabia, signed a franchise agreement with Alo Yoga, a US-based yoga and athleisure brand. Through this agreement, Alhokair introduced its Saudi fashion-savvy customers to Alo Yoga's high-quality yoga clothing and accessories via its e-commerce channels and store network. The first mall outlet opened at Kingdom Centre in Riyadh.

### Key Market Drivers

#### Growing Health and Wellness Awareness

In recent years, Saudi Arabia has witnessed a significant shift toward health and wellness, driven by increasing awareness of the benefits of physical activity and mental well-being. According to the 2023 Household Sports Practice Survey conducted by the General Authority for Statistics, 29.7 percent of the population engage in moderate

physical activity. Yoga, known for its holistic approach to health, stress relief, and flexibility improvement, has gained popularity among Saudis seeking healthier lifestyles. Government-led campaigns promoting active living, coupled with greater access to wellness information via social media and digital platforms, have further fueled interest in yoga. This growing awareness has directly increased demand for yoga accessories such as mats, blocks, straps, and apparel, as consumers seek quality products to support their practice. Additionally, the rise of wellness centers, yoga studios, and fitness clubs in urban centers like Riyadh and Jeddah offers convenient access to yoga classes, encouraging more individuals to invest in yoga equipment. As more people incorporate yoga into their routines, the market for yoga accessories expands, reflecting a broader cultural embrace of wellness and preventive health.

## Key Market Challenges

### Cultural and Social Barriers

Despite growing acceptance, yoga and its accessories still face cultural and social challenges in Saudi Arabia. Traditionally, some conservative segments of society view yoga with skepticism, often associating it with foreign or non-Islamic practices. This perception can limit widespread adoption, especially in more traditional or rural areas, slowing market penetration. Yoga is also sometimes misunderstood as primarily a spiritual or religious practice incompatible with local customs. Although this misconception is changing, overcoming deep-rooted cultural barriers requires ongoing education and awareness campaigns. Additionally, co-ed yoga classes or mixed-gender fitness environments can be sensitive topics, restricting access to some demographic groups. These social and cultural dynamics affect not only consumer willingness to adopt yoga but also the marketing strategies brands can employ. Companies must carefully navigate these nuances, often customizing products and promotional materials to align with local values and preferences, such as offering women-only yoga accessories or modest activewear. The need for cultural sensitivity in product design and messaging presents a significant challenge for both domestic and international brands aiming to expand in the market.

## Key Market Trends

### Rise of Women-Centric Yoga Products

One of the most significant trends in the Saudi Arabia yoga accessories market is the growing focus on women-centric products. Following social reforms and increased

female participation in fitness activities, brands are tailoring yoga accessories specifically to meet the needs and preferences of women. This includes the development of modest, stylish, and functional yoga apparel that respects cultural norms while providing comfort and flexibility during practice. Additionally, accessories such as lightweight, portable mats and compact yoga kits are designed for convenience, catering to women who balance busy lifestyles with wellness routines. The surge in female yoga practitioners has also driven demand for vibrant colors, patterns, and fragrance-infused products, emphasizing personalization and self-expression. Retailers are increasingly marketing these women-focused products through social media platforms popular among Saudi women, such as Instagram and Snapchat, leveraging influencers and fitness communities to boost engagement. Women-only yoga classes and wellness retreats are becoming more common, further propelling the need for specialized accessories.

### Key Market Players

Liforme Ltd.

Manduka LLC

TPE Yoga Mat

Yogikor

Decathlon KSA

Lululemon Athletica Inc.

Nike Inc.

Adidas AG

Sun & Sand Sports

Rumi Earth Yoga

### Report Scope:

In this report, the Saudi Arabia Yoga Accessories Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Saudi Arabia Yoga Accessories Market, By Type:

Mats

Straps

Clothing

Others

#### Saudi Arabia Yoga Accessories Market, By Application:

Yoga Centers

Households

Fitness Clubs

#### Saudi Arabia Yoga Accessories Market, By Sales Channel:

Online

Offline

#### Saudi Arabia Yoga Accessories Market, By Region:

Western

Northern & Central

Eastern

Southern

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Yoga Accessories Market.

## Available Customizations:

Saudi Arabia Yoga Accessories 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. Product 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. VOICE OF CUSTOMER**

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

### **5. SAUDI ARABIA YOGA ACCESSORIES MARKET OUTLOOK**

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

## 5.2. Market Share & Forecast

5.2.1. By Type (Mats, Straps, Clothing, Others)

5.2.2. By Application (Yoga Centers, Households, Fitness Clubs)

5.2.3. By Sales Channel (Online, Offline)

5.2.4. By Region

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. SAUDI ARABIA MATS MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Application

6.2.2. By Sales Channel

# 7. SAUDI ARABIA STRAPS MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By Application

7.2.2. By Sales Channel

# 8. SAUDI ARABIA CLOTHING MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By Application

8.2.2. By Sales Channel

# 9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

# 10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

## **11. PORTERS FIVE FORCES ANALYSIS**

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

## **12. SAUDI ARABIA ECONOMIC PROFILE**

## **13. POLICY & REGULATORY LANDSCAPE**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Company Profiles
  - 14.1.1. Liforme Ltd.
    - 14.1.1.1. Business Overview
    - 14.1.1.2. Company Snapshot
    - 14.1.1.3. Products & Services
    - 14.1.1.4. Financials (As Per Availability)
    - 14.1.1.5. Key Market Focus & Geographical Presence
    - 14.1.1.6. Recent Developments
    - 14.1.1.7. Key Management Personnel
  - 14.1.2. Manduka LLC
  - 14.1.3. TPE Yoga Mat
  - 14.1.4. Yogikor
  - 14.1.5. Decathlon KSA
  - 14.1.6. Lululemon Athletica Inc.
  - 14.1.7. Nike Inc.
  - 14.1.8. Adidas AG
  - 14.1.9. Sun & Sand Sports
  - 14.1.10. Rumi Earth Yoga

## **15. STRATEGIC RECOMMENDATIONS**

## 16. ABOUT US & DISCLAIMER

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