

# **Strength Training Equipment Market – Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Equipment Type (Weights, Benches, Medicine Ball, Rack, Others), By End User (Residential, Commercial), By Distribution Channel (Store-Based, Non-Store Based), By Region & Competition, 2021-2031F**

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## **Abstracts**

The global strength training equipment market is projected to expand significantly, from USD 16.72 billion in 2025 to USD 23.12 billion by 2031, demonstrating a compound annual growth rate (CAGR) of 5.55%. This market includes various resistance-based apparatus like free weights, weight machines, and cable systems, all aimed at building muscle and enhancing physical endurance. Growth is primarily driven by increasing global health awareness and the rising incidence of chronic lifestyle diseases, prompting more individuals to engage in physical conditioning for health management and extended longevity. The expansion of commercial gym infrastructure further supports this trend, with global fitness facility memberships increasing by 6% year-over-year in 2024, as reported by the Health & Fitness Association's 2025 Global Report, thus broadening the demand for commercial-grade equipment.

## **Market Driver**

The market is significantly driven by two key factors: the integration of smart technology and connected fitness ecosystems, and the rising popularity of bodybuilding and functional training. The adoption of digitized platforms is reshaping equipment procurement, as operators seek to enhance user retention through modern strength machines featuring AI-driven personalization, gamification, and biometric tracking. This

technological evolution offers data-rich training experiences, attracting substantial investment, exemplified by EGYM's \$200 million Series G funding for its AI-driven ecosystem, and contributing to significant revenue increases, such as Technogym's 11.6% rise in commercial segment revenue in 2024 from digitally connected strength lines. Simultaneously, a growing preference for muscle hypertrophy and strength over traditional cardiovascular exercise, particularly among younger demographics, is accelerating demand. This cultural shift is leading commercial gyms and boutique studios to reconfigure their layouts, reducing cardio areas to incorporate more strength training equipment like squat racks and plate-loaded machines, with 89% of 18-24 year olds reportedly incorporating strength training into their weekly routines, according to PureGym's 2024/25 report.

## **Market Challenge**

A significant impediment to market growth is the high cost of manufacturing and acquiring advanced strength training machinery. The elevated prices of raw materials like steel and iron, combined with complex logistics, force manufacturers to implement premium pricing. This financial barrier restricts market expansion by making modern equipment unaffordable for budget-conscious consumers, including home users and smaller fitness operators in developing regions. Consequently, the market disproportionately serves large commercial entities, leaving considerable potential in consumer and budget sectors untapped. Industry reports, such as the Sports & Fitness Industry Association's 2025 findings, highlight that supply chain complexities, tariffs, and economic volatility are major business challenges, underscoring how these financial hurdles limit the widespread adoption of advanced training tools and hinder overall market growth in price-sensitive areas.

## **Market Trends**

Two prominent trends are actively reshaping the strength training equipment market: a significant shift towards sustainable manufacturing and eco-friendly materials, and the increasing demand for compact and foldable multifunctional home gyms. Manufacturers are adapting production strategies to meet environmental scrutiny and corporate responsibility, moving away from carbon-intensive processes by incorporating recycled materials and utilizing renewable energy, as exemplified by Technogym's 2024 transition to 100% renewable electricity in its facilities. This approach not only ensures regulatory compliance but also appeals to environmentally conscious clients prioritizing supply chain transparency. Concurrently, the rise of compact and foldable multifunctional home gyms addresses the challenge of limited space in residential and

urban areas. Innovations focus on versatile engineering, allowing single units to replicate multiple traditional machines with retractable or foldable frames, thereby minimizing spatial requirements. This emphasis on utility and space efficiency democratizes access to professional-grade strength training tools, enabling users to save 30-40% on floor space compared to conventional setups, according to Leadman Fitness's 2025 guide, and overcoming prior spatial barriers to equipment adoption.

## **Key Market Players**

Life Fitness

Technogym S.p.A.,

Johnson Health Tech Trading, Inc.,

True Fitness Technology, Inc.'s

Fitness Masters

York Fitness

Hoist Fitness Systems, Inc.

Pro Gym Supply, Inc.

Powerblock, Inc.

Precor Incorporated

## **Report Scope**

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

Strength Training Equipment Market, By Equipment Type

Weights

Benches

Medicine Ball

Rack

Others

### Strength Training Equipment Market, By End User

Residential

Commercial

### Strength Training Equipment Market, By Distribution Channel

Store-Based

Non-Store Based

### Strength Training Equipment 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 Strength Training Equipment Market.

## **Available Customizations:**

*Strength Training Equipment Market – Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented...*

Global Strength Training 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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