

# **Asia Pacific Resistance Band Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Type (Pull-Up Bands, Tube Bands, Therapy Bands, and Others), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Asia Pacific resistance band market is expected to grow from US\$ 174.05 million in 2022 to US\$ 237.15 million by 2028. It is estimated to grow at a CAGR of 5.3% from 2022 to 2028.

### **Increasing Influence of Social Media on Fitness Activities Fuels Asia Pacific Resistance Band Market**

Social media influencers are one of the powerful mediums to reach, influence, and change the physical activity and diet-related behavior of consumers. With growing awareness about fitness, the penetration of fitness apps is also increasing. A compilation of the most-downloaded fitness apps on Google Play and Apple's App Store reveals an astonishing rise in customer interest after the onset of the COVID-19 pandemic.

Moreover, Fitness exercises on virtual platforms can help people target particular fitness goals they might not be able to achieve in a guided in-person class. Fitness classes conducted through digital platforms are more convenient for many fitness enthusiasts. The most significant benefit of online fitness classes is that these fitness enthusiasts are always available 24/7. Finding time to get to the gym can be a real challenge for busy people but exercising at home, works if fitness enthusiasts have a space to exercise

and access to online classes. Thus, the rising penetration of online fitness classes is expected to increase the demand for resistance bands in the coming years.

In recent years, the growth of the fitness industry has been accomplished by the emergence of an occupation as a social media fitness influencer. The fitness products used by the fitness influencers and physical activities performed influence a large group of the population. Resistance bands are being promoted by fitness influencers as they are better at-home fitness equipment for strength training and are cost-effective compared to other equipment. In addition, various brands operating in the market are entering into partnerships and collaborations with fitness influencers on social media in order to reach a larger consumer base. Thus, the increasing influence of social media on fitness activities is expected to positively impact the resistance band market.

### Asia Pacific Resistance Band Market Overview

The resistance bands market in Asia Pacific is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. Asia Pacific is a significant market for fitness equipment. According to the World Health Organization (WHO) South-East Asia, countries in the region led to lifestyle changes, due to unhealthy diets and lack of physical activity. Lifestyle changes, especially after the onset of the COVID-19 pandemic, have influenced the diet of individuals, which is increasing the incidence of obesity and other disorders. Hence, the need to follow proper fitness regimes is expected to create lucrative opportunities for the growth of the fitness industry in the coming years. Thus, such opportunities will likely increase the sales of physical training equipment, such as resistance bands, during the forecast period.

### Asia Pacific Resistance Band Market Revenue and Forecast to 2028 (US\$ Million)

#### Asia Pacific Resistance Band Market Segmentation

The Asia Pacific resistance band market is segmented into type, distribution channel, and country.

Based on type, the Asia Pacific resistance band market is segmented into pull-up bands, tube bands, therapy bands, and others. The pull-up bands segment held registered the largest Asia Pacific resistance band market share in 2022.

Based on distribution channel, the Asia Pacific resistance band market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The

specialty stores segment held the largest Asia Pacific resistance band market share in 2022.

Based on country, the Asia Pacific resistance band market has been categorized into China, Japan, India, Australia, South Korea and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific resistance band market share in 2022.

Decathlon SA; Flexible Sports GmbH; Optibelt GmbH; Perform Better; and Serious Steel, LLC are the leading companies operating in the resistance band market in the region.

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