

# **North America 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 North America resistance band market is expected to grow from US\$ 213.34 million in 2022 to US\$ 269.85 million by 2028. It is estimated to grow at a CAGR of 4.0% from 2022 to 2028.

### **Rising Popularity of Strength Training is Fuels North America Resistance Band Market**

Sports trainers, physiotherapists, rehabilitation physicians, and orthopedists are adopting innovative exercise methods to treat their patients and increase their strength. In recent years, the popularity of strength training has been increasing, making it the most popular workout. Some of the significant health benefits of strength training are increased muscle mass, stronger bones, joint flexibility, weight control, and increased flexibility and balance, among others. Resistance bands are beneficial for strength and muscular endurance. The more the band is stretched, its resistance to stretch becomes higher. Because of this, coaches often use elastic bands to increase an athlete's strength. In addition, the benefits of resistance bands, such as versatility, muscle recruitment, affordability, and portability, have surged their use in strength training. Additionally, women are opting for strength training over traditional cardio, owing to the benefits of strength training, such as improved posture and balance, combating natural loss of bone density, reduced risk of injury, improved mental wellness, and strength building.

Moreover, according to the data from eBay, due to the striking increase in the adoption of strength training, online purchases of resistant training equipment such as resistance bands have increased.

## North America Resistance Band Market Overview

The resistance bands market in North America is further segmented into the US, Canada, and Mexico. In North America, the popularity of resistance bands is increasing due to their lightweight, portability, and versatility, as well as cost-effectiveness for workout at homes.

Over the past few years, governments of several countries and various associations across the region have been taking initiatives and recommending guidelines regarding exercises to maintain good health. According to the World Health Organization (WHO), on October 5, 2022, insufficiently physically active people across North America had a 20–30% increased mortality risk compared to sufficiently physically active people. Hence, the WHO has established partnerships to support Member States in promoting physical activities. It has resulted in increased adoption of physical activities among the population, which tends to increase the demand for physical training tools. For instance, the EU partnered with the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2017 to advance and align the implementation of GAPP and the Kazan Action Plan on physical education, sports, and physical activity. Eventually, this resulted in increased adoption of physical activities, which tends to increase the purchase of physical training tools. These aforementioned factors are expected to increase the demand for resistance bands in the coming years

## North America Resistance Band Market Revenue and Forecast to 2028 (US\$ Million)

### North America Resistance Band Market Segmentation

The North America resistance band market is segmented into type, distribution channel, and country.

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

Based on distribution channel, the North America resistance band market is segmented

into supermarkets and hypermarkets, specialty stores, online retail, and others. The specialty stores segment held the largest North America resistance band market share in 2022.

Based on country, the North America resistance band market has been categorized into the US, Canada, and Mexico. The US dominated the North America resistance band market share in 2022.

Decathlon SA; Fitness Anywhere LLC; Perform Better; Performance Health Holding Inc; and Serious Steel, LLC are the leading companies operating in the resistance band market in the region.

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