

Fitness Equipment Market: Home Vs Commercial Segment



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Date:	May 1, 2008
Pages:	26
Price:	US\$ 800.00
ID:	F76FD4FAE42EN

Health awareness, an aging population, need for a time-efficient workout, increased government support, and corporate fitness programs are some of the major factors driving the global fitness equipment market. Participation rates for all types of fitness equipment continue to be strong. Product innovation is also driving participation trends.

Growth of the home fitness market is expected to remain slow compared to the commercial fitness market, particularly due to differences in the demographics of home exercisers and health club members. Home consumers are usually older and have lower household incomes. Health club growth is believed to remain strong with introduction of new, attractive fitness packages. However, smaller club owners feel threatened by the increasing dominance of super-center fitness chains.

The competitive scenario in the non-US fitness market is quite fragmented compared to the US market. However, growth potential in the non-US market is strong with consumers in the emerging markets paying greater attention to fitness.

The report analyzes the worldwide and US fitness equipment market. It also analyzes the home and commercial fitness segments and the participation trends. Apart from providing a competitive landscape of the market, the report also profiles the major fitness equipment players, with a discussion of their key business strategies. It also analyzes the major trends prevalent in the fitness market.

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