

# Global Fitness Equipment Market: Industry Analysis & Outlook (2019-2023)

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## Abstracts

Fitness equipment is used to enhance the strength or conditioning effects of each exercise, providing a fixed or adjustable resistance, or to improve the outcome of the exercises. Fitness exercises help manage weight and improve physical endurance as well as the development of muscle strength. Fitness equipment has become the key to change by helping people to shape and condition their bodies.

Fitness equipment includes dumbbells, weight plates, barbells, stair climbers, elliptical machines, rowing machines, treadmills, exercise bikes, medicine balls, rowing machines, and hydraulic rowing machines. The increasing middle class segment and obese population are the main drivers for the growth of the fitness equipment market. The market is growing at a steady rate with the growing popularity of digital wellness platforms. With increasing disposable income and rising economic growth, the market is expected to exhibit substantial growth in the coming years.

Developing economies showed the fastest growth in the fitness equipment market with a growing number of chronic diseases and rising health awareness among people. Adoption of healthy lifestyle and increasing fitness expenditure positively impacted the gym memberships, which will boost the growth of fitness equipment in the forecasted period.

The global fitness equipment market is highly concentrated among a few large brands with four top players; Technogym, Life Fitness, Precor and Johnson Health Tech. The companies are setting a highly competitive atmosphere in the global market with their products and pricing strategies.

The report "Global Fitness Equipment Market: Industry Analysis & Outlook

(2019-2023)” by Koncept Analytics provides extensive research and detailed analysis of the present market along with future outlook. The report discusses the major growth drivers and challenges of the market, covering Europe and the North America and APAC region along with the global market. The report profiles the key players of the market including Technogym, Brunswick Corporation, Amer Sports Corporation and Nautilus, Inc.

## Contents

### 1. MARKET OVERVIEW

- 1.1 Fitness
- 1.2 Attitude Towards Physical Fitness
- 1.3 Fitness Equipment
- 1.4 Fitness Equipment by Type
- 1.5 Fitness Equipment by Product Type

### 2. GLOBAL MARKET

- 2.1 Global Fitness Equipment Market by Value
- 2.2 Global Fitness Equipment Market Forecast by Value
- 2.3 Global Fitness Equipment Market by Product Type
  - 2.3.1 Global Fitness Equipment Market Share by Product Type
  - 2.3.2 Global Cardio Equipment Market by Value
  - 2.3.3 Global Cardio Equipment Market Forecast by Value
  - 2.3.4 Global Strength Equipment Market by Value
  - 2.3.5 Global Strength Equipment Market Forecast by Value
  - 2.3.6 Global Other Equipments Market by Value
  - 2.3.7 Global Other Equipments Market Forecast by Value
- 2.4 Global Fitness Equipment Market by Region

### 3. REGIONAL MARKETS

- 3.1 North America
  - 3.1.1 North America Fitness Equipment Market by Value
  - 3.1.2 North America Fitness Equipment Market Forecast by Value
- 3.2 Europe
  - 3.2.1 Europe Fitness Equipment Market by Value
  - 3.2.2 Europe Fitness Equipment Market Forecast by Value
- 3.3 APAC
  - 3.3.1 APAC Fitness Equipment Market by Value
  - 3.3.2 APAC Fitness Equipment Market Forecast by Value
- 3.4 LATAM
  - 3.4.1 LATAM Fitness Equipment Market by Value
  - 3.4.2 LATAM Fitness Equipment Market by Value
- 3.5 MEIA

- 3.5.1 MEIA Fitness Equipment Market by Value
- 3.5.2 MEIA Fitness Equipment Market Forecast by Value

## **4. MARKET DYNAMICS**

### 4.1 Growth Drivers

- 4.1.1 Growing Urban Population
- 4.1.2 Rising Healthcare Expenditure
- 4.1.3 Rising Diabetic Population
- 4.1.4 Rising Health Concerns
- 4.1.5 Accelerating Economy
- 4.1.6 Increasing Middle Class Population
- 4.1.7 Increasing Millennials Population
- 4.1.8 Increasing Number of Health & Fitness Clubs
- 4.1.9 Rising Ageing Population
- 4.1.10 Inclination Towards Healthy Lifestyle

### 4.2 Key Trends & Developments

- 4.2.1 Rising Digital Wellness & Connected Devices
- 4.2.2 Increasing Demand for Boutique Gym
- 4.2.3 Increased Corporate Focus
- 4.2.4 Rising Health & Fitness Awareness

### 4.3 Challenges

- 4.3.1 High Cost
- 4.3.2 Intense Competition

## **5. COMPETITIVE LANDSCAPE**

### 5.1 Global Market

- 5.1.1 Revenue and Market Cap Comparison
- 5.1.2 Global Fitness Equipment Market Share by Company
- 5.1.3 Global Fitness Equipment Patents by Company

### 5.2 Regional Market

- 5.2.1 Regional Fitness Equipment Sales Breakdown by Company

## **6. COMPANY PROFILES**

### 6.1 Technogym

- 6.1.1 Business Overview
- 6.1.2 Financial Overview

- 6.1.3 Business Strategies
- 6.2 Brunswick Corporation
  - 6.2.1 Business Overview
  - 6.2.2 Financial Overview
  - 6.2.3 Business Strategies
- 6.3 Amer Sports Corporation
  - 6.3.1 Business Overview
  - 6.3.2 Financial Overview
  - 6.3.3 Business Strategies
- 6.4 Nautilus, Inc.
  - 6.4.1 Business Overview
  - 6.4.2 Financial Overview
  - 6.4.3 Business Strategies

## List Of Figures

### LIST OF FIGURES

Components of Fitness

Fitness Equipment by Type

Fitness Equipment by Product Type

Global Fitness Equipment Market by Value (2014-2018)

Global Fitness Equipment Market Forecast by Value (2019-2023)

Global Fitness Equipment Market Share by Product Type (2018)

Global Cardio Equipment Market by Value (2014-2018)

Global Cardio Equipment Market Forecast by Value (2019-2023)

Global Strength Equipment Market by Value (2014-2018)

Global Strength Equipment Market Forecast by Value (2019-2023)

Global Other Equipments Market by Value (2014-2018)

Global Other Equipments Market Forecast by Value (2019-2023)

Global Fitness Equipment Market Share by Region (2018)

North America Fitness Equipment Market by Value (2014-2018)

North America Fitness Equipment Forecast Market by Value (2019-2023)

Europe Fitness Equipment Market by Value (2014-2018)

Europe Fitness Equipment Market Forecast by Value (2019-2023)

APAC Fitness Equipment Market by Value (2014-2018)

APAC Fitness Equipment Market Forecast by Value (2019-2023)

LATAM Fitness Equipment Market by Value (2014-2018)

LATAM Fitness Equipment Market by Value (2019-2023)

MEIA Fitness Equipment Market by Value (2014-2018)

MEIA Fitness Equipment Market Forecast by Value (2019-2023)

Global Urban Population (2014-2018)

Global Healthcare Spending Per Capita (2014-2018)

Global Diabetic Population (2017/2045)

Global Obese Population (2014-2018)

Global GDP Per Capita (2014-2018)

Global Middle Class Population (2014-2018)

The U.S. Millennials Population Forecast (2015-2036)

Number of Health & Fitness Clubs (2014-2018)

Global Ageing Population (2014-2018)

Global Fitness Tracker Devices Sales Forecast (2018-2022)

Global Fitness Equipment Market Share by Company (2018)

Global Fitness Equipment Patents by Company (2018)

Regional Fitness Equipment Sales Breakdown by Company (2018)  
Technogym Revenue by Geographical Areas (2017)  
Technogym Revenue and Profit (Loss) (2013-2017)  
Brunswick Corporation Net Sales by Segment (2018)  
Brunswick Corporation Net Sales and Net Earnings (2014-2018)  
Amer Sports Corporation Revenue by Segment (2018)  
Amer Sports Corporation Net Sales (2014-2018)  
Nautilus, Inc. Net Sales by Segment (2018)  
Nautilus, Inc. Net Sales and Net Income (2014-2018)

## List Of Tables

### LIST OF TABLES

Unique Gym Classes Offered by Boutique Fitness Studio (2018)  
Key Players - Revenue & Market Cap Comparison (2017/2018)



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