

Home Fitness Equipment Market Size, Share, and Outlook, 2025 Report- By Type (Cardiovascular Training Equipment, Strength Training Equipment, Accessories), By Distribution Channel (Online, Offline), By End-User (Professional, Beginner), 2018-2032

<https://marketpublishers.com/r/H0DD22CE7E41EN.html>

Date: April 2025

Pages: 169

Price: US\$ 3,680.00 (Single User License)

ID: H0DD22CE7E41EN

Abstracts

Home Fitness Equipment Market Outlook

The Home Fitness Equipment Market size is expected to register a growth rate of 4.9% during the forecast period from \$12.43 Billion in 2025 to \$17.4 Billion in 2032. The Home Fitness Equipment market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Home Fitness Equipment segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Cardiovascular Training Equipment, Strength Training Equipment, Accessories), By Distribution Channel (Online, Offline), By End-User (Professional, Beginner). Over 70 tables and charts showcase findings from our latest survey report on Home Fitness Equipment markets.

Home Fitness Equipment Market Insights, 2025

The home fitness equipment market has seen sustained growth as consumers prioritize health and convenience, particularly post-pandemic. Companies like Peloton, NordicTrack, and Bowflex are driving the market with AI-powered smart fitness

equipment that integrates virtual coaching, biometric tracking, and interactive streaming workouts. The rise of connected fitness platforms has transformed traditional treadmills, stationary bikes, and resistance training systems into fully digital fitness ecosystems. Demand for compact, foldable, and multi-functional fitness equipment is increasing, catering to urban consumers with limited space. Wearable fitness trackers and IoT-enabled gym equipment are further enhancing the home workout experience, enabling real-time performance analytics and AI-driven personalized training programs. As gamification and virtual reality (VR) enter the fitness space, home fitness equipment is evolving to offer immersive, engaging workout experiences.

Five Trends that will define global Home Fitness Equipment market in 2025 and Beyond

A closer look at the multi-million market for Home Fitness Equipment identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Home Fitness Equipment companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future. The impact of tariffs by the US administration also significantly impact the profitability of Home Fitness Equipment vendors.

What are the biggest opportunities for growth in the Home Fitness Equipment industry?

The Home Fitness Equipment sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2032. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Home Fitness Equipment Market Segment Insights

The Home Fitness Equipment industry presents strong offers across categories. The analytical report offers forecasts of Home Fitness Equipment industry performance across segments and countries. Key segments in the industry include%- By Type (Cardiovascular Training Equipment, Strength Training Equipment, Accessories), By Distribution Channel (Online, Offline), By End-User (Professional, Beginner). The largest types, applications, and sales channels, fastest growing segments, and the key

factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Home Fitness Equipment market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Home Fitness Equipment industry ecosystem. It assists decision-makers in evaluating global Home Fitness Equipment market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Home Fitness Equipment industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios%li%low growth, reference case, and high growth cases.

Asia Pacific Home Fitness Equipment Market Analysis%li%A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with over 4.5 billion population, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Home Fitness Equipment Industry 2025%li%Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Home Fitness Equipment with demand from both Western

Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Home Fitness Equipment market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Home Fitness Equipment market Insights%li%Vendors are exploring new opportunities within the US Home Fitness Equipment industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Home Fitness Equipment companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Home Fitness Equipment market.

Latin American Home Fitness Equipment market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported in Q1 -2025 and the prospects remain strong for rest of 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Home Fitness Equipment Markets%li%New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Home Fitness Equipment markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Home Fitness Equipment markets

including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape%li%How Home Fitness Equipment companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include ANTA Sports Products Ltd, Body-Solid, Bowflex, Dyaco International Inc, Fitness Gear, Fitness World, Johnson Health Tech. Co. Ltd, LifeSpan Fitness, Marcy, Nautilus Inc, Stamina Products, Technogym SpA, Total Gym.

Home Fitness Equipment Market Segmentation

By Type

Cardiovascular Training Equipment

Strength Training Equipment

Accessories

By Distribution Channel

Online

Offline

By End-User

Professional

Beginner

Leading Companies

ANTA Sports Products Ltd

Body-Solid

Bowflex

Dyaco International Inc

Fitness Gear

Fitness World

Johnson Health Tech. Co. Ltd

LifeSpan Fitness

Marcy

Nautilus Inc

Stamina Products

Technogym SpA

Total Gym

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Home Fitness Equipment Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Home Fitness Equipment Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL HOME FITNESS EQUIPMENT MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Home Fitness Equipment Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. HOME FITNESS EQUIPMENT MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032

By Type

Cardiovascular Training Equipment

Strength Training Equipment

Accessories

By Distribution Channel

Online

Offline

By End-User

Professional

Beginner

6. GLOBAL HOME FITNESS EQUIPMENT MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

6. NORTH AMERICA HOME FITNESS EQUIPMENT MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Home Fitness Equipment Market Trends and Growth Opportunities

- 6.2.1 North America Home Fitness Equipment Market Outlook by Type**
- 6.2.2 North America Home Fitness Equipment Market Outlook by Application**
- 6.3 North America Home Fitness Equipment Market Outlook by Country**
 - 6.3.1 The US Home Fitness Equipment Market Outlook, 2021- 2032**
 - 6.3.2 Canada Home Fitness Equipment Market Outlook, 2021- 2032**
 - 6.3.3 Mexico Home Fitness Equipment Market Outlook, 2021- 2032**

7. EUROPE HOME FITNESS EQUIPMENT MARKET SIZE OUTLOOK

- 7.1 Key Market Statistics, 2024**
- 7.2 Europe Home Fitness Equipment Market Trends and Growth Opportunities**
 - 7.2.1 Europe Home Fitness Equipment Market Outlook by Type**
 - 7.2.2 Europe Home Fitness Equipment Market Outlook by Application**
- 7.3 Europe Home Fitness Equipment Market Outlook by Country**
 - 7.3.2 Germany Home Fitness Equipment Market Outlook, 2021- 2032**
 - 7.3.3 France Home Fitness Equipment Market Outlook, 2021- 2032**
 - 7.3.4 The UK Home Fitness Equipment Market Outlook, 2021- 2032**
 - 7.3.5 Spain Home Fitness Equipment Market Outlook, 2021- 2032**
 - 7.3.6 Italy Home Fitness Equipment Market Outlook, 2021- 2032**
 - 7.3.7 Russia Home Fitness Equipment Market Outlook, 2021- 2032**
 - 7.3.8 Rest of Europe Home Fitness Equipment Market Outlook, 2021- 2032**

8. ASIA PACIFIC HOME FITNESS EQUIPMENT MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024**
- 8.2 Asia Pacific Home Fitness Equipment Market Trends and Growth Opportunities**
 - 8.2.1 Asia Pacific Home Fitness Equipment Market Outlook by Type**
 - 8.2.2 Asia Pacific Home Fitness Equipment Market Outlook by Application**
- 8.3 Asia Pacific Home Fitness Equipment Market Outlook by Country**
 - 8.3.1 China Home Fitness Equipment Market Outlook, 2021- 2032**
 - 8.3.2 India Home Fitness Equipment Market Outlook, 2021- 2032**
 - 8.3.3 Japan Home Fitness Equipment Market Outlook, 2021- 2032**
 - 8.3.4 South Korea Home Fitness Equipment Market Outlook, 2021- 2032**
 - 8.3.5 Australia Home Fitness Equipment Market Outlook, 2021- 2032**
 - 8.3.6 South East Asia Home Fitness Equipment Market Outlook, 2021- 2032**
 - 8.3.7 Rest of Asia Pacific Home Fitness Equipment Market Outlook, 2021- 2032**

9. SOUTH AMERICA HOME FITNESS EQUIPMENT MARKET SIZE OUTLOOK

9.1 Key Market Statistics, 2024

9.2 South America Home Fitness Equipment Market Trends and Growth Opportunities

9.2.1 South America Home Fitness Equipment Market Outlook by Type

9.2.2 South America Home Fitness Equipment Market Outlook by Application

9.3 South America Home Fitness Equipment Market Outlook by Country

9.3.1 Brazil Home Fitness Equipment Market Outlook, 2021- 2032

9.3.2 Argentina Home Fitness Equipment Market Outlook, 2021- 2032

9.3.3 Rest of South and Central America Home Fitness Equipment Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA HOME FITNESS EQUIPMENT MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Home Fitness Equipment Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Home Fitness Equipment Market Outlook by Type

10.2.2 Middle East and Africa Home Fitness Equipment Market Outlook by Application

10.3 Middle East and Africa Home Fitness Equipment Market Outlook by Country

10.3.1 Saudi Arabia Home Fitness Equipment Market Outlook, 2021- 2032

10.3.2 The UAE Home Fitness Equipment Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Home Fitness Equipment Market Outlook, 2021- 2032

10.3.4 South Africa Home Fitness Equipment Market Outlook, 2021- 2032

10.3.5 Egypt Home Fitness Equipment Market Outlook, 2021- 2032

10.3.6 Rest of Africa Home Fitness Equipment Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

ANTA Sports Products Ltd

Body-Solid

Bowflex

Dyaco International Inc

Fitness Gear

Fitness World

Johnson Health Tech. Co. Ltd

LifeSpan Fitness

Marcy

Nautilus Inc

Stamina Products

Technogym SpA

Total Gym

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

I would like to order

Product name: Home Fitness Equipment Market Size, Share, and Outlook, 2025 Report- By Type (Cardiovascular Training Equipment, Strength Training Equipment, Accessories), By Distribution Channel (Online, Offline), By End-User (Professional, Beginner), 2018-2032

Product link: <https://marketpublishers.com/r/H0DD22CE7E41EN.html>

Price: US\$ 3,680.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H0DD22CE7E41EN.html>