

# North America: Market of Gym, Fitness and Athletics Equipment

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## Abstracts

This report presents a strategic analysis of the gym, fitness and athletics equipment market in North America and a forecast for its development in the medium term. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the gym, fitness and athletics equipment market in North America, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the gym, fitness and athletics equipment market in North America covers the following countries: Canada, Mexico, and the United States of America.

The report on the gym, fitness and athletics equipment market in North America includes:

Analysis and forecast for the economy of North America;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market breakdown (by origin, by country, by types of products, etc.);

Country information - breakdown by country for all major indicators, showing the exact volumes and values for each individual country, covered in the report;

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for market development in the medium term (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Get and compare information at both aggregate level (for the whole region) and for each individual country, covered in the report;

Explore and identify new market opportunities in the countries and regions within the market;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your current strategy;

Add value to pitches and presentations by using official and accurate data and calculations.

If you are interested in the gym, fitness and athletics equipment market in North America, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF GYM, FITNESS AND ATHLETICS EQUIPMENT**

### **4. CHARACTERISTICS AND ANALYSIS OF THE RAW MATERIALS BASE**

### **5. STATE OF THE ECONOMY OF NORTH AMERICA**

- 5.1. Characteristics of the economy of North America in 2014-2018
- 5.2. Forecast for the development of the economy of North America for 2018-2020

### **6. OVERVIEW AND ANALYSIS OF THE GYM, FITNESS AND ATHLETICS EQUIPMENT MARKET IN NORTH AMERICA**

- 6.1. Volume, value and dynamics of the gym, fitness and athletics equipment market in North America in 2014-2018
- 6.2. Structure of the gym, fitness and athletics equipment market in North America in 2014-2018: production, imports, exports, consumption
- 6.3. Structure of the gym, fitness and athletics equipment market in North America in 2014-2018 by types of gym, fitness and athletics equipment
- 6.4. Structure of the gym, fitness and athletics equipment market in North America in 2014-2018 by origin
- 6.5. Structure of the gym, fitness and athletics equipment market in North America in 2014-2018 by country
- 6.6. Key recent trends on the gym, fitness and athletics equipment market in North America
- 6.7. Competitive landscape of the market
- 6.8. Country opportunity analysis
- 6.9. Key drivers and restraints for the market development in the medium term

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF GYM, FITNESS AND ATHLETICS EQUIPMENT IN NORTH AMERICA**

- 7.1. Volume, value and dynamics of the domestic production of gym, fitness and athletics equipment in North America in 2014-2018
- 7.2. Structure of the domestic production of gym, fitness and athletics equipment in 2014-2018 by types of gym, fitness and athletics equipment
- 7.3. Structure of the North American production of gym, fitness and athletics equipment in 2014-2018 by countries
- 7.4. Characteristics of the main producers of gym, fitness and athletics equipment in North America

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF GYM, FITNESS AND ATHLETICS EQUIPMENT IN NORTH AMERICA**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of gym, fitness and athletics equipment in North America in 2014-2018
- 8.4. Characteristics of other prices of gym, fitness and athletics equipment

## **9. TRADE BALANCE OF THE FOREIGN TRADE OPERATIONS OF GYM, FITNESS AND ATHLETICS EQUIPMENT IN NORTH AMERICA**

- 9.1. Trade balance of the foreign trade operations of gym, fitness and athletics equipment in North America in 2014-2018

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF GYM, FITNESS AND ATHLETICS EQUIPMENT TO THE NORTH AMERICAN MARKET**

- 10.1. Volume, value and dynamics of the imports of gym, fitness and athletics equipment to North America in 2014-2018
- 10.2. Major trade inflows of gym, fitness and athletics equipment imports to North America in 2014-2018
- 10.3. Structure of the imports of gym, fitness and athletics equipment in 2014-2018 by importing countries
- 10.4. Structure of the imports of gym, fitness and athletics equipment in 2014-2018 by types of products
- 10.5. Average prices of the gym, fitness and athletics equipment, imported to North America in 2014-2018

## **11. OVERVIEW AND ANALYSIS OF THE NORTH AMERICAN EXPORTS OF GYM, FITNESS AND ATHLETICS EQUIPMENT**

- 11.1. Volume, value and dynamics of the North American exports of gym, fitness and athletics equipment in 2014-2018
- 11.2. Major trade outflows of gym, fitness and athletics equipment exports from North America in 2014-2018
- 11.3. Structure of the North American exports of gym, fitness and athletics equipment in 2014-2018 by exporting countries
- 11.4. Structure of the North American exports of gym, fitness and athletics equipment in 2014-2018 by types of products
- 11.5. Average prices of the North American exports of gym, fitness and athletics equipment in 2014-2018

## **12. CHARACTERISTICS OF THE CONSUMPTION OF GYM, FITNESS AND ATHLETICS EQUIPMENT IN NORTH AMERICA**

- 12.1. Volume, value and dynamics of the consumption of gym, fitness and athletics equipment in North America in 2014-2018
- 12.2. Structure of the consumption of gym, fitness and athletics equipment in North America in 2014-2018 (by origin, by channel, by country, by type of gym, fitness and athletics equipment)
- 12.4. Volume, value and dynamics of the per capita consumption of gym, fitness and athletics equipment in North America in 2014-2018
- 12.5. Balance between supply and demand on the gym, fitness and athletics equipment market in North America in 2014-2018

## **13. FORECAST FOR DEVELOPMENT OF THE GYM, FITNESS AND ATHLETICS EQUIPMENT MARKET IN NORTH AMERICA IN 2019-2024**

- 13.1. Factors, influencing the development of the gym, fitness and athletics equipment market in North America in the medium term
- 13.2. Forecast for market development in the medium term under three possible scenarios

### **LIST OF FIGURES**

Volume and dynamics of the gym, fitness and athletics equipment market in North America in 2014-2018

Value and dynamics of the gym, fitness and athletics equipment market in North America in 2014-2018

Structure of the gym, fitness and athletics equipment market in North America in 2014-2018, in volume terms

Structure of the gym, fitness and athletics equipment market in North America in 2014-2018, in value terms

Structure of the gym, fitness and athletics equipment market in North America in 2014-2018 by types of gym, fitness and athletics equipment, in volume terms

Structure of the gym, fitness and athletics equipment market in North America in 2014-2018 by types of gym, fitness and athletics equipment, in value terms

Structure of the gym, fitness and athletics equipment market in North America by origin in volume terms in 2014-2018

Structure of the gym, fitness and athletics equipment market in North America by origin in value terms in 2014-2018

Structure of the gym, fitness and athletics equipment market in North America by country in 2014-2018, in volume terms

Structure of the gym, fitness and athletics equipment market in North America by country in 2014-2018, in value terms

Volume and dynamics of the domestic production of gym, fitness and athletics equipment in North America in 2014-2018

Value and dynamics of the domestic production of gym, fitness and athletics equipment in North America in 2014-2018

Structure of the domestic production of gym, fitness and athletics equipment in North America in 2014-2018 by types of gym, fitness and athletics equipment, in volume terms

Structure of the domestic production of gym, fitness and athletics equipment in North America in 2014-2018 by types of gym, fitness and athletics equipment, in value terms

Structure of the domestic production of gym, fitness and athletics equipment in North America by producing countries in 2014-2018, in volume terms

Structure of the domestic production of gym, fitness and athletics equipment in North America by producing countries in 2014-2018, in value terms

Value chain analysis of the gym, fitness and athletics equipment market in North America

Structure of the gym, fitness and athletics equipment price formation in North America, in %

Deviation of the average producer prices of gym, fitness and athletics equipment in North America in 2014-2018 by types of gym, fitness and athletics equipment

Deviation of the average producer prices of gym, fitness and athletics equipment in North America in 2014-2018 by producing countries

Volume and dynamics of other prices of gym, fitness and athletics equipment in North



America (wholesale, distributor, retail, etc.) in 2014-2018

Trade balance of gym, fitness and athletics equipment foreign trade in North America in 2014-2018, in volume terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America in 2014-2018, in value terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America by trading countries in 2014-2018, in volume terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America by trading countries in 2014-2018, in value terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America by types of gym, fitness and athletics equipment in 2014-2018, in volume terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America by types of gym, fitness and athletics equipment in 2014-2018, in value terms

Volume and dynamics of the imports of gym, fitness and athletics equipment to North America in 2014-2018

Value and dynamics of the imports of gym, fitness and athletics equipment to North America in 2014-2018

Main countries, exporting gym, fitness and athletics equipment to North America in 2014-2018, in volume terms

Main countries, exporting gym, fitness and athletics equipment to North America in 2014-2018, in value terms

Structure of the imports of gym, fitness and athletics equipment to North America by importing countries in 2014-2018, in volume terms

Structure of the imports of gym, fitness and athletics equipment to North America by importing countries in 2014-2018, in value terms

Volume and dynamics of the imports of gym, fitness and athletics equipment by types of gym, fitness and athletics equipment in 2014-2018

Value and dynamics of the imports of gym, fitness and athletics equipment by types of gym, fitness and athletics equipment in 2014-2018

Average prices of the gym, fitness and athletics equipment, imported to North America in 2014-2018

Average prices of the gym, fitness and athletics equipment, imported to North America in 2014-2018 by importing countries

Volume and dynamics of the North American exports of gym, fitness and athletics equipment in 2014-2018

Value and dynamics of the North American exports of gym, fitness and athletics equipment in 2014-2018

Recipient countries of the North American exports of gym, fitness and athletics equipment in 2014-2018, in volume terms

Recipient countries of the North American exports of gym, fitness and athletics equipment in 2014-2018, in value terms

Structure of the North American exports of gym, fitness and athletics equipment by exporting countries in 2014-2018, in volume terms

Structure of the North American exports of gym, fitness and athletics equipment by exporting countries in 2014-2018, in value terms

Structure of the North American exports of gym, fitness and athletics equipment by types of gym, fitness and athletics equipment in 2014-2018, in volume terms

Structure of the North American exports of gym, fitness and athletics equipment by types of gym, fitness and athletics equipment in 2014-2018, in value terms

Average prices of the North American exports of gym, fitness and athletics equipment in 2014-2018

Average prices of the North American exports of gym, fitness and athletics equipment in 2014-2018 by exporting countries

Volume and dynamics of the consumption of gym, fitness and athletics equipment in North America in 2014-2018

Value and dynamics of the consumption of gym, fitness and athletics equipment in North America in 2014-2018

Structure of the consumption of gym, fitness and athletics equipment in North America in 2014-2018, in volume terms

Structure of the consumption of gym, fitness and athletics equipment in North America in 2014-2018, in value terms

Structure of the consumption of gym, fitness and athletics equipment in North America by types of gym, fitness and athletics equipment, in volume terms

Structure of the consumption of gym, fitness and athletics equipment in North America by types of gym, fitness and athletics equipment, in value terms

Structure of the consumption of gym, fitness and athletics equipment in North America by consuming countries in 2014-2018

Volume and dynamics of the per capita consumption of gym, fitness and athletics equipment in North America in 2014-2018

Value and dynamics of the per capita consumption of gym, fitness and athletics equipment in North America in 2014-2018

Balance between supply and demand on the gym, fitness and athletics equipment market in North America in 2014-2018, in volume terms

Balance between supply and demand on the gym, fitness and athletics equipment market in North America in 2014-2018, in value terms

Forecast for the total supply of gym, fitness and athletics equipment in North America in 2019-2024 (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of gym, fitness and athletics equipment in North America in

2019-2024 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of gym, fitness and athletics equipment in North America in 2019-2024 (under the framework of the optimistic scenario), in volume and value terms

## About

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## List Of Tables

### LIST OF TABLES

Key indicators on the gym, fitness and athletics equipment market in North America in 2014-2018

Key indicators of the economy of North America in 2014-2018

Forecast for the economy of North America in 2018-2020

Volume and dynamics of the gym, fitness and athletics equipment market in North America in 2014-2018

Value and dynamics of the gym, fitness and athletics equipment market in North America in 2014-2018

Structure of the gym, fitness and athletics equipment market in North America in 2014-2018, in volume terms

Structure of the gym, fitness and athletics equipment market in North America in 2014-2018, in value terms

Structure of the gym, fitness and athletics equipment market in North America in 2014-2018 by types of gym, fitness and athletics equipment, in volume terms

Structure of the gym, fitness and athletics equipment market in North America in 2014-2018 by types of gym, fitness and athletics equipment, in value terms

Structure of the gym, fitness and athletics equipment market in North America by origin in 2014-2018, in volume terms

Structure of the gym, fitness and athletics equipment market in North America by origin in 2014-2018, in value terms

Structure of the gym, fitness and athletics equipment market in North America by country in 2014-2018, in volume terms

Structure of the gym, fitness and athletics equipment market in North America by country in 2014-2018, in value terms

Country opportunity analysis

Volume and dynamics of the domestic production of gym, fitness and athletics equipment in North America in 2014-2018

Value and dynamics of the domestic production of gym, fitness and athletics equipment in North America in 2014-2018

Structure of the domestic production of gym, fitness and athletics equipment in 2014-2018 by types of gym, fitness and athletics equipment, in volume terms

Structure of the domestic production of gym, fitness and athletics equipment in 2014-2018 by types of gym, fitness and athletics equipment, in value terms

Structure of the domestic production of gym, fitness and athletics equipment in North America by producing countries in 2014-2018, in volume terms

Structure of the domestic production of gym, fitness and athletics equipment in North America by producing countries in 2014-2018, in value terms

Value chain analysis of the gym, fitness and athletics equipment market in North America

Cost breakdown of the price formation of gym, fitness and athletics equipment in North America, in %

Volume and dynamics of the average producer prices of gym, fitness and athletics equipment in North America by types of gym, fitness and athletics equipment in 2014-2018

Volume and dynamics of the average producer prices of gym, fitness and athletics equipment in North America by producing countries in 2014-2018

Volume and dynamics of other prices of gym, fitness and athletics equipment in North America (wholesale, distributor, retail, etc.) in 2014-2018

Trade balance of gym, fitness and athletics equipment foreign trade in North America in 2014-2018, in volume terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America in 2014-2018, in value terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America by trading countries in 2014-2018, in volume terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America by trading countries in 2014-2018, in value terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America by types of gym, fitness and athletics equipment in 2014-2018, in volume terms

Trade balance of gym, fitness and athletics equipment foreign trade in North America by types of gym, fitness and athletics equipment in 2014-2018, in value terms

Volume and dynamics of the imports of gym, fitness and athletics equipment to North America in 2014-2018

Value and dynamics of the imports of gym, fitness and athletics equipment to North America in 2014-2018

Main countries, exporting gym, fitness and athletics equipment to North America in 2014-2018, in volume terms

Main countries, exporting gym, fitness and athletics equipment to North America in 2014-2018, in value terms

Structure of the imports of gym, fitness and athletics equipment to North America by importing countries in 2014-2018, in volume terms

Structure of the imports of gym, fitness and athletics equipment to North America by importing countries in 2014-2018, in value terms

Structure of the imports of gym, fitness and athletics equipment to North America by types of gym, fitness and athletics equipment in 2014-2018, in volume terms

Structure of the imports of gym, fitness and athletics equipment to North America by types of gym, fitness and athletics equipment in 2014-2018, in value terms

Average prices of the gym, fitness and athletics equipment, imported to North America in 2014-2018

Average prices of the gym, fitness and athletics equipment, imported to North America in 2014-2018 by importing countries

Volume and dynamics of the North American exports of gym, fitness and athletics equipment in 2014-2018

Value and dynamics of the North American exports of gym, fitness and athletics equipment in 2014-2018

Recipient countries of the North American exports of gym, fitness and athletics equipment in 2014-2018, in volume terms

Recipient countries of the North American exports of gym, fitness and athletics equipment in 2014-2018, in value terms

Structure of the North American exports of gym, fitness and athletics equipment by exporting countries in 2014-2018, in volume terms

Structure of the North American exports of gym, fitness and athletics equipment by exporting countries in 2014-2018, in value terms

Structure of the North American exports of gym, fitness and athletics equipment by types of gym, fitness and athletics equipment in 2014-2018, in volume terms

Structure of the North American exports of gym, fitness and athletics equipment by types of gym, fitness and athletics equipment in 2014-2018, in value terms

Average prices of the North American exports of gym, fitness and athletics equipment in 2014-2018

Average prices of the North American exports of gym, fitness and athletics equipment in 2014-2018 by exporting countries

Volume and dynamics of the consumption of gym, fitness and athletics equipment in North America in 2014-2018

Value and dynamics of the consumption of gym, fitness and athletics equipment in North America in 2014-2018

Structure of the consumption of gym, fitness and athletics equipment in North America in 2014-2018, in volume terms

Structure of the consumption of gym, fitness and athletics equipment in North America in 2014-2018, in value terms

Structure of the consumption of gym, fitness and athletics equipment in North America by types of gym, fitness and athletics equipment, in volume terms

Structure of the consumption of gym, fitness and athletics equipment in North America by types of gym, fitness and athletics equipment, in value terms

Structure of the consumption of gym, fitness and athletics equipment in North America



by consuming countries in 2014-2018

Volume and dynamics of the per capita consumption of gym, fitness and athletics equipment in North America in 2014-2018

Value and dynamics of the per capita consumption of gym, fitness and athletics equipment in North America in 2014-2018

Balance between supply and demand on the gym, fitness and athletics equipment market in North America in 2014-2018, in volume terms

Balance between supply and demand on the gym, fitness and athletics equipment market in North America in 2014-2018, in value terms

Forecast for the total supply of gym, fitness and athletics equipment in North America in 2019-2024 (under the framework of the base scenario), in volume and value terms

Forecast for the total supply of gym, fitness and athletics equipment in North America in 2019-2024 (under the framework of the pessimistic scenario), in volume and value terms

Forecast for the total supply of gym, fitness and athletics equipment in North America in 2019-2024 (under the framework of the optimistic scenario), in volume and value terms



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