

Global Fitness Equipment Market: Size, Trends & Forecasts (2016-2020)

July 2016



Global Fitness Equipment Market Report

Scope of the Report

The report titled “Global Fitness Equipment Market: Size, Trends & Forecasts (2016-2020)”, provides an in-depth analysis of the global fitness equipment market by value. The report also gives an insight of the global fitness equipment market by segments, by region, etc. The report provides a regional analysis of the fitness equipment market, including the following regions: North America, Latin America & MEIA, APAC and Europe.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global fitness equipment market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global fitness equipment market is dominated by the three big players Technogym, Brunswick Corporation (Life Fitness) and Amer Sports (Precor). Further, key players of the fitness equipment market Technogym, Brunswick Corporation (Life Fitness) and Amer Sports (Precor) are also profiled with their financial information and respective business strategies.

Country Coverage

North America

Latin America & MEIA

Europe

APAC

Company Coverage

Technogym

Brunswick Corporation (Life Fitness)

Amer Sports (Precor)

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Executive Summary

The sedentary lifestyles and reduced physical activities have altered the course of health of individuals globally. The increasing incidence of diseases and disorders has evoked an urge among the population to stay fit and healthy. The fitness includes physical, mental, psychological, social and spiritual fitness. The fitness is a segment of healthcare industry, which is a booming business in today's scenario. The business apart from enveloping drugs, therapies, also includes fitness equipment that keeps the individuals updated about their physical vitals.

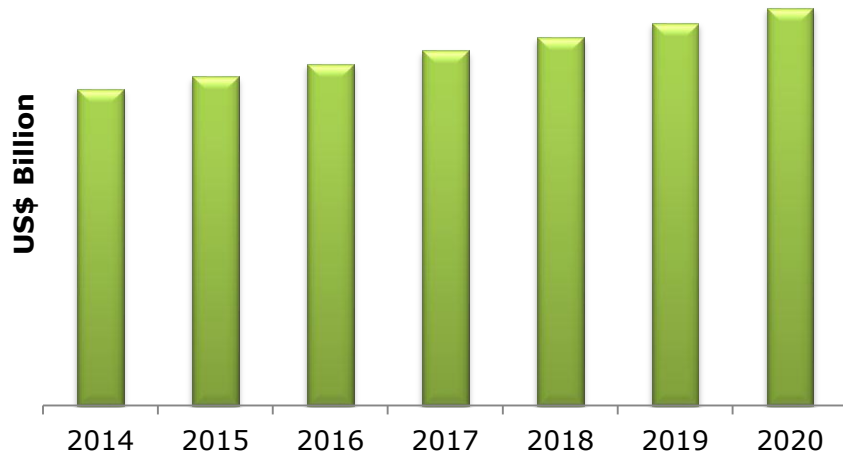
Fitness equipment are the machines and monitoring devices that keeps the users updated about their vitals such as heart rate, breathing density, calories burned, miles walked, etc. The fitness equipment are used at homes, gyms, health clubs for health related reasons. These days corporate suites and hospitality centres such as hotels, restaurants, cafes, etc. are also accommodating fitness equipment in their defined setting with an aim to manage the employee health and improve the customer experience respectively.

The fitness equipment can be segmented on the basis of equipment type, product type and by the end-user application.

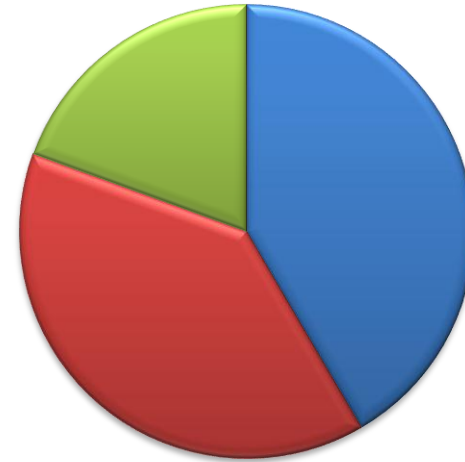
The global fitness equipment market has increased at a significant CAGR during the years 2014-2015 and projections are made that the market would rise in the next four years i.e. 2016-2020 tremendously. The fitness equipment market is expected to increase due to increased outbreak of chronic diseases such as obesity and diabetes, increased number of health fitness clubs, rising GDP per-capita increased healthcare expenditure, etc. Yet the market faces some challenges such as, high dependence on economic volatility, niche demographics and intense competition.

Global Fitness Equipment Market Overview

Global Fitness Equipment Market by Value; 2014-2020 (US\$ Billion)



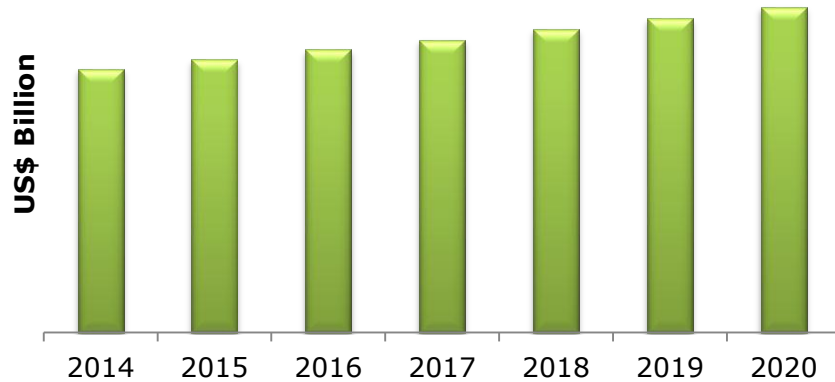
Global Fitness Equipment Market by Segments; 2015



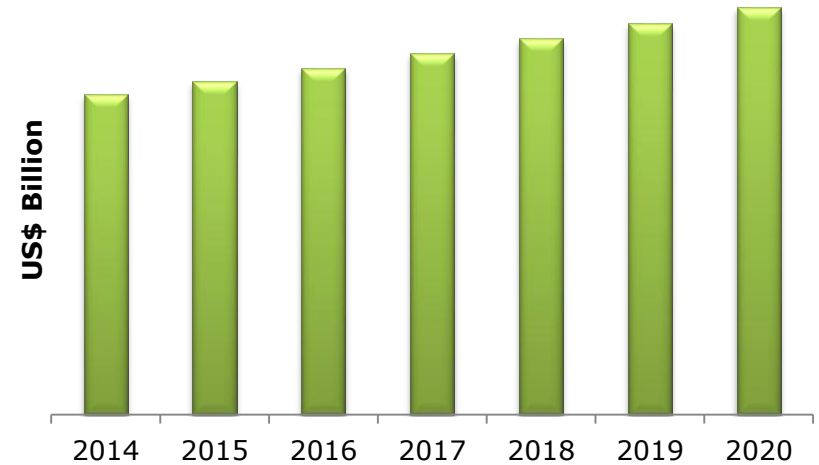
The global fitness equipment market in 2015 was valued at US\$... billion, up by ...% as compared to 2014. This market is forecasted to reach US\$.....billion in 2020, at a CAGR of ...%.The increase in the fitness equipment market is expected due to increasing....., and, There are three segments in global fitness equipment market, that are home & consumer, club and....., The larger segments is ... with ...% of share in global fitness equipment market in 2015.

Global Fitness Equipment Market Segments Overview

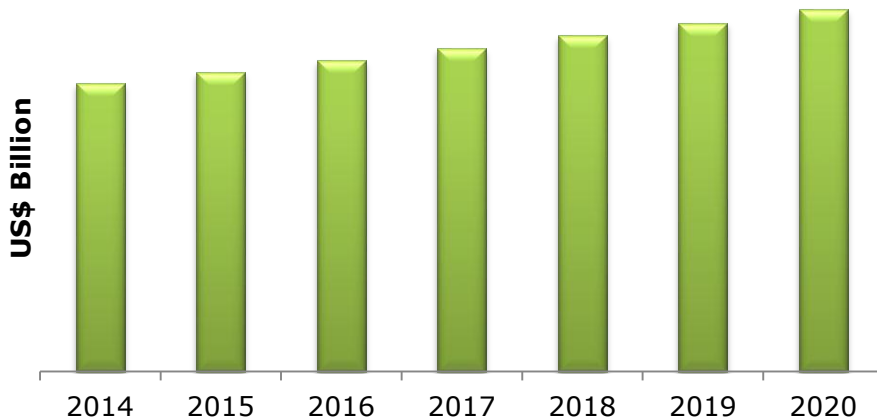
Global Home & Consumer Segment by Value ; 2014-2020 (US\$ Billion)



Global Club Segment by Value ; 2014-2020 (US\$ Billion)



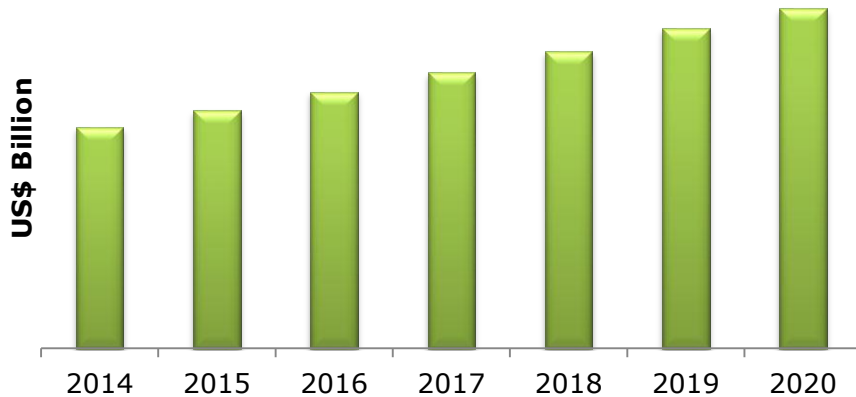
Global Hospitality/Residential &HCP Segment by Value; 2014-2020 (US\$ Billion)



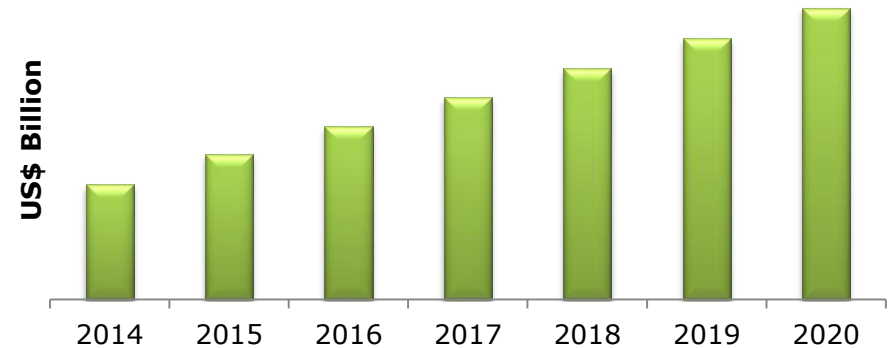
The global home & consumer segment is valued at US\$10.5 billion in 2014 and is forecasted to increase to US\$13.5 billion in 2020. The global club segment is valued at US\$15.0 billion in 2014 and is forecasted to increase to US\$18.0 billion in 2020. The global hospitality & HCP segment is valued at US\$12.0 billion in 2014 and is forecasted to increase to US\$15.0 billion in 2020. The increase in these segments is expected due to growth in fitness equipment sales, increasing disposable income, and rising health consciousness.

Fitness Equipment Market: Regional Overview

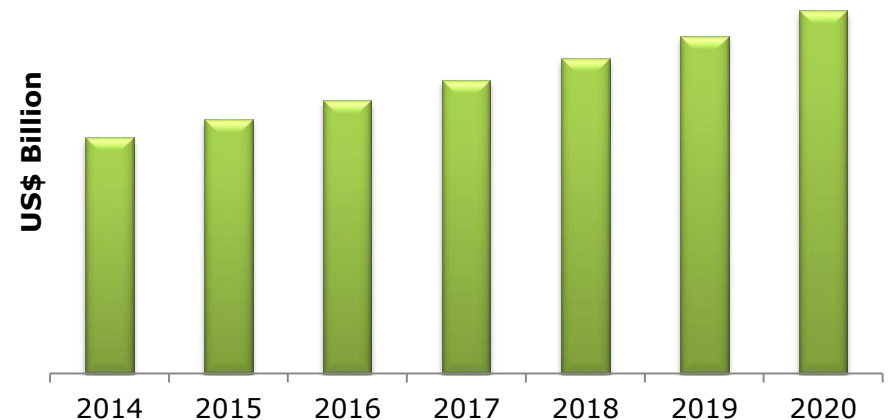
Latin America & MEIA Fitness Equipment Market by Value ; 2014-2020 (US\$ Billion)



Europe Fitness Equipment Market by Value; 2014-2020 (US\$ Billion)



APAC Fitness Equipment Market by Value; 2014-2020 (US\$ Billion)



The Latin America fitness equipment market is valued at US\$...billion in 2015, up by...% as compared to 2014. The APAC fitness equipment market is valued at US\$...billion in 2015, up by...% as compared to 2014. This increase is there due to..... and each region's market is forecasted to increase to US\$.....billion in 2020, at a CAGR of ...%. The two fastest growing markets for global fitness equipment are and