

# Indian Fitness Equipment Market: Trends & Opportunities [2012-17]



## Executive Summary

The Indian fitness equipment market is growing at a rapid rate. Increasing urbanization and growing disposable income in the country are the key factors to boost the market growth. For the period of 2006-2011, the Indian market for fitness equipment recorded a CAGR of 40% and the same is further anticipated to register a CAGR of 24% for the next five years.

Among all the fitness-related equipment available in the Indian market, treadmills are the most popular, mainly because of their user friendliness. Treadmills are followed by stationary bikes in terms of usage and popularity in the fitness equipment market. The key reason behind the increasing popularity of the latter is that it functions as a single equipment for full body workout and suits every age group. Elliptical trainers, another stationery machine for physical exercise, have a bigger market share in comparison with stationary bikes, but their respective prices are the main difference between both the equipment.

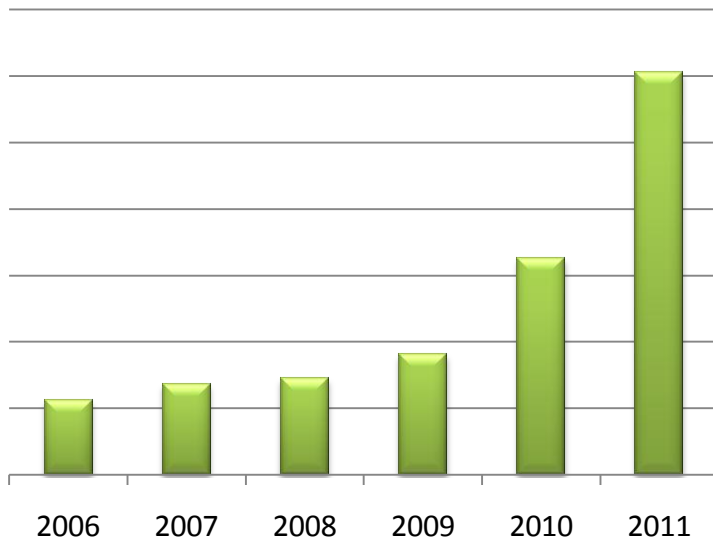
The demand of fitness equipment in the tier II and tier III cities of the country is projected to increase in the coming years. The consumer market for fitness equipment in India is classified among organized segment, which includes health club chains; unorganized segment; and home segment.

The analysis of market drivers explains the reasons behind the growth of the fitness equipment industry. Some of these reasons are the growing health awareness and concern, growing demand of fitness equipment from companies, increasing number of health clubs, growing youth population in the country, boom in the real estate sector, reduced import duties, growing urbanization, and the entry of foreign health clubs, among others.

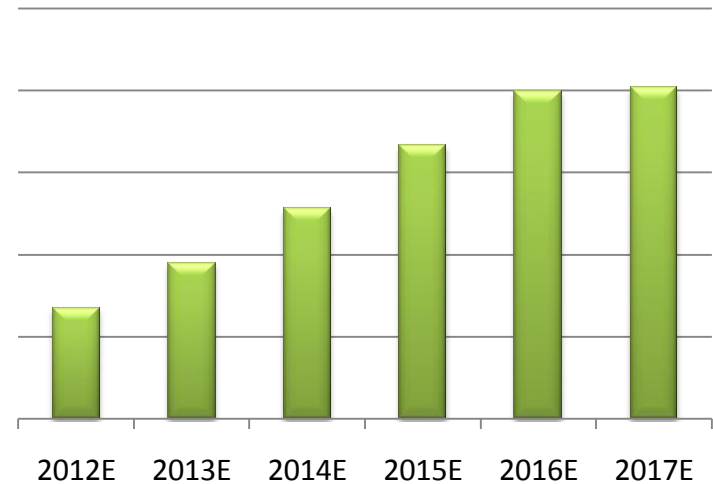
The key market challenges recognized by the analysts include factors like less space in residential complexes, high cost of raw materials, high dependence upon distributors, lack of technological knowledge, shortage of good trainers, inadequate research and development, etc. Some of the key trends of the Indian fitness equipment market are the improvements in existing equipment, introduction of new and innovative products, new channels of distributions, equipment resale, etc.

# Demand for fitness equipment is expected to grow in the near future mainly due to the increasing number of health clubs

India Fitness Equipments Market Size (US\$)



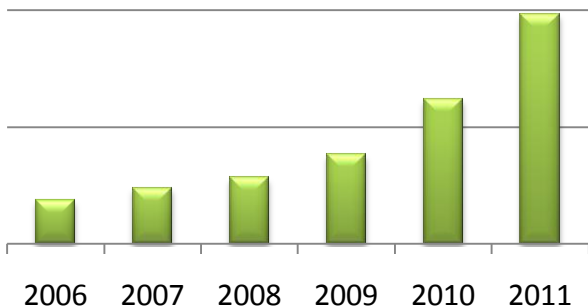
India Fitness Equipments Market Size Forecast (US\$)



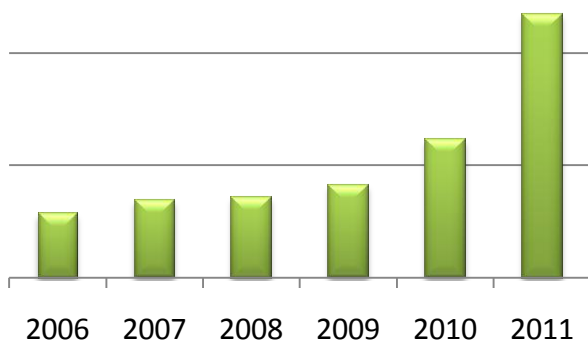
- There has been a notable growth in the worldwide market for fitness equipment monitoring products in the past few years, and this growth is projected to .....estimated to grow at a CAGR of ...% during 2012-17.....
- The major growth drivers of the market are.....

# Strong growth in fitness equipment market is chiefly due to significant growth of youth population in India

Indian Treadmill Market Size



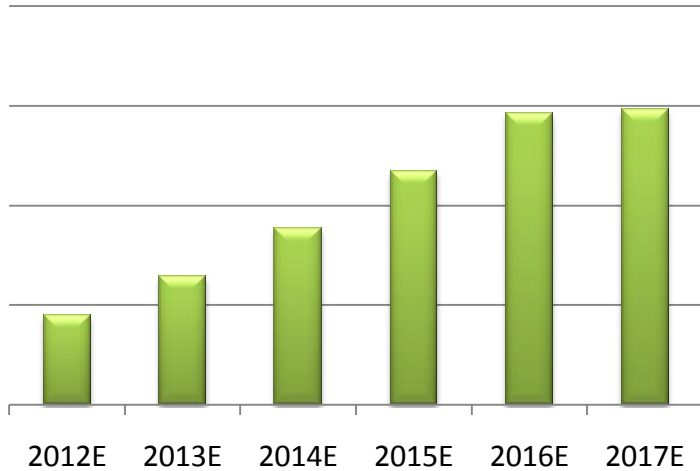
Indian Elliptical Market Size



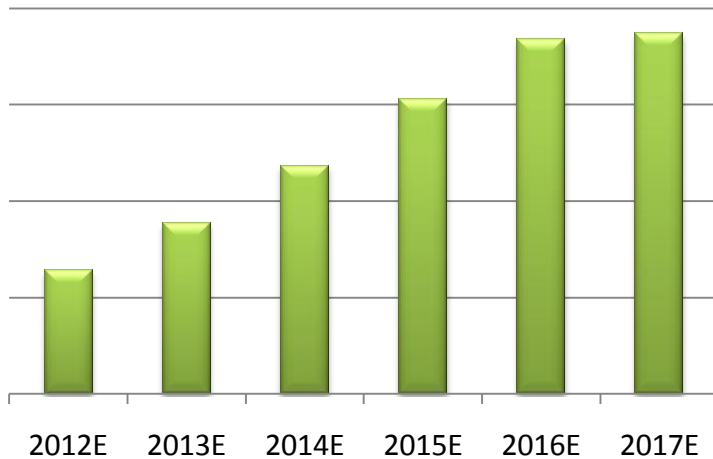
- The Indian treadmill market has grown at the compound annual growth rate of ...%.....
- The Indian market for elliptical reported a consistent growth during 2006 and 2011, at a CAGR of ...%.  
.....  
.....
- The Indian stationary bikes market recorded at CAGR of ...% from US\$... billion in 2006 to US\$... billion in 2011  
.....  
.....

# Due to the health awareness & health concerns in the country the fitness equipment market is expected to see rapid growth in future

Indian Treadmill Market Size Forecast



Indian Elliptical Market Size Forecast



- Indian market for treadmill is estimated to grow at a CAGR of .....% during 2012-17.....
- The Indian market size of elliptical is anticipated to be US\$.....billion in the year 2017.....and the CAGR during 2012-17 is expected to be...%.....
- The demand for stationary bikes in India is expected to grow at.....% Y-O-Y.....