

# The US Home Fitness Equipment Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025 Edition)

September 2021



# The US Home Fitness Equipment Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

The US Market Analysis

COVID-19 Analysis

Dynamics

Competitive Landscape

Company Profiles

# The US Home Fitness Equipment Market: Coverage

## Scope of the Report

Attributes	Details
Title	The US Home Fitness Equipment Market: Size and Forecasts with Impact Analysis of Covid-19 (2021-2025 Edition)
Coverage	Regional
Regional Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2021-2025
Competition in the Market	Fragmented
Key Players	Peloton Interactive, Inc., Nautilus, Inc., Technogym SpA, and Johnson Health Tech Co., Ltd.

# The US Home Fitness Equipment Market

## Executive Summary

Fitness equipment is a sub-category of the larger sporting goods sector. Fitness equipment can be used at home to complete a good fitness routine. Home fitness equipment is defined as a machine that is used to perform any fitness activity, or to exercise at home. The major fitness equipment that are used for physical exercise at home include treadmills, weight machines, elliptical machines, stationary bicycles, strength building machines, and others.

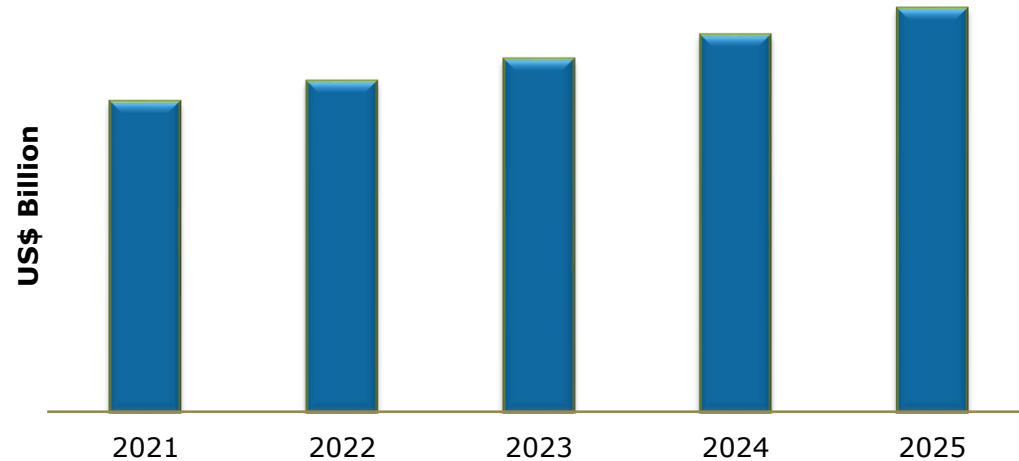
Now, more people are preferring to use fitness equipment for their home workout, as it is available for 24\*7 and budget friendly, supplements outdoor exercises, ensures comfortability and privacy, and provides flexibility.

There are two broad categories of home fitness equipment: cardiovascular training equipment and strength training equipment. Cardiovascular training equipment includes ski machines, elliptical machines, rowing machines, stair-steppers, treadmill, and exercise cycle. Strength training equipment includes ankle weights, exercise mat, hand weights, resistance bands, weighted arm bands, and tubing. The home fitness equipment market can be segmented on the basis of type, and distribution channel.

The US home fitness equipment market has increased significantly during the years 2018-2020, the market flourished more progressively in 2020 owing to spread of COVID-19. Furthermore, projections are made that the market would rise in the next four years i.e. 2021-2025 tremendously. The home fitness equipment market is expected to increase due to rising millennial population, growing prevalence of obesity, rapid urbanization, increasing incidence of chronic diseases, surging online sales of fitness equipment, soaring fitness conscious population, etc. Moreover, the market faces some challenges such as space limitation, high cost of fitness equipment, etc.

# The US Home Fitness Equipment Market: An Analysis

## The US Home Fitness Equipment Market by Value



CAGRs	
2021-2025	xx%

The US home fitness equipment market is anticipated to rise up to US\$.... billion by 2025, as compared to US\$.... billion in 2021. The market is expected to propel at a CAGR of xx% over the years 2021 to 2025.

# The US Home Fitness Equipment Market: An Analysis

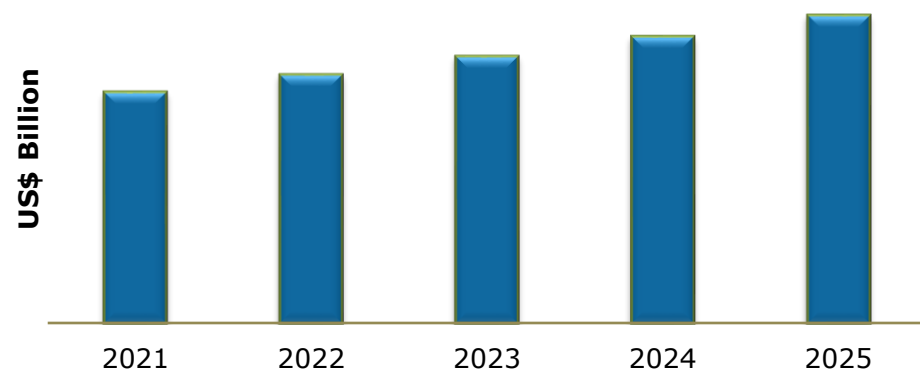
**The US Home Fitness Equipment Market by Type**



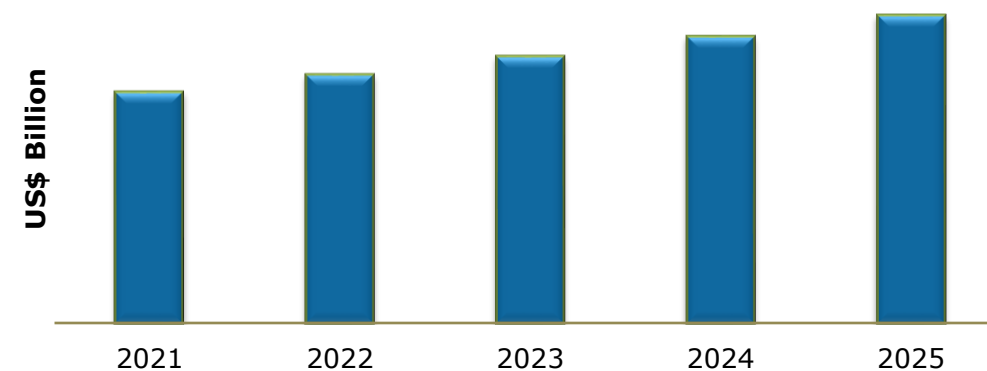
Type	Share	CAGR
Treadmill	xx%	xx%
Elliptical Machine	xx%	xx%
Exercise Cycle	xx%	xx%
Rowing Machine	xx%	xx%
Others	xx%	xx%

# The US Home Fitness Equipment Market: Type Analysis

The US Home Treadmill Market by Value

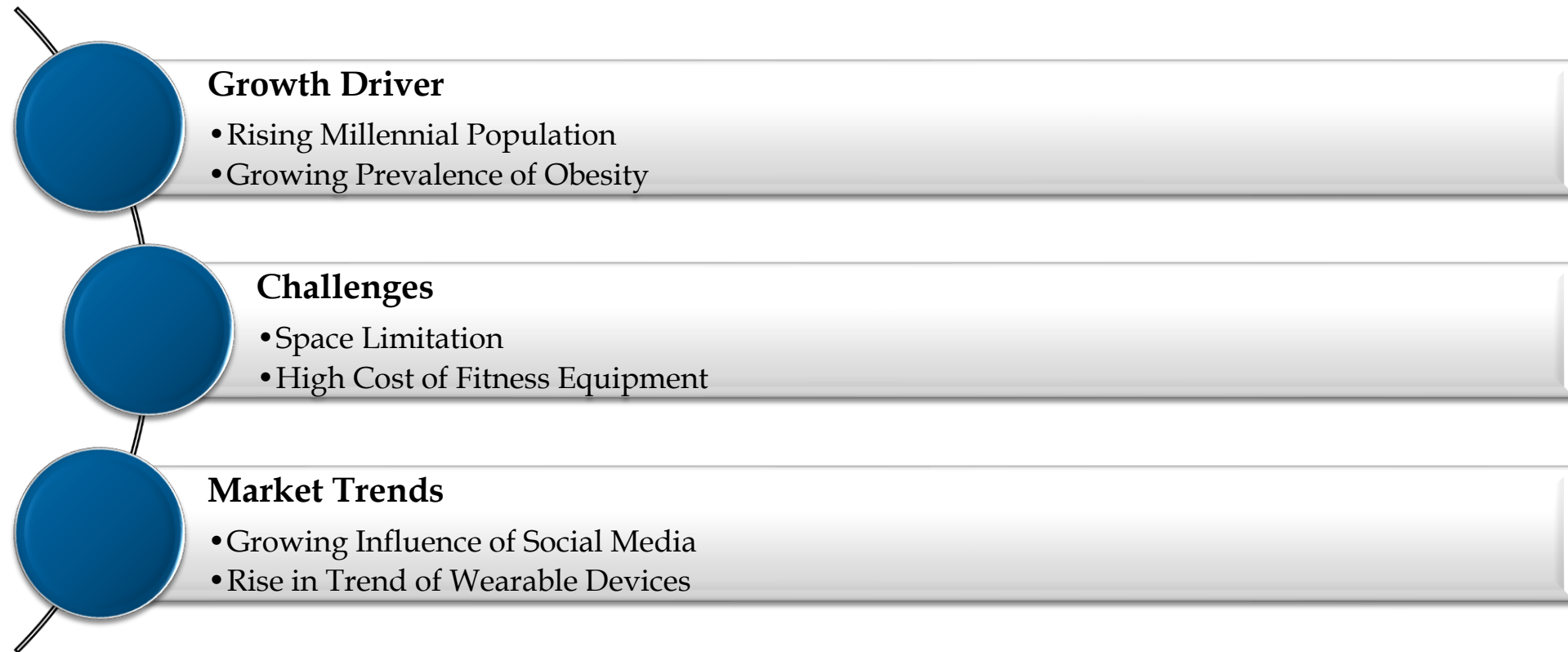


The US Home Elliptical Machine Market by Value



Type	CAGR
	2021-2025
Treadmill	xx%
Elliptical Machine	xx%
Exercise Cycle	xx%
Rowing Machine	xx%
Others	xx%

# The US Home Fitness Equipment Market: Dynamics





# The US Home Fitness Equipment Market: Competitive Analysis

## Players Profiled

- Peloton Interactive, Inc. 
- Nautilus, Inc. 
- Technogym SpA 
- Johnson Health Tech Co., Ltd. 

Note: The graphs on this slide are only for sample representation.