

North America Turbo Trainers Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Product Type (Regular Trainers and Smart Trainers) and Distribution Channel (Specialty Stores, Online Retail, and Others)

Market Report | 2023-01-11 | 93 pages | The Insight Partners

AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The North America turbo trainers market is expected to grow from US\$ 91.50 million in 2022 to US\$ 115.69 million by 2028. It is estimated to grow at a CAGR of 4.0% from 2022 to 2028.

Increased Demand for Smart Turbo Trainers

Smart turbo trainers connect directly with computers, tablets, and smartphones. These trainers utilize the performance data of consumers and allow them to cycle through a virtual world in real time, with a program replicating the consumer's real world, pedal power, speed, and cadence onscreen. Smart turbo trainers are gaining popularity among the youth, as hectic study or work schedules drive them toward home fitness activities. This makes youth among the major consumers of smart indoor fitness equipment, such as smart turbo trainers. These trainers also allow users to connect with other cyclists through apps. These apps allow people to keep up with their fitness goals without losing interest, as they can simultaneously indulge in fun games and real-life training scenarios. Smart trainers have emerged as ideal training equipment for cyclists as these instruments help them develop their skills and accelerate their cycling speed at home, without hindrance posed by the weather and road conditions, which may hamper their cycling schedules. Additionally, when doing structured workouts, a smart trainer automatically sets resistance to the exact prescribed wattage; it also records the overall performance to allow cyclists to compare their performances. Moreover, smart turbo trainers have the feature in which screen view on TV changes as per the change in mode of the trainer such as terrain, steep inclination, etc., this feature replicates outdoor and give the cyclist a realistic riding experience. Smart turbo trainers make indoor cycling much more fun and more productive. Hence, the growing popularity of smart turbo trainers among cyclists and fitness enthusiasts is propelling the overall turbo trainers North America turbo trainers market growth.

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North America Turbo Trainers Market Overview

During the COVID-19 pandemic, people started realizing the importance of staying fit, having a healthy life, and doing regular exercises, such as cycling. Due to COVID-19-related restrictions, they started opting for indoor cycling equipment such as turbo trainers to reduce the risks of disorders, including heart diseases. Further, the rising number of cycling events and favorable government and employer initiatives are increasing the demand for turbo trainers as it helps cyclists to improve their cycling speed and skills. Also, a growing number of fitness products providers and centers are propelling the market growth. The rising prevalence of obesity across North America is proliferating; the need for turbo trainers is increasing among obese people, thus supporting the growth of the North America turbo trainers market. Moreover, there is a huge demand for turbo trainers in home gyms and community health clubs owing to the increasing participation of individuals in fitness activities in the region to ensure consistent exercise routines. Additionally, the effective growth in sedentary lifestyle is increasing the requirement for home fitness equipment such as turbo trainers across the region.

North America Turbo Trainers Market Revenue and Forecast to 2028 (US\$ Million)

North America Turbo Trainers Market Segmentation

The North America turbo trainers market is segmented based on product type, distribution channel, and country.

Based on product type, the North America turbo trainers market is bifurcated into regular trainers and smart trainers. The smart trainers segment held a larger market share in 2022.

Based on distribution channel, the North America turbo trainers market is segmented into specialty stores, online retail, and others. The specialty stores segment held the largest market share in 2022.

Based on country, the North America turbo trainers market has been categorized into the US, Canada, and Mexico. Our regional analysis states that the US dominated the market share in 2022.

Elite; Garmin Ltd.; Jetblack Cycling; Kurt Manufacturing; Minoura Co. Ltd.; Nautilus, Inc.; Saris; Technogym SpA; Wahoo Fitness; and Wattbike Ltd. are the leading companies operating in the North America turbo trainers market.

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