

Military Fitness Training Equipment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Military Fitness Training Equipment Market is valued at USD 0.99 billion in 2024 and is expected to reach USD 1.47 billion by 2029, registering a CAGR of 8.44% during the forecast period (2024-2029).

Growing awareness among the defense authorities regarding the fitness of the soldiers is the main driver for the market. Militaries are drafting specialized plans to execute their vision for the army, like compulsory fitness training sessions with customized equipment. The rising adoption of mobile and fixed fitness equipment by armies worldwide, as well as the growing number of troops, are important drivers driving this expansion. The growing relevance of general well-being will considerably contribute to the Military Fitness Training Equipment Market's growth potential. Also, there are mission-oriented training sessions in specialized places for the militaries. The mission-oriented training gives rise to the need for sophisticated, mission-focused fitness training equipment, which further aids the growth of the market.

However, various obstacles, such as a lack of standardization and the substantial investments required to put up these systems, may hinder the market's growth.

Military Fitness Training Equipment Market Trends

Mobile Fitness Training Equipment Segment is Expected to Register the Highest CAGR

The mobile fitness training equipment segment is expected to grow with the highest CAGR during the forecast period due to the various advantages it offers over fixed fitness equipment. Mobile fitness training equipment can be carried from place to place and can be installed wherever the military camps are present. The high revenue share is mainly due to an increase in demand for

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military training equipment for soldiers positioned in far away warzones, i.e., away from their native training zones. It is mainly due to the increasing global conflicts and the intervention of the militaries of some countries in other territorial conflicts. Training with portable outdoor fitness training equipment is trending in the military, as the focus shifted to training in adverse environments to make the soldier's body withstand harsh battle conditions. It, in turn, is expected to help the growth of the segment in the years to come. For instance, in July 2022, BeaverFit attended IHRSA 2022 in Miami Beach, in which they displayed two of their leading outdoor and mobile storage solutions. One is a custom Shred Shed with a modular rig, and the other is the Nomad Beyond Trailer. It is the first time a leading mobile devices training solution was displayed at a fitness tradeshow.

North America to Continue Market Share Dominance During the Forecast Period

North America region holds the maximum market share currently in the Military Fitness Training Equipment Market globally due to high demand from the US military. The US holds the largest market share in the North America Military Fitness Training Equipment Market. Deployment of US troops in various regions of the world due to the US engaging in various global conflicts is one of the major factors driving the increase in the market share of the North American region. There are compulsory fitness tests for US Army personnel. The US includes an Army Physical Fitness program with two factors: the weigh-in and the Army Physical Fitness Test (APFT). For Army personnel, they must take APFT twice a year, and they need to meet the minimum criteria to be eligible for promotions and transfers. The United States is also planning to increase the number of military personnel and also to increase the fitness standards of the military by 2028. For instance, in September 2022, after nearly 12 years of development, the new Army Combat Fitness Test (ACFT) became official. The Army Combat Fitness Test (ACFT) is the United States Army's new fitness test, consisting of a deadlift, standing power throw, hand release push-up, sprint-drag-carry, leg tuck or plank, and a 2-mile run. The ACFT is intended to assess multiple fitness components required for combat tasks. Factors like these are expected to increase the military fitness training equipment market in North America during the forecast period. For instance, in March 2023, BeaverFit opened a brand-new Soldier Performance Readiness Centre at Fort Jackson, South Carolina. The SPRC is the first of its kind for the Army Centre for Initial Military Training in the United States.

Moreover, BeaverFit was awarded a contract to supply a variety of equipment and infrastructure to the US Armed Forces. By July 2023, BeaverFit provided the Army with solutions such as manufacturing over 23,000 lanes of Army Combat Fitness Test equipment, supplying 2,000 expeditionary container gyms, and converting indoor and outdoor spaces to provide designated areas for physical training. It also offered classroom education, rehabilitation, and cognitive performance and provided 2,000 expeditionary container gyms.

Military Fitness Training Equipment Industry Overview

Technogym S.p.A., Life Fitness, TriActive USA, Rally Fitness LLC, and MoveStrong are some of the prominent players in the market. Several different players worldwide provide fitness training equipment for various militaries around the world. With fitness training being made compulsory in some countries, the players can focus on developing products based on the fitness preferences and drills of the militaries of those countries. Also, players can focus on the development of mobile fitness training equipment, which is projected to grow with the highest CAGR in the years to come. Players can experiment with innovative mechanisms and better training techniques to attract new customers, thereby increasing their market presence and share. For instance, AmericanFitness.net is a government contractor in the United States. AmericanFitness includes a complete variety of commercial-grade club-level gym equipment for high-traffic areas. AmericanFitness also provides a complete line of light commercial-grade equipment for moderately used institutional spaces. Cardio equipment, strength training equipment, free weights, cross-training equipment, fitness accessories, boxing and MMA equipment, gym flooring, and other items are available in the company's product catalog.

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- The market estimate (ME) sheet in Excel format
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