

India Body Composition Meters Market Assessment, By Product [Bio-impedance Analyzer, Skinfold Calipers, Hydrostatic Weighing Equipment/Normal Weighing Equipment, Air Displacement Plethysmography, DEXA, Others], By Modality [Portable, Stationary], By End-user [Hospitals, Fitness Centers, Academic and Research Institutions, Homecare Settings], Region, Opportunities and Forecast, FY2019-FY2033F

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Report description:

India body composition meters market is projected to witness a CAGR of 9.94% during the forecast period FY2026-FY2033, growing from USD 44.49 million in FY2025 to USD 94.94 million in FY2033. The market's growth can be attributed to the rising awareness about the importance of adopting preventive health measures to reduce the risk of developing chronic diseases, increasing incidences of obesity, rising popularity of fitness centers, and rapid adoption of technologically advanced solutions in the country.

Additionally, increasing government initiatives to bolster health awareness and promote fitness among the general population are propelling the adoption of various tools, such as body composition meters, to monitor their fitness progress. Additionally, the rising emphasis on developing affordable, user-friendly, and technologically advanced body composition meters is increasing their appeal and accessibility to a broader range of users, including home users, propelling the market's expansion.

Increasing Incidences of Obesity Boosts Market's Demand

The rising prevalence of obesity in different regions across the country can be attributed to the growing popularity of western food products, increasing consumption of processed meat, and lack of physical activity. As per the estimates of the Global Obesity Observatory, in 2060, the economic impact of obesity in India will increase to USD 838.6 billion. As concerns about obesity

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increase in the country, the awareness about the importance of monitoring body composition to prevent related diseases such as cardiovascular diseases and diabetes is rising. This increased awareness coupled with the rising efforts of various government and non-government organizations to improve public health are expected to provide lucrative growth opportunities for the market. As an increasing number of individuals struggle with excessive weight in the country, the requirement for body composition analysis is rising, thus propelling the market's demand.

Novel Product Launches Support Market Expansion

The rising efforts of various companies to propel the availability of advanced medical technologies and devices in the country is one of the major factors augmenting the growth of the market. The increasing availability of newer affordable models is allowing the population to achieve their health and fitness goals with ease. Additionally, the increasing efforts to integrate body composition meters with smart systems and technologies to provide improved insights are also expected to positively influence the market's expansion. For instance, in November 2024, CultFit (Diverse Retail Private Limited) launched Cult Smart Scale and Cult Smart Scale Pro. The Cult Smart Scale has received approval from the United States Food and Drug Administration (US FDA) and measures over twenty body parameters, such as hydration levels, muscle mass, and body fat. The scale uses a medical grade processor and high precision sensor to provide full body parameters. Similarly, the Cult Smart Scale Pro is equipped with a type-C charging feature and dual-frequency technology and offers high precision tracking.

Technological Advancements are Driving the Market Growth of Body Composition Meter in India

The growing focus on the integration of advanced features such as Bluetooth connectivity and enhanced bio-impedance analysis in body composition meters is propelling their user-friendliness and allowing them to provide more accurate results, thus bolstering their adoption for personal as well as professional use. Leading companies in the market are focusing on launching new devices in the country that provide advanced analytics to aid the consumers in achieving their fitness goals. For instance, in March 2024, Amazfit (Zepp Health Corporation) launched its Amazfit Body Composition Analyzer Mat in India. By sending micro-currents through the lower and upper body, the mat allows the user to gain a better understanding of their health and measures various metrics such as basal metabolism, BMI, water, bone mass, skeletal muscle, body fat, and protein.

Fitness Centers Holds Major Market Share

The rising popularity of fitness centers in the country can be attributed to the increasing preference for personalized fitness regimes and rising awareness about the importance of exercising regularly. Moreover, the increasing influence of social media is also supporting the segment's growth as these platforms showcase fitness trends and healthy lifestyles, inspiring people across the country to adopt similar practices. Consequently, different fitness chains across the country are witnessing rapid growth and expansion. For instance, in March 2023, Atenx Performance Studio expanded its presence in Mumbai and Bangalore, after a successful run in Pune. In order to stand out, various fitness centers are focusing on incorporating technologically advanced solutions such as body composition meters to provide customized fitness plans to their clients and manage their health and fitness goals. Thus, the rapid expansion of fitness chains across the country is propelling the market's growth.

Impact of the U.S. Tariff on India Body Composition Meters Market

The increased tariffs are expected to erode India's price competitiveness in the United States, particularly for devices such as body composition meters that are low-cost products that are used in high volumes. In order to combat the various challenges faced by the newly imposed tariffs, Indian manufacturers are focusing on exploring alternative markets, investing in innovation to maintain their position in the industry, and improving their domestic production capabilities. The tariffs also underscore the necessity of reducing dependency on any single market and diversifying export destinations.

Key Players Landscape and Outlook

The key players of the market are focusing on expanding their presence in the country by engaging in research and development activities, launching new products and technologies, and expanding their manufacturing and production facilities. For instance, in May 2023, OMRON Asia Pacific Pte. Ltd. invested USD 15.7 million to open its first medical device factory in Tamil Nadu, India. By localizing the production of different medical devices, including body composition meters, the company is increasing their affordability and accessibility for Indian consumers. Such efforts are also expected to reduce the country's dependency on imports and enable faster distribution across the country, providing lucrative growth opportunities for the market.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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