

India Sports and Fitness Goods Market Growth Analysis - Forecast Trends and Outlook (2025-2034)

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Report description:

The India sports and fitness goods market attained a value of USD 4.88 Billion in 2024 . The industry is expected to grow at a CAGR of 7.40% during the forecast period of 2025-2034. By 2034, the market is expected to reach USD 9.96 Billion .

India sports and fitness goods market is gaining strong momentum, supported by a surge in both public and private infrastructure investments. These developments are not only enhancing access to recreational spaces but are also shaping consumer behaviour by embedding fitness more deeply into daily life.

At the government level, initiatives to develop urban and semi-urban infrastructure have created new demand channels for fitness-related goods. There is a clear push to upgrade public parks, build modern stadiums, and establish community health and wellness centres. These projects aim to make fitness more accessible, especially in rapidly growing cities and tier-2 towns. For instance, in March 2025, the PM Palem stadium in Visakhapatnam underwent a ₹40 crore renovation to prepare it for upcoming IPL matches, a move that reflects broader efforts to create world-class sporting facilities.

Further, the growing disposable income among Indian consumers is driving investments in quality sports and fitness products, further adding to the India sports and fitness goods market expansion. According to industry reports, the per capita disposable income in India grew 8% in 2024. As the purchasing power of individuals increases, they are more willing to spend on health and wellness. Additionally, the rising health awareness is prompting consumers to prioritize fitness, further driving the market growth.

Key Trends and Recent Developments

February 2025

Nike partnered with online delivery platform Blinkit for delivering gym accessories, such as dumbbells, resistance bands, and yoga

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mats instantly to their doorstep while eliminating any excuses for skipping workouts. This partnership marked a significant milestone in Blinkit's rapid expansion, as the quick-commerce platform is continuing to diversify its offerings.

November 2024

In November 2024, Brandman Retail launched G/Fore's luxury golf products on Flipkart for catering to India's growing demand for high-end golf items. The launch was supported by a comprehensive marketing campaign, including discounts and influencer partnerships, to increase brand visibility.

April 2024

Premium fitness brand Boldfit entered a partnership with Royal Challengers Bengaluru (RCB) for emerging as the official fitness equipment partner for the 2024 season. This partnership brought these two brands together to reinforce their committed towards providing excellence in fitness and performance.

September 2022

Fitness equipment brand Reach introduced its sleek and high-quality aluminium-based 'Made in India' motorised treadmill T-400. Ideal for home fitness setup, the new motorized T-400 model is equipped with a high-power 4HP Peak DC motor and offers a maximum speed 12km/hr/. This launch highlighted the company's commitment towards introducing more innovative sports and fitness products.

Digital Fitness Integration

The integration of digital technologies in fitness equipment is revolutionising the India sports and fitness goods industry. In December 2024, Hyderabad-based fitness as well as wellness startup Portl introduced Portl UltraGym, its new an all-in-one portable training system to increase the accessibility of strength training at home. Consumers are also increasingly inclined towards customised exercise routines and interactive feedback, leading to greater engagement and better outcomes.

Surge in Home Fitness and Corporate Wellness

The adoption of home fitness solutions is accelerating, with the higher sales of home fitness equipment. In January 2025, QNET India unveiled its advanced home gym equipment MyHomePlus HomeGym as a perfect solution for its customers to stay fit. The rapid urban lifestyle changes and the rise of work-from-home culture are also influencing individuals to establish personal gyms at home. Additionally, businesses are investing in corporate wellness initiatives to incorporate fitness for rendering employee benefits to enhance productivity and reduce absenteeism.

E-commerce Boom

The rise of online platforms is transforming the way consumers are purchasing sports and fitness goods, adding to the India sports and fitness goods market revenue. E-commerce offers a wider range of products, convenience, and competitive pricing, making it a preferred channel for many consumers. This shift is driven by improved digital retail websites and enhanced logistics, facilitating easy access to quality products. The growing trend of online shopping is expected to continue propelling the market forward. According to industry reports, India gained 125 million online shoppers over the last three years and expects 80 million to join by 2025.

Sustainability and Eco-Friendly Products

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Consumers are becoming increasingly environmentally conscious, leading to a demand for sustainable as well as eco-friendly sports goods. Brands are responding by using recycled materials and reducing packaging waste, adopting less impactful production methods. This trend is reflecting a broader shift towards sustainability in the sports goods industry. In January 2025, leading sports equipment manufacturer, via its flagship brand Marino Meerut Gym and Gymnastic Works, launched its new range of eco-friendly fitness equipment.

Focus on Women Sports

The increasing focus on women's sports is fuelling the greater demand for sports goods tailored to female athletes. Brands are coming up with women-specific products, particularly in footwear, apparel, and equipment categories, to cater to this growing segment. This trend reflects a broader shift towards inclusivity and representation in the sports goods industry. In July 2024, Campus Activewear unveiled its 'You Go Girl' campaign for launching its newest women's sneaker collection.

India Sports and Fitness Goods Industry Segmentation

The EMR's report titled "India Sports and Fitness Goods Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Breakup by Product Type

- Balls
- Fitness Goods
- Adventure Sports
- Golf Goods
- Others

Key Insight: The balls segment forms a foundational category in the India sports and fitness goods market, covering products, such as cricket balls, footballs, basketballs, and more. Cricket remains the primary driver, with several manufacturers dominating production. With India's large youth population and growing grassroots sports initiatives, demand remains high across school, club, and professional levels. Football is also rising in popularity, supported by the rise in leagues. In May 2025, the footballing landscape of Maharashtra witnessed significant transformation through the imminent launch of Maharashtra State Men's Football League. As sports participation expands in both urban and rural areas, the balls segment continues to be a reliable and growing product category.

Breakup by Fitness Goods

- Cardiovascular Training Goods
- Strength Training Goods

Key Insight: Cardiovascular training goods have grown essential in the India sports and fitness goods market for improving heart health, stamina, and overall fitness. The demand is surging due to the surging knowledge of lifestyle diseases and the popularity of at-home workouts. As per industry reports, almost 44 crore Indians are likely to be obese by 2050. Urban consumers are particularly drawn to compact, tech-integrated machines that support app-based fitness routines. Both commercial gyms and individual users are investing in these machines to support fat-burning, endurance training, and weight management goals.

Breakup by Cardiovascular Training Goods

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- Treadmills
- Stationary Bikes
- Rowing Machines
- Ellipticals
- Others

Key Insight: Treadmills remain the most popular cardiovascular training equipment in India due to their accessibility and effectiveness. Widely used in gyms, homes, and rehabilitation centres, they cater to all fitness levels. Advanced features, such as foldable designs, smart screens, and heart rate monitoring are making them user-friendly. In September 2022, D2C fitness brand Flexnest launched Flexpad, India's first smart connected walking pad. With increasing concerns about sedentary lifestyles and cardiovascular health, treadmills are a staple in urban fitness routines, appealing especially to working professionals and ageing populations seeking indoor, weather-proof cardio solutions.

Breakup by End Use

- Health Clubs/Gyms
- Home Consumers
- Hotels and Corporate Offices
- Hospitals, Medical Centres, and Public Institutions
- Others

Key Insight: Home consumers have emerged as a dominant end-user segment of the India sports and fitness goods market. With convenience and hygiene as top priorities, many urban Indians are setting up personal gyms. In February 2024, four IIT-Delhi graduates developed Aroleap X, a smart, patented, and wall-mounted home gym equipment offering 100 hours of fitness content with higher suitability for apartments. Compact, multi-functional, and smart-connected fitness products, such as foldable treadmills, exercise bikes, and resistance kits are growing increasingly popular. Influencer-led fitness challenges, app-based guided workouts, and wearables are also accelerating the home fitness trend.

Breakup by Region

- North India
- South India
- East India
- West and Central India

Key Insight: North India holds a prominent place within the India sports and fitness goods market, driven by both manufacturing and consumption. States, such as Punjab and Uttar Pradesh are well-known hubs for sports goods manufacturing. These areas produce a vast range of products including cricket gear, fitness accessories, and balls, contributing significantly to domestic demand and exports. Additionally, the region is witnessing a rise in urban fitness culture, supported by gyms, fitness centres, and government-led initiatives promoting active lifestyles. In October 2024, the government of Delhi commenced the process of establishing automated fitness centres at 5 different locations in the city.

India Sports and Fitness Goods Market Share

Increased Adoption in Fitness Goods and Adventure Sports

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Fitness goods is witnessing an exponential growth in the India sports and fitness goods market, fuelled by a nationwide health and wellness wave. Brands, such as Decathlon, FITTYFY, and Cultgear are offering affordable and premium ranges for home users and gyms. Urbanisation, rising health consciousness, and increased disposable incomes have led to more investments in personal fitness setups. Moreover, influencer-led fitness trends and government fitness initiatives, including Fit India Movement are accelerating the market growth.

Adventure sports equipment is gaining traction in India, aligned with rising interest in trekking, rock climbing, mountain biking, kayaking, and skiing. As per the India sports and fitness goods market analysis, in December 2023, Nepal granted 466 climbing permits, inclusive of 40 Indians. With regions, such as Himachal Pradesh, Uttarakhand, and the Western Ghats becoming adventure tourism hubs, the market for safety gear, climbing tools, and all-weather outdoor wear is expanding. The surge in government support for tourism and private sector participation in organising adventure events have also spurred this demand.

Strength Training Goods to Gain Traction to Enhance Body Strength

The demand for strength training goods is gaining ground in the India sports and fitness goods industry as they focus on building muscle, improving posture, and enhancing overall body strength. As more Indians embrace holistic fitness, demand for these goods is growing across gyms, homes, and rehabilitation centres. The rise of bodybuilding, CrossFit, and functional fitness is further driving the interest in this segment. In February 2025, global gym franchise Crunch Fitness marked its entry in India via a Master Franchise Agreement.

Surging Adoption in Stationary Bikes and Ellipticals in India

Stationary bikes are growing in popularity due to their low-impact nature and suitability for all age groups as they are ideal for cardiovascular endurance, fat burning, and joint-friendly workouts. In November 2024, connected fitness leader Speediance introduced its new VeloNix stationary bike. Urban consumers are increasingly preferring upright, recumbent, and air bikes for home use, driven by affordability and space efficiency. Brands provide a variety of models with Bluetooth connectivity, calorie tracking, and virtual cycling programs. The rise of digital fitness platforms and spin classes has also made stationary biking a trendy, accessible option across the country.

Elliptical trainers offer a smooth, low-impact alternative to treadmills, making them ideal for seniors and people recovering from injuries as they engage both upper and lower body muscles, improving overall cardiovascular fitness. Popular in both commercial gyms and home setups, ellipticals are favoured for their joint-friendly design. Indian and global brands are offering models with features such as magnetic resistance, heart rate monitors, and Bluetooth integration. With growing awareness around sustainable fitness, ellipticals are gaining ground, particularly among women and middle-aged users.

Health Clubs and Gyms & Hotels and Corporate Offices to Witness Higher Presence

Health clubs and gyms are the largest institutional buyers of sports and fitness equipment in India. With growing memberships and premiumisation of services, these facilities are investing heavily in cardiovascular, strength, and functional training equipment. Franchised gym chains are expanding into Tier II and III cities, driving market penetration. In May 2025, Global fitness brand easyGym opened its first outlet in Delhi. With a ₹250 crore investment, the company plans of establishing 100 gyms in India through the next five years. Additionally, boutique fitness centres are focusing on HIIT, Pilates, and CrossFit, further contributing to specialised equipment demand.

Hotels and corporate offices have grown popular in the India sports and fitness goods market for integrating fitness zones as part of wellness initiatives for employees and guests. Business-class hotels are upgrading gyms with high-quality treadmills, ellipticals, and strength stations to enhance guest satisfaction. Corporates are installing compact gyms and wellness corners to boost

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employee productivity and morale. The shift towards holistic employee well-being has made fitness equipment procurement a strategic priority in office infrastructure.

India Sports and Fitness Goods Market Regional Analysis

South India and West and Central India to Record Significant Demand

South India is emerging as a dynamic region in the India sports and fitness goods market due to its robust fitness culture and tech-savvy population. Cities, such as Bengaluru, Chennai, and Hyderabad are witnessing increased demand for home and commercial fitness equipment, yoga accessories, and smart wearables. The popularity of running, cycling, and marathon events has also surged in the region, encouraging the adoption of fitness gear. As per the India sports and fitness goods market analysis, in April 2025, more than 35,000 participated in the TCS World 10K Bengaluru marathon.

West and Central India, especially Maharashtra and Madhya Pradesh, are experiencing rapid growth in the sports and fitness goods sector. Mumbai and Pune are largely driving the demand for high-end fitness equipment, adventure sports gear, and wearable technology. The region's corporate culture supports wellness initiatives, while expanding residential developments include in-built gym and sports facilities. In Central India, cities, such as Indore and Bhopal are embracing fitness through organized clubs and increasing gym memberships.

Competitive Landscape

Key players in the India sports and fitness goods market are adopting a range of strategic approaches to capture the growing consumer demand, driven by rising health awareness, fitness culture, and youth engagement in sports. Product innovation and customization is encouraging brands to introduce advanced, ergonomic, and sport-specific equipment to cater to both professionals and amateurs. Companies, such as Cosco and Nivia are expanding their product lines for including eco-friendly and technologically enhanced gear. Collaborations with athletes, fitness influencers, and sports leagues is helping to increase visibility and credibility. E-commerce expansion is crucial, with players investing heavily in online retail through platforms, such as Amazon, Flipkart, and their own websites to reach wider audiences. Many brands are also entering tier II and III cities, offering affordable fitness goods to tap into emerging markets. Additionally, companies are focusing on local manufacturing to reduce costs and align with the Make in India initiative, ensuring price competitiveness and supply chain efficiency. Combined, these strategies are shaping a dynamic and fast-growing sports and fitness goods ecosystem in India.

Cosco (India) Limited

Founded in 1980 and headquartered in Delhi, Cosco (India) Limited is a leading manufacturer of sports and fitness equipment. The company offers a wide range of products, including basketballs, footballs, volleyballs, handballs, cricket gear, tennis rackets, table tennis equipment, and fitness accessories.

Bhalla International ? Vinex Sports

Founded in 1957, Bhalla International operates under the brand name Vinex and is based in Meerut, India. The company produces fitness products, including track and field equipment, agility training tools, boxing gear, and playground equipment. Vinex is also known for its extensive product range and has received multiple certifications, including over 100 World Athletics certifications.

Sareen Sports Industries

Founded in 1969, Sareen Sports Industries, headquartered in Meerut, is an Indian manufacturer of cricket equipment and apparel,

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including bats, balls, protective gear, and clothing. Sareen Sports is renowned for its SS Sunridges line of bats used by several international cricketers.

Sanspareils Greenland Private Limited (SG)

Founded in 1931, Sanspareils Greenland is headquartered in Meerut, India. The company specializes in manufacturing cricket equipment, including bats, balls, gloves, and protective gear. SG is also recognized for its high-quality products and has been a preferred choice for many professional cricketers worldwide.

Other players in the India sports and fitness goods market are Nivia Sports Private Limited (Freewill Sports Pvt. Ltd.) and others.

Key Features of the India Sports and Fitness Goods Market Report

- In-depth segmentation by product type, end use, and regional performance
- Comprehensive analysis of key trends, drivers, and market challenges
- Qualitative insights on consumer behaviour and evolving fitness preferences
- Competitive landscape profiling major manufacturers and emerging brands
- Evaluation of post-pandemic fitness equipment demand surge
- Forecast outlook with data-driven insights for strategic decision-making

Why Choose Expert Market Research?

- Trusted industry insights backed by reliable primary and secondary sources
- Custom reports tailored to client-specific business goals and scope
- Expert team with deep sector knowledge across fitness and sports verticals
- Timely updates and accurate forecasts to track dynamic market shifts

Call to Action

Stay ahead in the evolving fitness landscape?download a free sample of our India Sports and Fitness Goods Market Report 2025. Discover emerging trends, product innovations, and regional insights driving market growth. Explore the latest updates on India sports goods trends 2025 and position your business for success with expert-backed data and forecasts.

More Insights On:

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