

Fitness Equipment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Fitness Equipment Market Analysis

The fitness equipment market was valued at USD 36.37 billion in 2025 and estimated to grow from USD 38.38 billion in 2026 to reach USD 50.27 billion by 2031, at a CAGR of 5.53% during the forecast period (2026-2031). The increasing prevalence of global obesity, the rising economic burden of physical inactivity, and policy initiatives promoting preventive healthcare are fueling market demand. Manufacturers are leveraging the growing consumer preference for data-driven, personalized workout experiences by incorporating digital features into traditional fitness equipment designs. Additionally, health insurers and employers are increasingly subsidizing equipment purchases to mitigate long-term healthcare costs. In the Asia-Pacific region, rapid urbanization and rising disposable incomes are significantly contributing to first-time equipment purchases. Meanwhile, in Europe, the mature market infrastructure is driving demand for replacement cycles and technology upgrades in the fitness equipment market. The competitive landscape remains moderately intense, providing opportunities for niche brands to gain market share. Companies specializing in eco-friendly designs or connected hardware ecosystems are particularly well-positioned to capitalize on evolving consumer preferences and technological advancements in the fitness equipment market.

Global Fitness Equipment Market Trends and Insights

Rising influence of healthy lifestyle

Wellness has evolved from a passing trend into a fundamental aspect of daily life, driving consistent growth in fitness equipment

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demand across diverse demographic groups. The American College of Sports Medicine's 2025 fitness trends survey highlights wearable technology as the top global trend, reflecting its widespread adoption. Traditional strength training and high-intensity interval training also remain prominent, emphasizing the continued reliance on equipment-based fitness routines. This shift is particularly evident among younger demographics, who increasingly consider fitness equipment an essential component of home infrastructure rather than a discretionary purchase. The growing focus on sustainability in modern lifestyles further drives the need for eco-friendly equipment designs and energy-efficient technologies, reflecting a broader commitment to environmentally conscious health and wellness practices in the fitness equipment market.

Increasing prevalence of obesity and lifestyle diseases

The global obesity epidemic has escalated significantly, with over 1 billion individuals now living with obesity—a figure that has doubled since 1990. This surge has created an unprecedented demand for effective intervention solutions. According to the WHO's European Regional Obesity Report, in 2024, 35 million children under the age of five were classified as overweight. Additionally, in 2022, over 390 million children and adolescents aged 5 to 19 were overweight, including 160 million living with obesity. The economic consequences are profound, as the WHO projects nearly 500 million new cases of non-communicable diseases by 2030, which could cost the global economy approximately USD 300 billion. Healthcare systems are increasingly integrating structured exercise programs into medical interventions, marking a shift where fitness equipment is no longer seen as solely recreational but as a critical healthcare tool in the fitness equipment market.

High cost of advanced fitness equipment

The high pricing of technologically advanced fitness equipment continues to create substantial barriers to market penetration, particularly in price-sensitive segments and emerging economies where limited disposable incomes restrict adoption rates. In 2024, the mass market segment accounts for 68.46% of the market share but remains constrained by affordability challenges. These challenges are most evident among middle-income consumers, who represent the largest potential growth segment but face financial limitations. Additionally, rising manufacturing costs, driven by persistent supply chain disruptions and component shortages, are intensifying pricing pressures across the industry. Manufacturers are increasingly tasked with finding a balance between incorporating advanced features and ensuring market accessibility. Furthermore, the U.S. Consumer Product Safety Commission's updated safety standards for stationary activity centers, set to take effect in July 2025, are expected to increase compliance costs, further impacting equipment pricing. While financing options and subscription models are emerging as potential solutions to improve affordability, their effectiveness is limited by regulatory complexities and stringent credit requirements, which continue to hinder broader market access in the fitness equipment market.

Other drivers and restraints analyzed in the detailed report include:

Technological advancements in equipments production
Rising popularity of home fitness
Preference for outdoor activities

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2025, treadmills maintain a leading 26.02% market share, highlighting their broad appeal across various age groups and fitness levels. This dominance is attributed to their versatility, supporting activities such as walking, running, rehabilitation, fitness maintenance, and performance training. The equipment's ability to deliver controlled, measurable exercise experiences that can be easily tracked and adjusted appeals to goal-driven consumers who prioritize tangible fitness outcomes. Additionally, the established familiarity with treadmills reduces purchase hesitation among consumers. The Australian Government's focus on safety standards for exercise equipment, as seen in its exercise bike safety guide, underscores the importance of safety features

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in treadmill design.

Strength training equipment is projected to be the fastest-growing segment, with a 5.86% CAGR forecasted for 2026-2031. This growth is driven by a significant consumer shift toward muscle-building and functional fitness, emphasizing resistance-based workouts. The increasing focus on strength training aligns with advancements in fitness science, which highlight its critical role in improving metabolic health, maintaining bone density, and preventing injuries, particularly among aging populations. The segment benefits from a wide variety of equipment, ranging from free weights to advanced resistance machines, enabling manufacturers to cater to diverse price points and spatial requirements in the fitness equipment market.

In 2025, conventional equipment commands a dominant 74.85% market share, underscoring its appeal to consumers prioritizing mechanical reliability, reduced maintenance, and cost-effectiveness. These attributes resonate with budget-conscious buyers and commercial entities that value durability over digital enhancements. The segment's robustness stems from its reliance on tried-and-true technology, ensuring consistent performance devoid of concerns like software updates, connectivity hiccups, or the looming threat of digital obsolescence-issues often associated with smart equipment in the fitness equipment market.

Smart and connected equipment is on a rapid ascent, projected to grow at a 6.18% CAGR from 2026 to 2031. This surge is fueled by a growing consumer appetite for tailored, data-centric fitness experiences that seamlessly weave into larger health and wellness frameworks. A testament to this segment's sophistication and its divergence from conventional counterparts is EGYM's 2025 rollout, showcasing AI-driven workout personalization and 3D movement analysis via cameras. The connected equipment realm is riding the wave of a broader movement towards health data amalgamation in the fitness equipment market.

The Fitness Equipment Market Report is Segmented by Product Type (Treadmills, Elliptical Machines, and More); Category (Conventional and Smart/Connected Equipment); End Use (Residential and Commercial); Price Range (Mass and Premium); Distribution Channel (Offline Channel and Online Channel); and Geography (North America, Europe, Asia-Pacific, South America, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

In 2025, Europe holds the largest market share at 39.05%, driven by its advanced fitness infrastructure, high disposable income levels, and robust healthcare systems that emphasize preventive care. Regulatory frameworks across the region actively promote physical activity as a public health priority, further strengthening the market. The region benefits from a well-established gym culture and government initiatives encouraging physical activity. A 2023 WHO/OECD report highlighted that increasing physical activity could save the EU nearly EUR 8 billion annually in healthcare costs, reinforcing policy support for fitness equipment adoption. Decades of fitness culture development have positioned Europe as a market leader, with countries like Germany, Italy, and France facing significant economic burdens due to insufficient physical activity. This creates both a lucrative market opportunity and a pressing policy focus to address these challenges within the fitness equipment industry.

Asia-Pacific is emerging as the fastest-growing region, with a projected CAGR of 7.22% for the 2026-2031 period. The region's growth is fueled by rapid urbanization, rising disposable incomes, increasing health consciousness, and government-led initiatives promoting physical activity. These factors are driving demand across markets with varying levels of development. A notable example of this growth trajectory is Johnson Health Tech's USD 100 million investment in a new factory in Vietnam, scheduled to begin construction in Q1 2025 and commence operations by 2026. This investment underscores the region's dual role as a manufacturing hub and a growing consumption center in the fitness equipment industry.

North America represents a mature market characterized by widespread home fitness adoption and a preference for premium equipment. High disposable incomes and extensive fitness infrastructure support this trend across the fitness equipment industry. The region pioneered the connected fitness segment, with companies like Peloton initially defining the category. However, market

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saturation and rising competition have introduced challenges for such players. In South America, urbanization and the expansion of the middle class are driving emerging market dynamics. Meanwhile, Africa and Western Asia exhibit significant growth potential, although infrastructure limitations and economic volatility remain key constraints. Globally, the obesity epidemic, affecting over 1 billion people as reported by the World Health Organization, drives universal demand for fitness solutions. However, market accessibility is shaped by factors such as purchasing power and the pace of infrastructure development.

List of Companies Covered in this Report:

Technogym S.p.A. Johnson Health Tech Co. Ltd. Life Fitness LLC Core Health & Fitness LLC Peloton Interactive Inc. Icon Health & Fitness, Inc. Dyaco International Inc. Hoist Fitness Systems, Inc. True Fitness Technology Inc. Woodway USA, Inc. Coulter Ventures, LLC (dba Rogue Fitness) Torque Fitness LLC Echelon Fitness Multimedia LLC Tonal Systems Inc. Hydrow Inc. Concept2 Inc. JERAI Fitness Pvt. Ltd. Body-Solid, Inc. Powermax Fitness (I) Pvt. Ltd. VINEX Enterprises Pvt. Ltd.

Additional Benefits:

 The market estimate (ME) sheet in Excel format
3 months of analyst support

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