

# Yoga Mats Market 2017 Share, Trend, Segmentation and Forecast to 2023

*Yoga Mats 2017 Global Industry Key Players – Easyoga, Gaiam, Aerolite Market Analysis and Forecast to 2023*

PUNE, INDIA, November 22, 2017 /EINPresswire.com/ -- The global yoga mat market was 1107.75 Million USD in 2016 and is expected to grow at a CAGR of 8.78% from 2017 to 2023.

[Yoga mats](#) are specially fabricated mats used as an aid during the practice of yoga to prevent hands and feet slipping during practice. They are mainly used both for home use and for yoga studios. The global sales of yoga mat increased from 27106 K Pcs in 2012 to 36054 K Pcs in 2016, at a CAGR of 7.39%. In 2016, the global yoga mat sale market is led by China, USA, Europe and India, while USA is the largest consumption region. Europe is the second-largest region-wise market.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/1125302-global-yoga-mat-consumption-market-2017-market-research-report>

First, the report provides a basic overview of the Yoga Mat industry including definitions, classifications, applications and industry chain structure. And development policies and plans are discussed as well as manufacturing processes and cost structures.

Secondly, the report states the global Yoga Mat market size (volume and value), and the segment markets by regions, types, applications and companies are also discussed. For each region, market size and end users are analyzed as well as segment markets by types, applications and companies. Then, the report focuses on global major leading industry players with information such as company profiles, product picture and specifications, sales, market share and contact information. What's more, the Yoga Mat industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

In a word, the report provides major statistics on the state of the industry and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Table of Content: Key Points

- 1 Industry Overview of Yoga Mat 1
  - 1.1 Definition and Specifications of Yoga Mat 1
    - 1.1.1 Definition of Yoga Mat 1
    - 1.1.2 Specifications of Yoga Mat 2
  - 1.2 Classification of Yoga Mat 2
    - 1.2.1 PVC Yoga Mat 3
    - 1.2.2 Rubber Yoga Mat 4
    - 1.2.3 TPE Yoga Mat 4
  - 1.3 Applications of Yoga Mat 5
    - 1.3.1 Household 6
    - 1.3.2 Yoga Club 7
  - 1.4 Industry Chain Structure of Yoga Mat 8
  - 1.5 Industry Overview and Major Regions Status of Yoga Mat 8
    - 1.5.1 Industry Overview of Yoga Mat 8

1.5.2 Global Major Regions Status of Yoga Mat	9
1.6 Industry Policy Analysis of Yoga Mat	9
1.7 Industry News Analysis of Yoga Mat	13
2 Manufacturing Cost Structure Analysis of Yoga Mat	14
2.1 Raw Material Suppliers and Price Analysis of Yoga Mat	14
2.2 Equipment Suppliers and Price Analysis of Yoga Mat	16
2.3 Labor Cost Analysis of Yoga Mat	17
2.4 Other Costs Analysis of Yoga Mat	22
2.5 Manufacturing Cost Structure Analysis of Yoga Mat	26
2.6 Manufacturing Process Analysis of Yoga Mat	26
9 Major Yoga Mat Companies Analysis	76
9.1 Lululemon	76
9.1.1 Lululemon Profile	76
9.1.2 2012-2017 Lululemon Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	77
9.1.3 Contact Information	77
9.2 Manduka PROlite	78
9.2.1 Manduka PROlite Profile	78
9.2.2 2012-2017 Manduka PROlite Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	78
9.2.3 Contact Information	79
9.3 Jade Yoga	79
9.3.1 Jade Yoga Profile	79
9.3.2 2012-2017 Jade Yoga Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	80
9.3.3 Contact Information	81
9.4 Hugger Mugger Para Rubber	81
9.4.1 Hugger Mugger Para Rubber Profile	81
9.4.2 2012-2017 Hugger Mugger Para Rubber Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	82
9.4.3 Contact Information	83
9.5 PrAna Revolutionary	83
9.5.1 PrAna Revolutionary Profile	83
9.5.2 2012-2017 PrAna Revolutionary Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	84
9.5.3 Contact Information	85
9.6 Gaiam	85
9.6.1 Gaiam Profile	85
9.6.2 2012-2017 Gaiam Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	86
9.6.3 Contact Information	87
9.7 Easyoga	87
9.7.1 Easyoga Profile	87
9.7.2 2012-2017 Easyoga Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	88
9.7.3 Contact Information	88
9.8 HATHAYOGA	89
9.8.1 HATHAYOGA Profile	89
9.8.2 2012-2017 HATHAYOGA Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	89
9.8.3 Contact Information	90
9.9 Karma Khare	90
9.9.1 Karma Khare Profile	90
9.9.2 2012-2017 Karma Khare Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis	91
9.9.3 Contact Information	92

9.10 Hosa Group 92

9.10.1 Hosa Group Profile 92

9.10.2 2012-2017 Hosa Group Yoga Mat Sales, Sales Revenue, Sales Price, Gross Margin Analysis  
93

9.10.3 Contact Information 94

9.11 Yogabum 94

...Continued

ACCESS REPORT @ <https://www.wiseguyreports.com/reports/1125302-global-yoga-mat-consumption-market-2017-market-research-report>

Get in touch:

LinkedIn: [www.linkedin.com/company/4828928](http://www.linkedin.com/company/4828928)

Twitter: <https://twitter.com/WiseGuyReports>

Facebook: <https://www.facebook.com/Wiseguyreports-1009007869213183/?fref=ts>

Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.