

# Pilates Mats Market 2019, Global Industry Analysis, Size, Share, Growth, Trends and Forecast - 2024

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PUNE, INDIA, September 23, 2019 /EINPresswire.com/ -- Summary

A New Market Study, titled "Pilates Mats Market Upcoming Trends, Growth Drivers and Challenges" has been featured on WiseGuyReports.

This report provides in depth study of "Pilates Mats Market" using SWOT analysis i.e. Strength, Weakness, Opportunities and Threat to the organization. The Pilates Mats Market report also provides an in-depth survey of key players in the market which is based on the various objectives of an organization such as profiling, the product outline, the quantity of production, required raw material, and the financial health of the organization.

## Overview

As more and more people choose to take on physical activities as a way of remaining healthy, there is a rapid growth in the sales of pilates mats that help people remain healthy.

The pilates mats are specially designed mats that enable people to work-out without the fear of getting torn in the process. The mats are built of special materials that help individuals to carry out even the most complex activities in ease. Pilates mats are huge hit in the major cities, where most people prefer to have some mild exercise in the home itself.

Key manufacturers are included based on company profile, sales data and product specifications etc.:

Adidas  
Gaiam  
Hugger Mugger  
Jade Yoga  
Manduka  
Nike  
Power Systems  
prAna  
Yoga Direct

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This market report offers a comprehensive analysis of the global Pilates Mats market. This report focused on Pilates Mats market past and present growth globally. Global research on Global Pilates Mats Industry presents a market overview, product details, classification, market concentration, and maturity study. The market value and growth rate from 2019-2025 along with industry size estimates are explained.

The latest advancements in Pilates Mats industry and changing market dynamics are key driving

factors to depict tremendous growth. Also, the risk factors which will have a significant impact on the Global Pilates Mats industry in the coming years are listed in this report. The revenue-generating Pilates Mats types, applications, and key regions are evaluated. Top growing regions and Pilates Mats industry presence cover Asia-Pacific, North America, Europe, Middle East, African countries and South America. This Pilates Mats business study also analyzes the top countries in these regions with their market potential.

#### Segmentation

The pilates mats industry can be segmented into several factors. The most critical factors that determine the growth prospects of the industry are product types, end-use, and exercise mats. Based on the product type, the industry can be segmented into gym mats, pilates mats, and general exercise mats. Each segment has its own set of features and the industry is expected to grow rapidly in the next few years.

On the other hand, based on the distribution channel, the industry can be segmented into offline and the online channels. The online channels refer to the e-commerce websites while on the other hand, offline channels can be segmented into retail stores, supermarkets, and hypermarkets. This ensures that the pilates mats industry has its presence in every major corner of the world.

Based on end-use, the mats can be clubbed into yoga clubs and gyms.

#### Factors affecting the growth prospects

There is a slew of factors that affect the growth prospects of the pilates mats industry. Rising consciousness among individuals, health concerns and the easy availability- of the products has helped the industry grow by leap and bound in recent years.

Rising instances of health issues all over the world have stressed people to focus on the rising needs of alternative exercise. This has contributed to the growth in the pilates mats industry all across the globe. However, a lot many people are still ignorant of the industry and the uses of the pilates mats. This has affected the growth prospects of the industry.

#### Major geographies

The Pilates mats find its application across all major cities across the globe. The product is a great hit in the tier-1 cities where health and lifestyle have been the primary concern. North America leads the race, followed by Europe and key areas in the Asia Pacific region.

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