

Yoga Mat Market Top Key Players, Top Manufacturers, Segmentations, Product Type and Outlook 2027

Yoga Mat Market Size – USD 8.83 Billion in 2019, Market Growth – at a CAGR of 3.1%, Market Trend – Increasing usage of natural rubber to produce yoga mats

VANCOUVER, BC, CANADA, January 8, 2022 /EINPresswire.com/ -- The Global [Yoga Mat Market](#) would reach value of USD 11.13 Billion by 2027, according to a current analysis by Emergen Research. This growth of the market can be attributed to growing awareness regarding health benefits of yoga among the new generation as

well as elderly population. The increasing need to reduce stress in the body by activating the parasympathetic nervous system has driven the adoption of practice of yoga. Rising incidence of chronic back pain among elderly population has increased the adoption of yoga among geriatric population, as yoga relieves the back pain. This, in turn, has boosted the demand for yoga mats..

This report on the global Yoga Mat Market equips the reader with all essential tools to decipher their standing in the industry based on the growth of revenue or sales. It provides a comprehensive evaluation of the global Yoga Mat Market from various perspectives to deliver a detailed, informative, and precise analysis of regional growth, competition, and market segmentation, among other factors. Moreover, it also gives an accurate account of the significant breakthroughs and developments that influence the global Yoga Mat Market. It also focuses on both the global as well as the regional expansion of the Yoga Mat Market industry to give an overall analysis.

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Key market participants include: Columbia Sportswear, Manduka, LLC, Lululemon Athletica,



Hugger Mugger Yoga Products, Jade Yoga, Liforme Yoga, Fabrication Enterprises Inc., Sequential Brands Group, Inc., Barefoot Yoga Co., and ADIDAS AG

In addition, the study on the Yoga Mat Market for the forecast period, 2017 – 2027 quantifies the share occupied by the prominent players of the industry and enlightens the business owners from the fast-growing investment pockets and competitive landscape. Furthermore, the industry is classified into various segments with a detailed assessment of each and every aspect such as gross margin, profits, import and export status and others. All vital statistics are presented with the help of charts, tables and graphic images, which can be easily incorporated into any business presentation.

Key Highlights From The Report

The E-commerce segment held the largest market share of 52.9% in 2019. The increasing Internet penetration and accessibility and rising usage of smartphones in developing economies have driven the segment.

The natural rubber segment is anticipated to expand at the most rapid CAGR of 3.8% during the forecast period. Increasing investments by manufacturers to produce eco-friendly and biodegradable yoga mats are driving the use of natural rubber for production of yoga mats.

Asia Pacific accounted for the largest market share of the global yoga mat market in 2019. Increasing government initiatives to promote healthy lifestyle are driving the yoga mat market in the region.

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Emergen Research has segmented the global yoga mat market in terms of distribution channel, material, and region:

Distribution Channel Outlook (Revenue, USD Billion; 2017–2027)

Supermarket & Hypermarket

E-commerce

Specialty Store

Material Outlook (Revenue, USD Billion; 2017–2027)

Polyurethane

Natural Rubber

Thermoplastic Elastomer

Polyvinyl Chloride

Others (Jute and Cotton)

Regional Outlook: (Revenue, USD Billion; 2017-2027)

North America (U.S.) (Canada) (Mexico)

Europe (Germany) (UK) (France) (BENELUX) (Rest of Europe)

Asia Pacific (China) (Japan) (South Korea) (Rest of APAC)

Latin America (Brazil) (Rest of LATAM)

Research Methodology

Data triangulation and market breakdown

Research assumptions Research data including primary and secondary data

Primary data includes breakdown of primaries and key industry insights

Secondary data includes key data from secondary sources

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Report Objectives

Examine the size of the global Yoga Mat Market based on the parameters of value and volume. Accurately calculate the market shares, consumption, and other essential aspects of different segments of the global Yoga Mat Market.

Explore the underlying dynamics of the global Yoga Mat Market.

Highlight significant trends of the global Yoga Mat Market based on factors including, production, revenue, and sales.

Extensively profile top players of the global Yoga Mat Market and showing how they compete in the industry.

Study manufacturing processes and the costs, product pricing, and various trends associated with them.

Analyze the performance of different regions and countries in the global Yoga Mat Market.

Forecast the market size and share of all segments and regions in the global landscape.

Here are the questions we answer...

What are the future opportunities in store for the vendors operating in the Yoga Mat Market?

What does the competitive landscape look like?

Which emerging technologies are believed to impact the Yoga Mat Market performance?

What are the key trends and dynamics?

Which regulations that will impact the industry?

Which segment will offer the most opportunity for growth between 2017 and 2018?

Where will most developments take place in the long term?

Who are the most prominent vendors and how much market share do they occupy?

What are the latest technologies or discoveries influencing the Yoga Mat Market growth worldwide?

The report segments the Yoga Mat Market on the basis of geography, end-user, end-use, product application, type, share, growth rate and size to reveal where the industry will be in the coming years. The researchers assessing the industry have included the details about the recent decisions and events such acquisition and mergers, collaborations, product launch and investments. Important decisions connected with such events come handy for business owners when positioning their brands in the global market and finalizing the marketing strategies.

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