

Drop in Shipping Costs Propels Growth and Affordability in the Gym Mats Sector

Gym mats sector experiences growth and affordability as shipping costs drop by 90%, creating opportunities for expansion and enhanced customer access.

SYDNEY, NSW, AUSTRALIA, July 12, 2023 /EINPresswire.com/ -- The [gym mats](#) sector is

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experiencing a significant boost as shipping costs undergo a remarkable decrease, leading to positive outcomes for businesses and consumers alike. Recent data reveals that the cost of shipping containers on transoceanic trade routes skyrocketed by seven-fold in the 18 months following March 2020, as reported by the International Monetary Fund (IMF). However, the tides have turned, with shipping costs from China dropping by a remarkable 90% in the last 12 months, even below pre-pandemic levels, according to Steven Tadic, Managing Director of Ezy Mats, a leading provider of gym mats based in Sydney and Melbourne, Australia, serving the Australian market.

The exponential rise in shipping charges had a significant impact on various sectors, including the gym mats industry. However, the recent decline in shipping costs has brought about a welcome change, generating positive effects for businesses and consumers alike.

Steven Tadic, Managing Director of Ezy Mats, affirms, "The drop in shipping costs has been unprecedented, and we are witnessing rates lower than those prior to the pandemic. This development is particularly advantageous for the gym mats sector". It will also enable "enhanced affordability, expand product offerings, and the exploration of growth opportunities," according to Mr Tadic.

Gym mats are essential equipment used in fitness centers, gyms, and various recreational facilities worldwide. These mats provide safety, comfort, and support during physical activities, catering to a wide range of exercises and fitness programs. The decrease in shipping costs has had a direct and positive impact on the gym mats sector, offering numerous benefits:

1. **Enhanced Affordability:** Reduced shipping expenses result in lower manufacturing costs, enabling gym mat suppliers to offer their products at more affordable prices. This affordability

makes high-quality gym mats accessible to a broader customer base.

2. Expanded Product Range: With the drop in shipping charges, businesses in the gym mats sector can explore a wider range of product options, including innovative designs and materials. This diversification allows customers to choose from a more extensive selection of gym mats that cater to their specific needs and preferences.

3. Market Competitiveness: Lower transportation costs enable gym mat suppliers to remain competitive in the market. With reduced expenses, businesses can strategically price their products, attracting more customers and fostering growth within the sector.

4. Economic Growth and Recovery: The decline in shipping costs presents an opportunity for the gym mats industry to contribute to economic growth and recovery. As businesses thrive, they can invest in research and development, create jobs, and stimulate local economies.

The drop in shipping costs signifies a turning point for the gym mats sector, allowing for a revitalized market and expanded opportunities. Businesses can leverage cost efficiencies, offer diverse product ranges, and play a crucial role in promoting health and wellness worldwide.

As the global economy recovers from the challenges posed by the pandemic, the reduction in shipping costs brings a glimmer of hope for businesses seeking stability and expansion. The gym mats sector is ready to seize this opportunity, providing customers with high-quality products while contributing to economic resilience.

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