

Europe E-Commerce Home Fitness Products Market Set to Surge to \$447.9 Million by 2027, Strong Growth at 5.9% CAGR

The strength training equipment segment accounted for 25.5% share of the Europe market in 2019, and is poised to grow at highest CAGR of 7.1% From 2021-2027

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According to a new report published by Allied Market Research, titled, "[Europe E-Commerce Home Fitness Products Market](#), 2021-2027," The Europe e-commerce home fitness products market size was valued at \$256.1

million in 2019, and is projected reach \$447.9 million by 2027, registering a CAGR of 5.9% from 2021 to 2027. The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.



Germany dominated in terms of market share for the year 2019, and is expected to continue this trend during the forecast period."

Roshan Deshmukh

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Leading players in the industry provides versatile product offerings according to the user needs, These includes products ranging from kettle bell weight sets, dumbbells, stationary bikes, elliptical, treadmills, inclined benches, etc. These all equipment's are mainly categorized under

strength training equipment and cardiovascular training equipment. Rise in popularity of the e-commerce platforms is expected to play an exceptional role in the development of the home fitness equipment market. Moreover, companies are focusing on development of advanced and compact home-based products that will help consumer to stay fit at home.



The usage of fitness equipment at home for exercises is rising at a notable rate in European countries. This is attributed to increase in health awareness and busy lifestyle, which boost the Europe e-commerce home fitness products market demand. In addition, home fitness equipment save expenses of gym memberships and ensure balance between fitness and convenience for all family members. Treadmills, free weights, and stationary cycles are most commonly used home fitness equipment. Cardio exercise equipment are preferred for home usage over strength training machines. The trend of using in-home fitness equipment is significant in developed countries as compared to developing countries.

Since last couple of months most of fitness centers, gyms, dance & fitness studios, parks, and playground are closed, owing to the outbreak of COVID-19. As a result, individuals are now maintaining their fitness by working extensively in their homes. This has boosted the demand for home fitness equipment drastically amidst lockdown across the region. Treadmill, free weights, and stationary bikes have witnessed high demand from the home segment in the last six months of 2020.

Furthermore, trend of online fitness class has bolstered the demand for home fitness equipment. The trend is likely to prevail in the upcoming years, which is anticipated to create potential growth opportunities for the engaged stakeholders. Furthermore, increase in sale of fitness equipment from e-commerce websites have resulted in venturing of leading players into omnichannel distribution of fitness equipment. The online channels are likely to gain high market share, owing to increase in rise in internet penetration, lucrative offers, enhanced convenience, and improved services from the players.

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Increase in inclination of millennial and Z generation toward personal health has launched variants in the home fitness equipment. Expensive gym membership and big-budget certified personal trainers create hindrance in achieving the required fitness goal. Therefore, the availability of various home fitness equipment has presented an opportunity for creating and experiencing effective home work out. The convenient availability and deliveries of extensive exercising equipment and other heavy workout fitness aids through the e-commerce platform have created lucrative opportunities in Europe e-commerce home fitness products industry.

Furthermore, launch of an all-in-one suspension training systems, workout stations, multifunctional home gym station, indoor cycling bike, and other home fitness machine provides multiple features at an affordable cost for maintaining fitness at home, has augmented the Europe e-commerce home fitness products market growth.

The Europe e-commerce home fitness products market is segmented by equipment type into cardiovascular training equipment, strength training equipment, and others. The cardiovascular

training equipment segment is further fragmented into treadmills, stationary bikes & elliptical, and others, whereas the strength training equipment segment is further categorized into free weights and others. Country wise, the Europe market is analyzed across Germany, France, Spain, the UK, Italy, and rest of Europe.

Some of the leading players profiled in the Europe e-commerce home fitness products market analysis include Johnson Fitness, Hansson International GmbH, Mst GmbH, Ise GmbH, Jordan Leisure Systems Ltd., Escape Ltd., Sport Tiedje, Hammer Sports, Sport Thieme, Horizon Fitness, Sporttec, Bad Company, and Do Yoursports.

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- The report provides an extensive analysis of the current and emerging Europe e-commerce home fitness products market trends and opportunities.
- The report provides detailed qualitative and quantitative analysis of the current trends and future estimations that help evaluate the prevailing Europe e-commerce home fitness products market opportunities in the market.
- The Europe e-commerce home fitness products market forecast is offered along with information related to key drivers, restraints, and opportunities.
- The market analysis is conducted by following key product positioning and monitoring the top competitors within the market framework.
- The report provides extensive qualitative insights on the potential and niche segments or regions exhibiting favorable growth.

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- Procure strategically important competitor information, analysis, and insights to formulate effective R&D strategies.
- Recognize emerging players with potentially strong product portfolio and create effective counter-strategies to gain competitive advantage.
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David Correa

Allied Market Research

+1 5038946022

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