

# Global Interactive Fitness Market Poised for Growth, Expected to Reach \$7.11 Billion by 2028

*The Business Research Company's  
Interactive Fitness Global Market Report  
2024 – Market Size, Trends, And Global  
Forecast 2024-2033*

LONDON, GREATER LONDON, UK, June 19, 2024 /EINPresswire.com/ -- The global interactive fitness market is projected to grow from \$4.40 billion in 2023 to \$4.83 billion in 2024, at a CAGR

of 9.9%. The market is anticipated to reach \$7.11 billion by 2028, driven by trends in health and wellness, personalization, and the integration of fitness with everyday life.



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Interactive Fitness Global Market Report 2024 :  
Market Size, Trends, And Global Forecast 2024-2033

## [Rising Prevalence of Obesity Drives Market Growth](#)



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The rising prevalence of obesity among youngsters is a significant factor contributing to the growth of the interactive fitness market. Obesity, characterized by excessive body fat accumulation, is increasing due to sedentary lifestyles, unhealthy dietary habits, and genetic factors. Interactive fitness offers engaging, personalized, and accessible workout experiences, supporting individuals' health and fitness journeys. For instance, the Office for Health Improvement and Disparities reported that the percentage of adults in England living with obesity

rose to 63.8% in 2022. This trend underscores the growing demand for interactive fitness solutions.

Explore comprehensive insights into the global interactive fitness market with a detailed sample report: [https://www.thebusinessresearchcompany.com/sample\\_request?id=15399&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=15399&type=smp)

## [Major Players and Market Trends](#)

Key players in the interactive fitness market include Peloton Interactive Inc., Fitbit Inc., iFit, and

Beachbody LLC. These companies are focusing on innovation, such as AI-powered workout tracking technology, to enhance user experiences. For example, Insane AI launched an AI-powered fitness app that uses smartphone cameras to track movements and provide real-time posture correction, making workouts engaging and rewarding.

Segments:

- Product: Fitness Equipment, Software System
- Application: Gym, Household
- End-User: Residential, Nonresidential

Geographical Insights: North America Leading the Market

North America led the interactive fitness market in 2023, while Asia-Pacific is expected to be the fastest-growing region in the forecast period. The comprehensive report provides detailed insights into regional dynamics, market trends, and growth opportunities.

Access the complete report for an in-depth analysis of the global interactive fitness market:

<https://www.thebusinessresearchcompany.com/report/interactive-fitness-global-market-report>

Interactive Fitness Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Interactive Fitness Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on template market size, template market drivers and trends, template market major players, competitors' revenues, market positioning, and market growth across geographies. The template market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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#### About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

#### Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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