

# Fitness Equipment Market 2024 : USD 18.4 Billion by 2033, Driven by Rising Global Obesity, especially in Urban Areas

The global fitness equipment market was valued at \$11.0 billion in 2017, and to reach \$18.4 billion by 2033, growing at a CAGR of 3.02% from 2024 to 2033.

WILMINGTON, DE, UNITED STATES, September 12, 2024 /EINPresswire.com/ -- The global [fitness equipment market](#) has seen remarkable growth in recent years, driven by an increased focus on health and wellness.



By end user, the home consumer segment held the major share of the market in 2023, accounting for more than four-fifths of the global fitness equipment market"

*Allied Market Research*

As we enter 2024, the market shows no signs of slowing down, with evolving consumer preferences, technological advancements, and an expanding interest in home-based fitness solutions. Let's explore the key trends shaping the [fitness equipment](#) industry in 2024.

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## 1. Rise of At-Home Fitness Solutions

The COVID-19 pandemic revolutionized how people approach fitness, accelerating the demand for at-home workout solutions. From compact treadmills to sophisticated smart bikes and rowers, fitness enthusiasts now seek high-quality equipment that can replicate gym experiences from the comfort of their homes. Peloton, Mirror, and Tonal are leading the charge with connected fitness systems, offering interactive and personalized training sessions.

This shift towards home fitness isn't fading post-pandemic. In fact, it continues to grow as consumers look for flexibility, convenience, and cost savings by investing in personal fitness equipment rather than gym memberships.

## 2. Smart and Connected Fitness Equipment

As technology infiltrates every aspect of our lives, fitness equipment is no exception. The

integration of AI, IoT, and data analytics is redefining fitness routines, offering users real-time feedback, progress tracking, and tailored workout plans. Smart fitness equipment can track everything from heart rate to calorie burn, helping users meet their fitness goals more effectively.

The trend of wearables and apps syncing with equipment is also gaining popularity, allowing fitness enthusiasts to maintain seamless, data-driven workouts. Brands like NordicTrack and Bowflex are pushing the envelope with touchscreens, virtual coaching, and immersive workout experiences.

### 3. Sustainability and Eco-Friendly Fitness Equipment

Sustainability is no longer just a buzzword—it's a demand from environmentally-conscious consumers. Many fitness brands are responding by creating eco-friendly and sustainable equipment. This can range from machines made with recycled materials to equipment that generates energy while in use. Products like the SportsArt ECO-POWR series are leading the way by allowing users to feed energy back into the grid while working out.

Consumers are not only looking for fitness solutions but also equipment that aligns with their environmental values. This trend is expected to grow as sustainability becomes a priority across industries.

### 4. Personalization and Customization

One-size-fits-all workouts are becoming a thing of the past. Consumers are increasingly looking for equipment that offers personalized fitness experiences. Smart treadmills and stationary bikes now come with tailored workouts based on user performance data, helping individuals maximize their results.

Virtual reality (VR) and augmented reality (AR) fitness technologies are also gaining traction, offering immersive workout experiences that can be personalized to an individual's fitness level, interests, and goals.

### 5. Growth of Strength Training Equipment

While cardio equipment like treadmills and ellipticals have been dominant for years, there is growing interest in strength training and functional fitness equipment. As people become more aware of the benefits of strength training for overall health, equipment such as kettlebells, resistance bands, and power racks are experiencing a surge in demand.

Boutique fitness studios and CrossFit-style gyms have popularized functional training, emphasizing mobility, agility, and strength. This trend is spilling over into home fitness setups, with consumers investing in multifunctional equipment that caters to a full-body workout.

### 6. Commercial Gyms and Fitness Studios Adapt

Although home fitness is on the rise, commercial gyms and fitness studios are far from obsolete.

In fact, many gyms are upgrading their offerings to include advanced fitness equipment, hybrid virtual classes, and personalized training sessions. Health clubs are investing in state-of-the-art technology to attract and retain members, focusing on offering unique, social, and community-driven fitness experiences that can't be easily replicated at home.

Moreover, many gyms are adopting new safety protocols and touchless technologies to ensure a safe environment for their members. This adaptability is key to maintaining their relevance in a post-pandemic world.

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### Looking Ahead

The fitness equipment market is set to see continued innovation and growth throughout 2024 and beyond. With the integration of advanced technologies, growing demand for home-based fitness solutions, and an increased focus on sustainability, this sector will remain dynamic and competitive. Consumers are more invested in their health and fitness journeys than ever before, and companies that cater to these evolving preferences will thrive in the years to come.

As the lines blur between physical and digital workouts, the fitness equipment industry will need to stay agile, ensuring it meets the diverse needs of modern fitness enthusiasts. Whether you're a gym owner, a fitness professional, or someone looking to enhance your at-home workout setup, 2024 is set to bring exciting advancements that will redefine the way we approach fitness.

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