

At-Home Fitness Equipment Market Growing at 8.2% CAGR from 2024 to 2035; to Hit USD 21.4 Billion by 2035

Fitness Equipment Market - On the basis of end user, the households segment is the fastest-growing segment with a 9.4% CAGR.

WILMINGTON, DE, UNITED STATES, February 5, 2025 /EINPresswire.com/ -- Allied Market



The global fitness equipment market was valued at \$13.2 billion in 2020, and is projected to reach \$15.4 billion by 2028, registering a CAGR of 0.3% from 2021 to 2028.

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Allied Market Research

Research published a report, titled, "[At-home Fitness Equipment Market](#) by Product Type (Cardiovascular Training Equipment, Free Weights, and Power Racks), Distribution Channel (Dealers, Online, Retail, and Gyms/Clubs), End User (Households, Apartment, and Gym in Apartment), and Price Point (Low, Mid, and Luxury): Global Opportunity Analysis and Industry Forecast, 2024–2035". According to the report, the global [at-home fitness equipment](#) market was valued at \$8.6 billion in 2023, and is projected to reach \$21.4 billion by 2035, registering a CAGR of 8.2% from 2024 to 2035.

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The cardiovascular training equipment segment to maintain its leadership status throughout the forecast period.

By product type, the cardiovascular training equipment segment held the highest market share in 2023, accounting for nearly four-fifths of the at-home [fitness equipment market](#) share, and is estimated to maintain its leadership status throughout the forecast period. The market for cardiovascular training at-home fitness equipment has grown significantly, with an emphasis on small and adaptable devices like elliptical trainers, stationary bikes, and treadmills. Technological advancements like interactive displays and streaming capabilities have improved user experience and increased market attractiveness. The free weights segment showcases the fastest CAGR of 10.8% during the forecast period. Free weights are still essential for strength training enthusiasts in the market for at-home fitness equipment. With their adaptability and efficiency, free weights like barbells, kettlebells, and dumbbells are still a popular option for

those who want to increase their overall fitness, gain muscle, and improve their endurance in the convenience of their own homes.

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The gym in the apartment segment to maintain its leadership status throughout the forecast period.

By end user, the gym in the apartment segment held the highest market share in 2023, accounting for nearly two-fifths of the at-home fitness equipment market share, and is estimated to maintain its leadership status throughout the forecast period. Manufacturers meet the needs of urban residents by providing equipment that saves space. Examples of this equipment include foldable treadmills, adjustable dumbbells, and small, multipurpose exercise stations that fit inside apartments. The households segment showcases the fastest CAGR of 9.4% during the forecast period. Households are investing in a range of equipment, such as home gyms, connected fitness devices, and accessories, in order to achieve their fitness goals from the comfort of their own homes as the emphasis on health and wellbeing increases.

North America to maintain its dominance by 2035.

Based on region, North America held the highest market share in terms of revenue in 2023 and is likely to dominate the market during the forecast period. This region is expected to witness the fastest CAGR of 8.5% from 2024-2035. The market for at-home fitness equipment has grown rapidly in North America due to factors such as growing health consciousness, technology developments, and the comfort of working out at home. The demand for virtual training platforms, smart home gyms, and connected fitness equipment has surged, according to companies like Peloton, NordicTrack, and Bowflex.

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Leading Market Players:

Tonal Systems, Inc.

ICON Health & Fitness, Inc.

PENT

Technogym

Louis Vuitton

PELTON

NOHRD

Nordic Track

ProForm

Precor, Inc.
Schwinn
JTX Fitness
Keiser Corporation
Corepump
York Barbell

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