

# Online/Virtual fitness Market Growing with CAGR of 32.7% | Reach USD 250.7 Billion by 2032 Globally

WILMINGTON, DE, UNITED STATES, July 21, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "[Online/Virtual fitness Market](https://www.alliedmarketresearch.com/request-sample/3227) Growing with CAGR of 32.7% | Reach USD 250.7 Billion by 2032 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segment, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global online/virtual fitness market was valued at \$14.9 billion in 2022, and is projected to reach \$250.7 billion by 2032, growing at a CAGR of 32.7% from 2023 to 2032.

For more information, contact Allied Market Research (3030 Quince Orchard Road, Suite 294, Gaithersburg, MD 20878) at:

<https://www.alliedmarketresearch.com/request-sample/3227>

The global online/virtual fitness market is driven by factors such as rise in need for advanced fitness sessions to achieve physical fitness, growth in interest of health insurance providers in online/virtual fitness services to reduce health insurances costs, increase in demand for healthy foods, lack of time to attend training sessions at fitness institutes, and surge in demand for AR & VR based fitness. However, no real interaction with the instructor and interruption in the flow of the class due to tech glitches hampers the online/virtual market growth. On the contrary, growth in popularity of online fitness programs among elderly is expected to offer remunerative opportunities for expansion of the Online or virtual fitness market during the forecast period.

The online or virtual fitness market is segmented on the basis of streaming type, device type, session type, revenue model, end user, and region. On the basis of streaming type, it is categorized into Live and on-demand. On the basis of device type, it is classified into smart TVs, smartphones, laptops desktops and tablets, others. By session type, it is bifurcated into group and solo. Depending on revenue model, it is divided into subscription, advertisement, and hybrid. By age group, the market is classified as professional gyms, sports institutes, defense institutes, educational institutions, corporate institutions, individuals, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players that operate in the online/virtual fitness industry are ClassPass Inc., Fitbit, Inc.,

FitnessOnDemand, Les Mills International Ltd., Navigate Wellbeing Solutions, Peerfit, Inc., Reh-Fit Centre, Sworkit, Viva Leisure, and Wellbeats, Inc. These players have adopted various strategies to increase their market penetration and strengthen their position in the online/virtual fitness industry.

□□ □□□ □□□□ □□□ □□□□□□□□□□, □□□□□□ □□□□ □□□□ □□ □□□□□□□□ □□□ □□□□□□□□ □□:

<https://www.alliedmarketresearch.com/connect-to-analyst/3227>

Based on region, North America held the highest market share in terms of revenue in 2022, accounting nearly two-fifths of the global online/virtual fitness market revenue and is estimated to maintain its leadership status throughout the forecast period, owing to significant presence of numerous health and wellness organizations. However, the Asia-Pacific region is expected to witness the fastest CAGR of 35.1% from 2023 to 2032, owing to a rise in adoption of various technological advancements such as AR & VR and bio-sensing wearable devices to make exercise less boring & effective.

Based on device type, the laptops desktops and tablets segment held the highest market share in 2022, accounting around two-fifths of the global online/virtual fitness market revenue and is estimated to maintain its leadership status throughout the forecast period, as it provides better video experiences and storage capability. However, the smartphone segment is projected to manifest the highest CAGR of 34.3% from 2023 to 2032, owing to increase in adoption of smartphones across the globe.

Based on session type, the group segment accounted for the largest share in 2022, contributing to more than three fifths of the global online/virtual fitness market revenue and is estimated to maintain its leadership status throughout the forecast period, as it helps to build fitness and confidence levels before visiting the live classes. However, the solo segment is expected to portray the largest CAGR of 34.5% from 2023 to 2032. This is owing to an increase in the adoption of fitness services which enable convenience of exercising at home, further motivating adoption of virtual fitness programs.

□□□ □□□ & □□□ □□□□□□□□□□ □□□□□□□□ □□ □□□□ □□□□□□□□ (294 □□□□□□ □□□ □□□□ □□□□□□□□□□, □□□□□□□□, □□□□□□□□, □□□□ □□□□□□□□□□) □□: <https://www.alliedmarketresearch.com/virtual-online-fitness-market/purchase-options>

□□□□□□-□□ □□□□□□□□□□

□ The online/virtual fitness market witnessed a significant growth during the COVID-19 pandemic, owing to increase in adoption of virtual fitness by larger number of the global population who are working out daily at their homes using virtual/online fitness platforms during the pandemic situation.

□ Moreover, the increase in efforts of governments of various countries to encourage healthy

lifestyles during the pandemic with a major shift towards online fitness in collaboration with online fitness solutions providers, which, in turn, boosted the growth of the market.

□□□□□□ □□□□□□ □□□□□□: <https://www.alliedmarketresearch.com/purchase-enquiry/3227>

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

If you have any special requirements, please let us know and we will offer you the report as per your requirements.

Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market.

□□□□□ □□□□□□□□ □□□□□□□□:

1. [Natural Language Processing \(NLP\) Market](#) :
2. [VFX Software Market](#) :

□□□□□ □□:

Allied Market Research (AMR) is a market research and business-consulting firm of Allied Analytics LLP, based in Portland, Oregon. AMR offers market research reports, business solutions, consulting services, and insights on markets across 11 industry verticals. Adopting extensive research methodologies, AMR is instrumental in helping its clients to make strategic business decisions and achieve sustainable growth in their market domains. We are equipped with skilled analysts and experts and have a wide experience of working with many Fortune 500 companies and small & medium enterprises.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

Contact:

David Correa

1209 Orange Street,

Corporation Trust Center,  
Wilmington, New Castle,  
Delaware 19801 USA.  
Int'l: +1-503-894-6022  
Toll Free: +1-800-792-5285  
UK: +44-845-528-1300  
India (Pune): +91-20-66346060  
Fax: +1-800-792-5285  
[help@alliedmarketresearch.com](mailto:help@alliedmarketresearch.com)

David Correa  
Allied Market Research  
+ 1 800-792-5285

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/832656836>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.