

XBAR Fitness Weighs In on 2026 Home Fitness Market Data: What Consumers Want From Their Workout Equipment

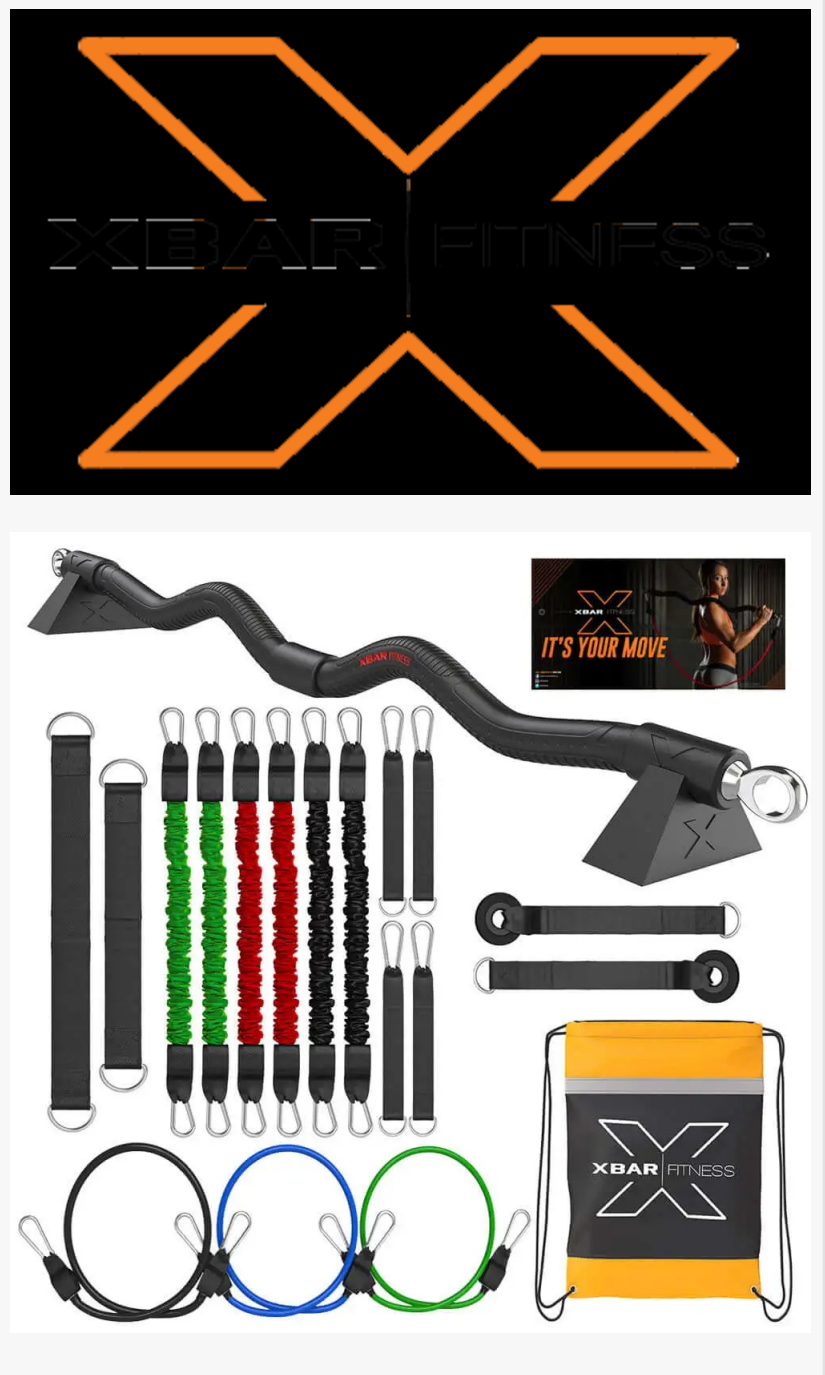
New market data shows home gym shoppers are trading bulky machines for smart, compact tools, and the shift is changing what "home fitness" actually means.

WY, UNITED STATES, September 7, 2026 /EINPresswire.com/ -- The home gym looks nothing like it did a few years ago. What began as a pandemic-era alternative has settled into a lasting habit, and that shift is reshaping what people actually want to buy. Shoppers today aren't just filling a spare room with any equipment they can find. They're being selective, and space is often the deciding factor.

According to the [2026 home fitness market analysis](#), the industry is projected to reach \$12.83 billion this year. Much of that growth is coming from a very specific kind of buyer, one who wants smart features and personalized programming without sacrificing floor space.

Per the same analysis, roughly 6 in 10 buyers (61%) now favor connected, smart equipment, and nearly as many (58%) prioritize workout programs built directly into their gear. Compact design

has become a top purchase driver, particularly for anyone shopping for [home gym equipment](#) in



an apartment or shared living space where a treadmill or squat rack simply isn't feasible.

That preference for versatility over volume is especially evident in one category: resistance training.

The resistance bands market is on pace to nearly double by 2031, growing at a 12.79% annual rate, faster than almost any other segment of the home fitness market. It's not hard to see why. A set of [exercise resistance bands](#) takes up a fraction of the space a dumbbell rack does, costs less, and, according to the same research, already outperforms most other strength categories in year-over-year growth.



Pull-up and power bands lead the category today, while therapy- and rehab-focused bands are the fastest-growing segment, a sign that resistance training is being taken seriously by a much wider range of users than it used to be.

"This data lines up with exactly what we're seeing from customers every day: people aren't willing to give up a room or an entire basement to get a real workout anymore, and they shouldn't have to. XBAR was built on the bet that strength training doesn't need to be bulky to be effective. It's a bet that resistance training's growth right now will pay off. We're not surprised the market is moving toward compact, versatile equipment. We built the company around the assumption it eventually would." — Scott C, Owner, XBAR Fitness

Wearable technology tells a similar story. For the third year running, wearables have topped the American College of Sports Medicine's fitness trends survey, and most owners now say they actively use the data on heart rate, recovery, and sleep to shape how hard they train.

Home fitness in 2026 isn't just about owning equipment. It's about equipment that responds to the person using it. That shift is also changing how people shop. More than 65% of home fitness equipment purchases now happen online, meaning most buyers are doing their research, comparing specs and reviews, before they ever add something to a cart.

Put together, the picture is clear: today's home gym buyer wants less bulk, more intelligence, and equipment built for real rooms rather than dedicated gym space. That's less a trend than a permanent recalibration of what home fitness equipment is expected to deliver.

About XBAR Fitness: XBAR Fitness was founded by former professional snowboarder Damian Sanders to make strength training possible anywhere, without bulky equipment. The business has now transitioned to a veteran-owned company and continues to build a modular bar-and-resistance-band system that delivers full-body workouts in a fraction of the space. For more information, visit xbar.com.

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