Global Fitness Equipment Manufacturing Industry 2013-2018:
Trend, Profit, and Forecast Analysis

Lucintel, a premier global management consulting and market research firm creates your equation for growth — whether you need to understand market dynamics, identify new opportunities, or increase your profitability.

Published: February 2013
Background:
The global fitness equipment industry is forecast to grow with a CAGR of 3.5% over the next five years (2013-2018) and reach an approximate $10.6 billion by 2018. Rising concern and awareness for healthy living, physical benefits, and exercise are among the major drivers for fitness equipment demand around the world.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the fitness equipment manufacturing industry and presents its findings in “Global Fitness Equipment Manufacturing Industry 2013-2018: Trends, Profit, and Forecast Analysis.”

The fitness equipment manufacturing industry comprises companies that manufacture fitness equipment for commercial and consumer markets. These establishments may design, develop, assemble, and manufacture fitness equipment. Brunswick Corporation (Life Fitness) and Johnson Health Tech. Co., Ltd, are the major players in this industry. Competitive rivalry in the industry is high. The existing players continuously try to maintain their market shares and drive growth by entering new regions and introducing technologically advanced products and product innovations.

As indicated by the study, several drivers are anticipated to fuel the market during the forecast period. Among these are rapid modernization of economies with increasing spending capacity, opening of new fitness centers/clubs and expansion of existing players in emerging economies; World Health Organization's physical activity recommendations, and governmental efforts to promote the benefits of exercise. The industry is expected to expand its presence India and China, as they possess good growth opportunities with expanding, new upper class populations and increasing purchasing power.

This study provides an overview of the global fitness equipment manufacturing industry and tracks industry performance across four regions. The report studies manufacturers serving this segment, providing a five-year annual trend analysis that highlights market size, profit, and cost structure for the North America, Europe, Asia Pacific, and Rest of World regions. The report also provides a forecast, addressing market opportunities for next five years for each of these regions. Data represented in this report is Lucintel's estimate based on research, analysis, and its constituents.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market’s potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global fitness equipment manufacturing industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

Features and Scope of this Report:
To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. Some of the features of this market report are:

- Industry size estimates in terms of (US $) value by regions and by segment
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- Porter's Five Force analysis
- New product launch and merger and acquisition activity in global fitness equipment manufacturing industry analysis
- Quarterly demand trend (Q1 2011-Q4 2012) and forecast analysis (Q1 2013-Q4 2014) for global fitness equipment manufacturing industry analysis
- Gross and net profit trends in the global fitness equipment manufacturing industry analysis
- Cost structure trend in the global as well as regional fitness equipment manufacturing analysis

The report is in PowerPoint format and has hundreds of critical data and market insights that will help in effective decision-making.

More than 48 valuable figures/charts and 12 tables are provided in this report.

Sample charts with random data are presented below.
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Global Fitness Equipment Manufacturing Industry Profitability Trend: 2007-12 - Random Data

Cost Structure of Global Fitness Equipment Manufacturing Industry: 2007-12 (%) - Random Data

Global Fitness Equipment Manufacturing Industry Segment Forecast: 2013-2018 ($B) - Random Data

Global Fitness Equipment Manufacturing Industry Regional Forecast: 2012-17 (US $B) - Random Data
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Global Fitness Equipment Manufacturing Industry
Opportunities by Region - Random Data

Global Fitness Equipment Manufacturing Industry: Porter’s Five Forces Analysis Random Data

- Threat of New Entrants: A, B
- Competitive Rivalry: D, E
- Supplier Power: X, Y
- Buyer Power: P, Q
- Threat of Substitutes: U, V

CAGR (%): 2013-2018
Gross Profit in US $B

North America
Europe
APAC
Rest of World
A Sample Representation of Key Growth Driver and Challenges for Global Fitness Equipment Manufacturing Industry

**Benefits of Lucintel Reports:**
Lucintel’s core competency is in market research and management consulting. In the last 14 years, Lucintel has worked on hundreds of market research studies. Lucintel’s market report offers following benefits.

- It saves your money, as compared to doing research in-house. ($80,000+)
- It saves your time. Lucintel delivers the report in hours vs. months of in-house data collection and report writing.
- It is an unbiased source of industry facts, intelligence, and insights.
- It helps you make confident business decisions quickly.

Please see below comments from our customers on how they benefited from our market reports.

“The information is so comprehensive and detailed, that it has allowed us to identify and focus our new business development efforts. This one report has saved months of legwork.” Bill Barz, L&L Products, Inc.

“With more than 20 years experience in the industry, this is the first time we have come across such an extensive and detailed market analysis for our industry.” Ven Cote, CEO, ZCL Composites

“The report from Lucintel is useful not only for business planners, but also for the technology officers wanting to create a roadmap of who uses which technology.” Dr. Giulio Ranzo, Booz Allen Hamilton Consulting

“Lucintel’s report has saved precious time and resources brought together in a concise and informative manner. The report clearly outlines the key markets and segments, but also highlights...”
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Those with potential. This helps assist with decisions to cement our current position within our own market but also formulate long-term strategies to realize the potential for global growth that can be achieved. The most detailed report of its nature in the market place at present.” Paul Everley, Peters & May Ltd.

“We bought Lucintel’s report because it is the best report about our industry…a complete and appropriate analysis.” Cesare Andrenacci – Ferretti Group

Who Can Benefit From This Report?
This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

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<thead>
<tr>
<th>Business development</th>
<th>Strategic planning</th>
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<td>Competitive analysis</td>
<td>Resource and inventory management</td>
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<td>Budgeting</td>
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Research Methodology:
Lucintel has closely tracked and conducted research on hundreds of markets since 1998. This study is a result of years of ongoing research and continuous monitoring of industry dynamics and trends at various nodes of the value chain from both the supply side and the demand side. Lucintel compiles vast amounts of data from numerous sources, validates the integrity of that data, and performs a comprehensive analysis on it. Lucintel then organizes the data, its findings, and insights into a concise report designed to support the strategic decision-making process.
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