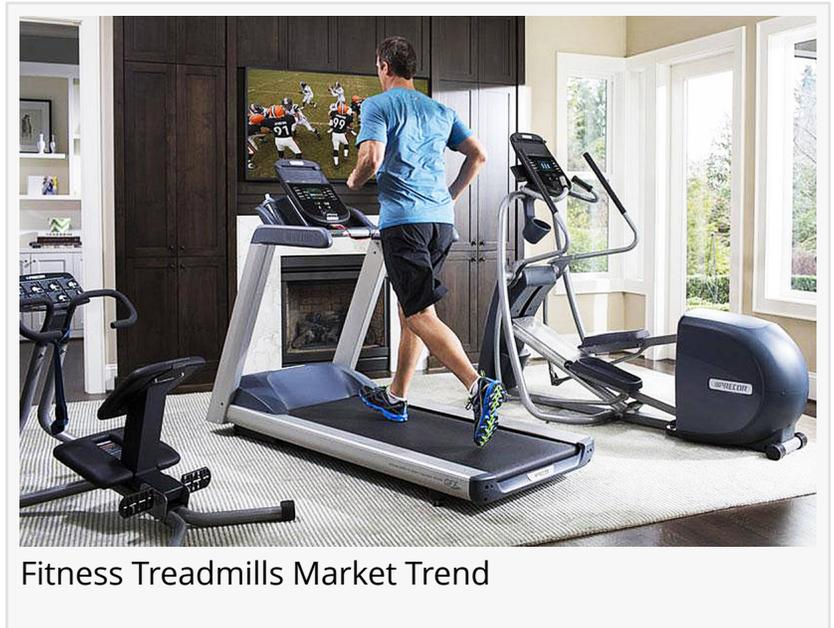


# Fitness Treadmills Market Poised to Expand at a Robust Pace Over 2024 - 2031 | Johnson Health Tech

*The fitness treadmills market size is expected to reach US\$ 6.2 Mn by 2030, from US\$ 3.8 Mn in 2023, at a CAGR of 7.2% during the forecast period.*

BURLINGAME, CALIFORNIA, UNITED STATES, July 16, 2024  
/EINPresswire.com/ -- Market Overview:

Fitness treadmills are exercise machines used for walking or running on a moving belt to burn calories and lose weight. They are commonly used in homes and fitness centers.



## Market Dynamics:

Rising health consciousness among consumers and growing obesity rates are driving the demand for fitness equipment like treadmills. According to studies, obesity rates have doubled globally since 1980 with over 1.9 billion adults being overweight in 2016. This has prompted more people to take up exercise and use equipment like treadmills to lose weight and stay fit. Additionally, advancements in technology are leading to development of smarter treadmills with interactive features and custom workout programs. This is further supporting the growth of the fitness treadmills market during the forecast period.

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Driver: Increased Health Awareness Among Consumers is Driving Demand for Fitness Treadmills

In recent years, consumers have become increasingly aware about the importance of

maintaining a healthy lifestyle and staying fit. Regular exercise has been found to reduce the risk of serious health issues like heart disease, diabetes, obesity, etc. With growing health consciousness, more people are incorporating physical activities and workouts into their daily routine. Fitness treadmills provide a convenient way to work out at home without having to go to a gym. Their compact size allows people to install treadmills even in small spaces like home offices or spare bedrooms. Additionally, treadmills offer various workout programs and built-in tech features to monitor metrics like calories burned, heart rate, etc. helping users track their progress. This growing recognition of health benefits is a major factor driving up sales of home fitness equipment like treadmills.

#### Opportunity: Growing Popularity of Live Online/Virtual Workouts Presents New Avenues

One noticeable trend emerging due to the pandemic is the rise of live online group workout classes on virtual platforms. From yoga to dance to treadmill sessions, people are participating in such interactive classes from the comfort of their homes. This evolving fitness model presents new potential opportunities for treadmill manufacturers. Partnering with popular virtual studios/trainers, they can offer subscription packages combining treadmill equipment with access to live/on-demand virtual classes. Users get diverse workout routines led by professional instructors along with in-built connectivity on their treadmill. Manufacturers also stand to earn through licensing/partnership fees. With more people preferring hybrid workout routines, integrating on-treadmill virtual classes could unlock new revenue streams and markets worldwide opening up major prospects for future business expansion.

#### Trends: Increasing Popularity of Foldable and Compact Treadmills

One of the emerging trends gaining traction in the global fitness treadmill market is the rising demand for compact, space-saving options. With more people living in small urban residences with limited floor area, the priority is shifting towards convenient, versatile equipment that can be easily stored away after use. Leading manufacturers have responded to this preference by introducing self-folding treadmill models that can be neatly tucked against the wall when not in use. Their compact footprint allows installation even in tight workout corners. Additionally, lightweight treadmills with wheels enable repositioning anywhere as per requirement. This portability aspect promotes usage across different rooms. The foldable, compact form factor offers unmatched flexibility and hassle-free storage appealing greatly to space-constrained consumers. As a result, this category is expected to see accelerated growth rates over

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#### Top Companies Featured in This Report:

- Johnson Health Tech
- ICON Health & Fitness

- Technogym
- Precor
- Nautilus
- Cybex
- True Fitness
- Amer Sports
- Sole Fitness and Life Fitness

Market Segmentation:

By Product Type:

- By Product Type: Manual treadmills, Electronic treadmills
- By End-User: Home users, Commercial users
- By Distribution Channel: Specialty stores, Franchise stores, Online stores, Other distribution channels

Key Regions/Countries Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

Key Inquiries Addressed in this Report include:

- What was the size of the Fitness Treadmills Market in 2024, and what is the projected value by 2031?
- What is the present global market landscape for the Fitness Treadmills Market?
- What strategies offer optimal opportunities for growth maximization in the business?
- What recent trends are shaping the Fitness Treadmills Market?
- How does the market share of Fitness Treadmills Market revenue, sales, and size vary across specific geographical regions?
- Who are the prominent industry players in the Fitness Treadmills Market?
- Which segment of the Fitness Treadmills Market is experiencing heightened demand?

The report also delves into the competitive landscape, key players, trade patterns, industry value chain, recent news, policies, and regulations. Should you have any inquiries or require customization options, please don't hesitate to contact us.

In summary, whether you're engaged in manufacturing, distribution, or investment within the Fitness Treadmills sector, this report furnishes invaluable insights into market segments, drivers, challenges, investment prospects, regional dynamics, major players, growth strategies, prevailing trends, and hurdles influencing the industry's expansion.

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#### Author Bio:

Priya Pandey is a dynamic and passionate editor with over three years of expertise in content editing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes editing documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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