

MARKET REPORT



Asian Stationary Cycle Market by Product (Recumbent Stationary Cycle, Upright Stationary Cycle), by Pricing of Equipment (Premium Equipment, Budget Equipment), by End User (Vertical Markets, Health Clubs, Home Fitness) - Forecasts to 2019

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The Asian stationary cycles market is estimated to grow at a CAGR of 5.9% from 2014 to 2019. The market holds a high potential for growth in the future due to a number of factors favoring the growth of this market. These factors include the exponentially increasing disposable income among consumers, and growing government initiatives related to raising funds, conducting conferences, and arranging community-based physical activity and healthy eating programs. However, dearth of research and development (R&D) facilitates, and deceptive marketing strategies and practices adopted by players in the fitness equipment market to attract customers are restraining the growth of this market. Shift of major health club chains towards equipment retailing and emergence of new distribution channels in the fitness industry provide numerous growth opportunities for market players.

In this report, the Asian stationary cycles market is broadly classified on the basis of product types, pricing of the equipment, and end users. The products segment is classified into recumbent stationary cycles, upright stationary cycles, and others. Based on pricing of equipment, the global stationary cycles market is categorized into premium equipment and budget equipment. Based on end users, the stationary cycles market is categorized into vertical markets, health clubs, and home fitness. Based on geography, the market is segmented into Japan, South Korea, India, China, Malaysia, Indonesia, and Rest of Asia (RoA).

Japan is estimated to command the largest share of the Asian stationary cycles market in 2013, followed by South Korea.

The report includes the profiles of leading players in this market along with the developments (new product launches, and partnerships, agreements, collaborations, and joint ventures) undertaken by these companies over the past few years and strategies adopted by them to sustain and strengthen their position in the stationary cycles market. Advanced Group Fitness (U.S.), Bladez Fitness (U.S.), Cybex International, Inc. (U.S.), Nautilus, Inc. (U.S.), Life Fitness (U.S.), and Horizon Fitness (U.S.) are some of the key players operating in this market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis (industry trends, and PEST analysis), market share analysis of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape, usage patterns, emerging- and high-growth segments of the stationary cycles market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

- **Product Analysis and Development:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the global stationary cycles market. Usage pattern/penetration rate (in-

depth trend analysis) of products (segment wise) and purchasing data. Comprehensive coverage of product approvals, patent analysis, pipeline products, and product recalls.

- Market Development: Comprehensive information about lucrative emerging markets.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investment decisions in the stationary cycles market. Detailed description regarding the related and unrelated diversification pertaining to this market.
- Epidemiology Data: The prevalence and patient pool of cardiovascular diseases and statistics about the obese population.
- Competitive Assessment: In-depth assessment of market shares and company share analysis of key players forecast till 2019.
- Product/Brand Perception Analysis: Comprehensive study of the perception and behavior of customers through our inbuilt social connect tool (digital marketing language) checking the virality and tonality of blogs.

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MicroMarketMonitor provides deep dive insight into 5000 granular markets along with the updates. The MMM Reports are uniquely differentiated by its ecosystem analysis (value chain) analysis for each granular market. It provides pictorial methodology along with the market sizing at each market capturing all dependent markets (demand side), macro indicators (demand side), and supplyside company data. The Report Plots all the dependent cascaded market with their growth/slow down indicators, which influences revenues of the targeted market. The report provides you competitive landscape, competitive profile along with the competitive SWOT analysis. The report also provides Customer landscape identifying the top customers for the target market. It plots market landscape of the technologies, ingredients, vendors servicing the target market including the

cannibalization of the prevailing technologies/products.

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