



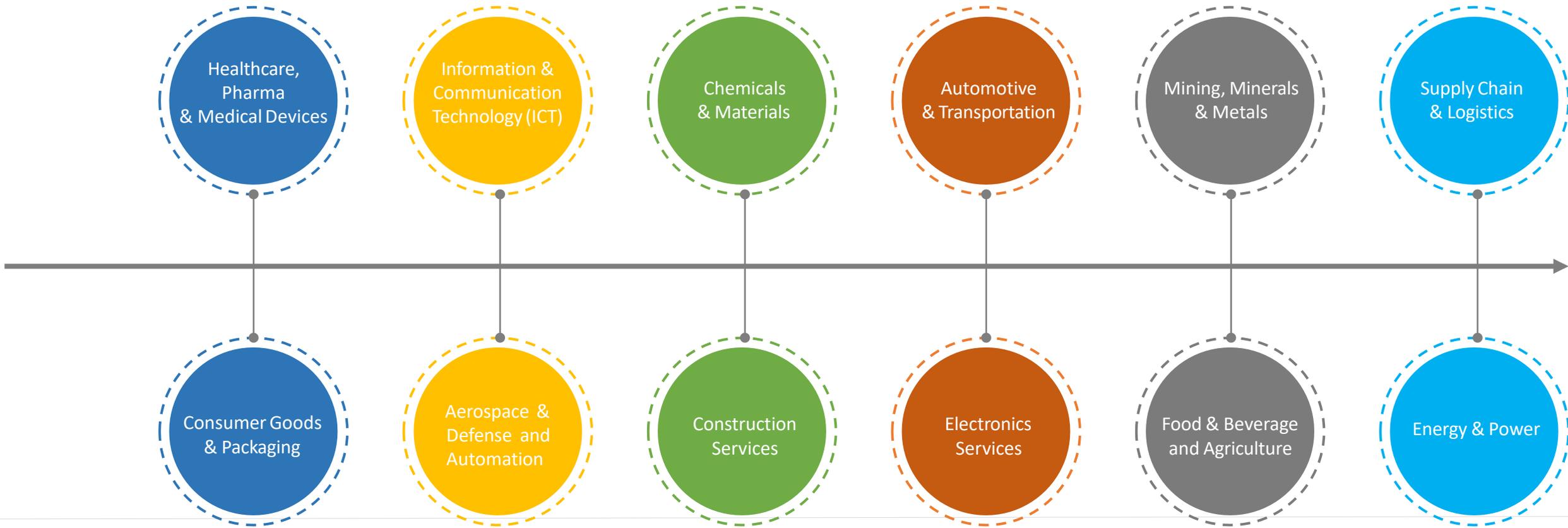
GLOBAL VIRTUAL FITNESS MARKET: FORECAST TO 2025



REPORT OCEAN

Report Ocean provides a full scope of business intelligence solution for solving your toughest challenges. RO is an emerging global expert & pioneer in the market research and provision of exclusive market INTEL. We optimize your decision making by equipping your industry with an accurate & better market research according to your industry demands through our professionally designed qualitative & quantitative research methods

We believe in delivering strategic blueprint of success that will help our Clients to pave their paths of success. Industries we are catering to as below



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** Financial information in case of non-listed companies will be provided as per availability*

***The segmentation and the companies are subjected to modifications based on in-depth secondary for the final deliverable*

RESEARCH FRAMEWORK

CHAPTER 1



1.1 Research Objective

Years Considered for the Report:

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020 – 2025

Key Questions Answered



Major factors driving growth of the market



Various trends affecting the market and key market opportunities



Competitive strategies of the key players operating in the market



- To estimate and forecast market size of the global virtual fitness market.
- To define, describe, forecast, and segment the virtual fitness market on the basis of streaming type, device type, session type, revenue model, end user, and geography.



- To forecast the market size of segments with respect to the global market.
- To analyze the competitive intelligence of players based on company profiles, key player strategies, and game-changing developments such as business expansions and acquisitions.



- To strategically profile the key players and comprehensively analyze their market shares along with detailing the competitive landscape.
- To analyze strategic developments such as joint ventures, mergers and acquisitions, new product developments, and R&D in the market.

Scope of the report takes into consideration revenues by vendors dealing in virtual fitness within the segmentation covered in the market scope. Estimates for the same is in terms of US\$ Bn for revenue based on different applications, type and end-use industry.

1.3. Market Segmentation

Fig : Virtual Fitness Market Segmentation

By Streaming Type

- Live Streaming
- On Demand Streaming

By End User

- Professional Gyms
- Sports Institutes
- Defense Institutes
- Educational Institutes
- Corporate Institution
- Individuals
- Others

By Device Type

- Smart TV
- Smartphone
- Laptops, Desktops, And Tablets
- Others

By Revenue Model

- Subscription
- Advertisement
- Hybrid

By Region

- North America
- Europe
- Asia-Pacific
- Latin America
- Middle East & Africa

By Session Type

- Group
- Solo

1.3. Market Segmentation

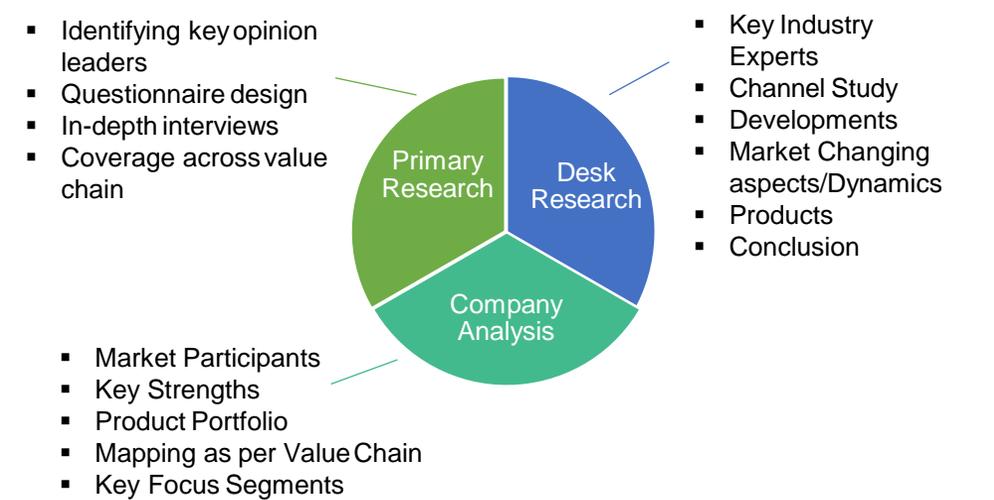
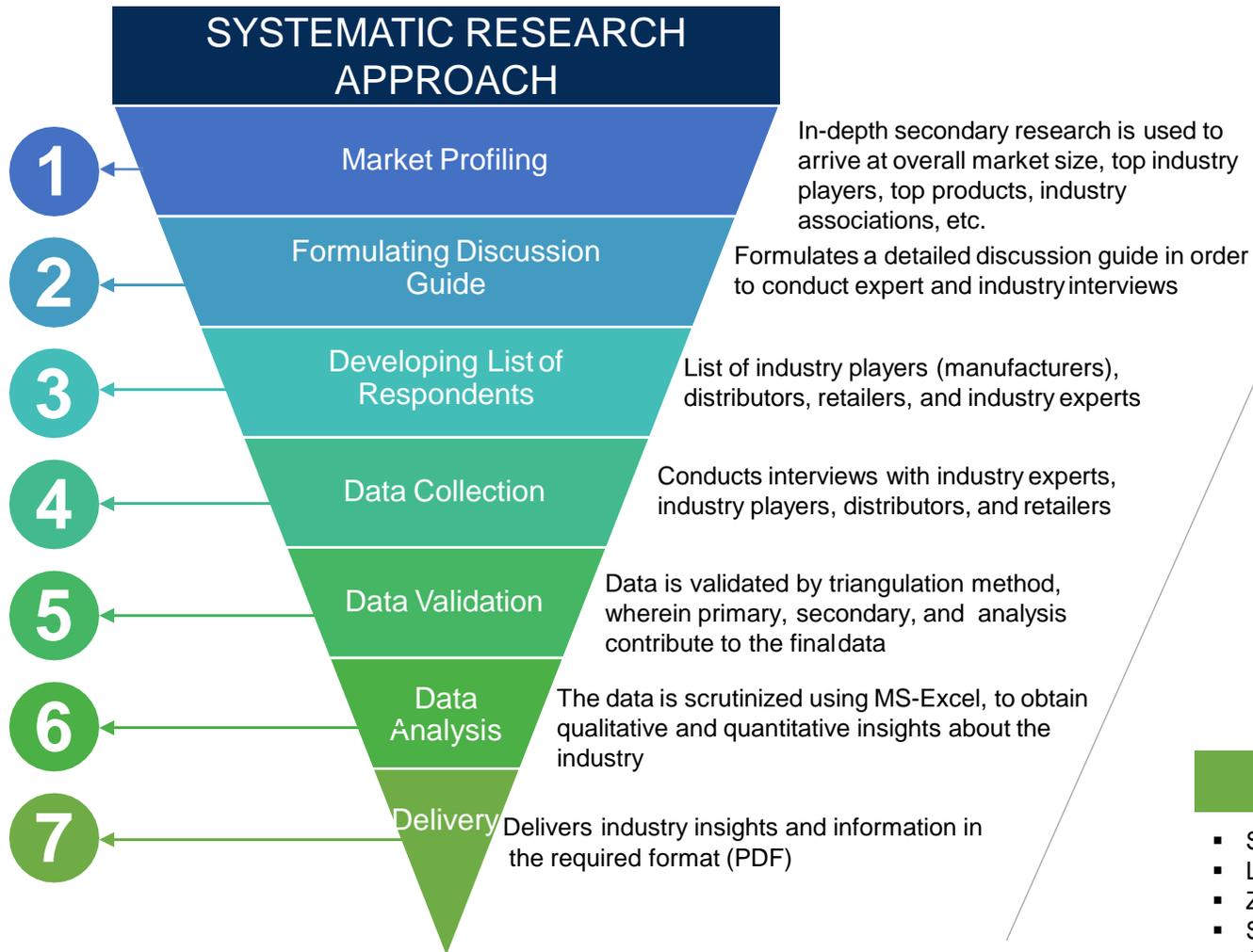
Fig : Global Virtual Fitness Market Segmentation, By Region



RESEARCH METHODOLOGY

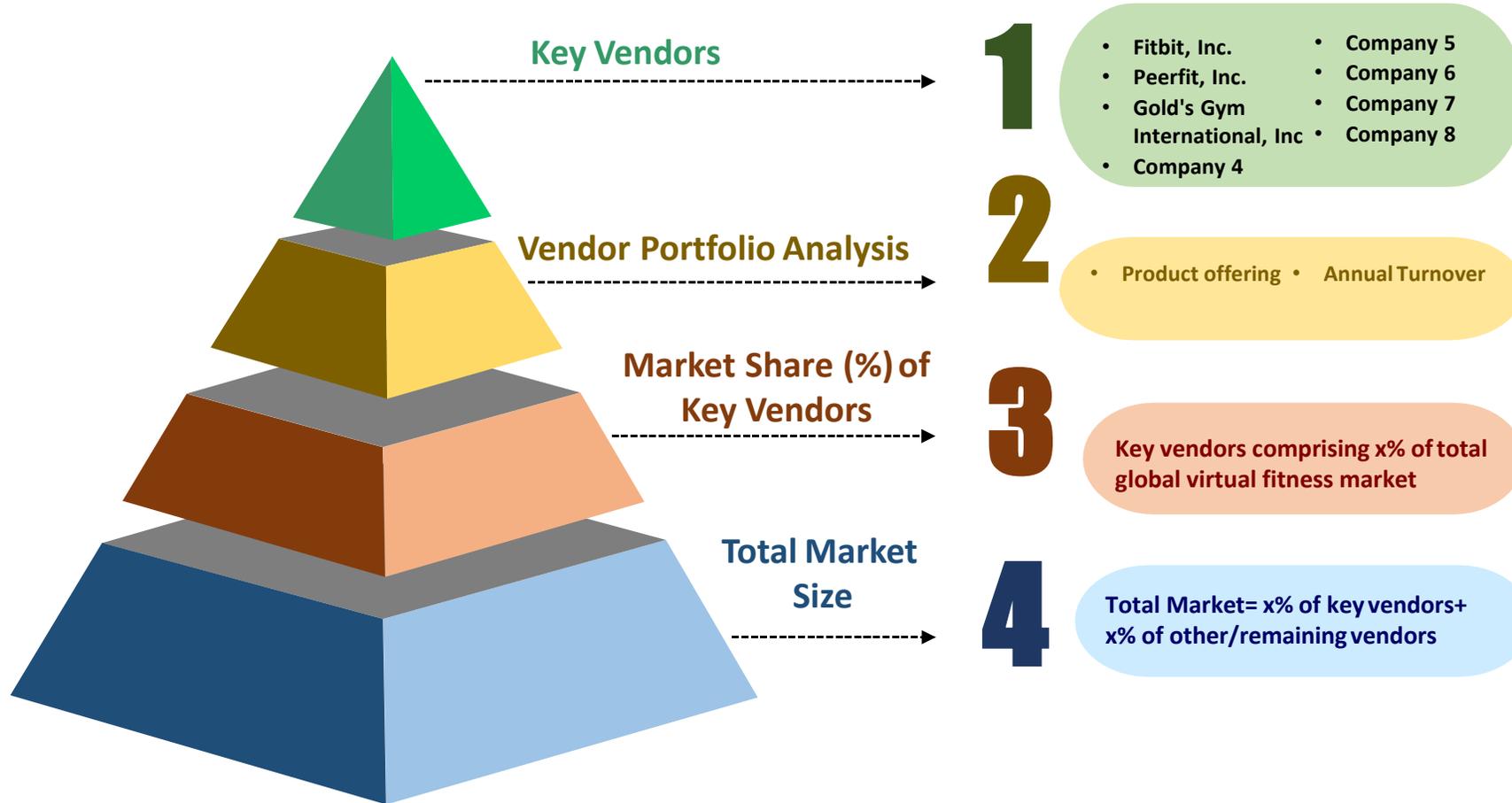


CHAPTER 2



Primary Research	Secondary Research	Paid Publications
<ul style="list-style-type: none"> Survey LinkedIn Zoominfo Salesforce OneSource 	<ul style="list-style-type: none"> Company Websites Company Annual Reports White Papers Financial Reports 	<ul style="list-style-type: none"> Factiva Morningstar GBI Genios Meltwater

Source: Secondary Research, Expert Interviews and Report Ocean Analysis



Data Validation:

- Industry Expert Inputs
- Primary Research

- Secondary Research
- Discussion with Key Opinion Leaders
- Response Analysis and Data Triangulation

2.1. QUALITATIVE RESEARCH

PRIMARY	<ul style="list-style-type: none">✓ Online forums/blogs✓ Online communities✓ Online chat with KOLs/experts✓ Target Information: Insights on market trends, market impact factors, marketing and awareness programs etc. 
SECONDARY	<ul style="list-style-type: none">✓ Company Annual Reports/ Press releases✓ White Papers/Industry Publications 

PRIMARY	<ul style="list-style-type: none">✓ Online-web (CATI/CAWI/CAPI)✓ Telephonic and video conference✓ Interviewee Location: Multiple respondents across the regions✓ Target Information: validation of secondary findings; cross-verification of other primary interviews 
SECONDARY	<ul style="list-style-type: none">✓ Proprietary third party databases✓ In-house data repository✓ Company sites✓ Annual Reports/SEC Filings✓ Investor presentations✓ Equity & Stock✓ (Security Insiders, Security Journals) 

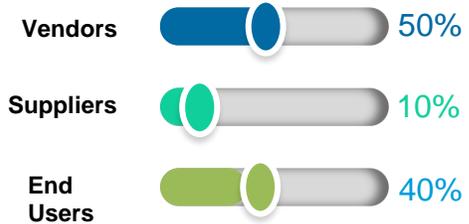
2.2. QUANTITATIVE RESEARCH

Source: Secondary Research, Expert Interviews and Report Ocean Analysis

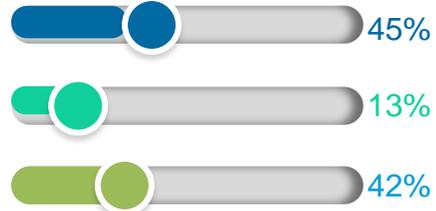
Breakdown of Primary Research Respondents, By Region



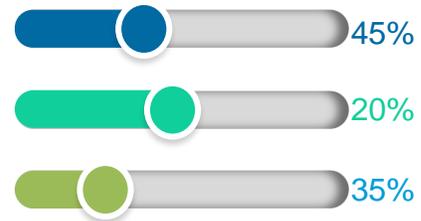
NORTH AMERICAS



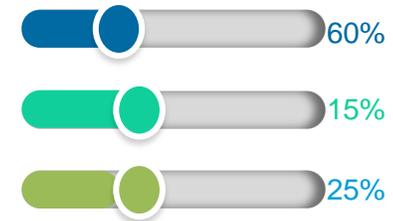
SOUTH AMERICAS



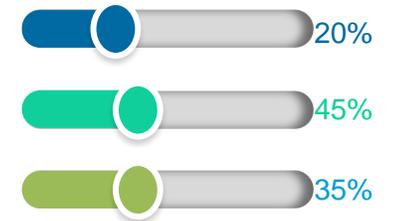
EUROPE



ASIA-PACIFIC



MIDDLE EAST & AFRICA



Source: Secondary Research, Expert Interviews and Report Ocean Analysis

2.1.1. & 2.1.2. Primary Research (1/1)

“ Various industry experts including CEOs, presidents, vice presidents, directors, regulatory departments, service managers, organization executives and other key people of the global virtual fitness market were interviewed. The third step involved validation of hypothesis through segmented primary research with the key opinion leaders in the industry, including the company representatives, experts service providers and other industry experts. The primary research helped in assessing the gathered and assumed data with the real-time experience of industry representatives. This also led to modification in certain assumptions that were taken during the process of preliminary research. The analysts arrived at solid data points after the completion of primary research process. In the fourth step, the market engineering was conducted, where the data points collected through secondary and primary sources were compiled to compute the final market sizes.”



2.1.1. & 2.1.2. Secondary Research (1/2)

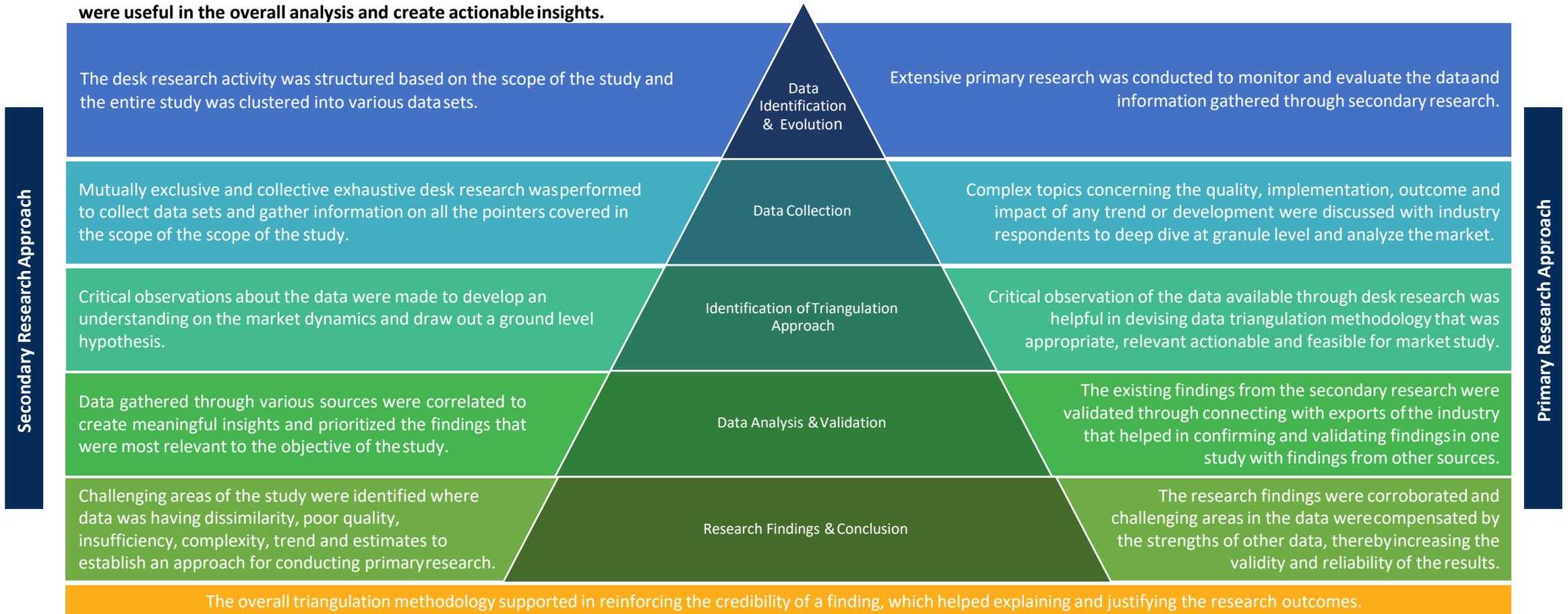
“ The research process began with obtaining historical market sizes of the entire global virtual fitness market and the share of each type of segmentation, through intensive secondary research to understand the potential of the market under the prevailing market environment during the past years. The growth rate of the market and its segments was studied with a comparative approach to understand the impact of factors that shaped the market during the recent past. The next step involved the study of present market environment that is influencing the global virtual fitness market and its expected long-term impact. Weightage was given to several forces that are expected to affect the virtual fitness market, during the forecast period. Based on the interim analysis, the market numbers were formulated for each of the forecast years for every segment. ”



2.3. Market Breakdown & Data Triangulation

DATA TRIANGULATION APPROACH

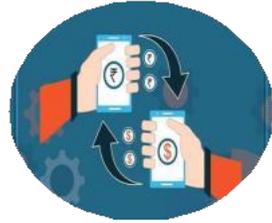
Data triangulation technique was used to showcase the process of using data from two or more sources. The approach was used to validate the data sets and information that were useful in the overall analysis and create actionable insights.





Currency Value

All the forecasts are done with the revenue and volume calculated under the standard assumption that the globally accepted currency - the U.S. Dollar's value remains constant over the next six years.



Exchange Rates And Currency

For conversion of various currencies to USD, average historical exchange rates were used according to the year specified. For all historical and current exchange rates required for calculations & currency conversions - OANDA - website was used in this research study.



Niche Market Segments

For niche market segments where accurate data of the respective time line was not available, the data was calculated using trend line analysis. In some instances, where mathematical and statistical models could not be applied to arrive at the number, generalization of specific related trends to that particular market was done.



Qualitative Analysis

The qualitative analysis done from the quantitative data arrived at is solely based on the understanding of the market and its trends by the team of experts involved in making this report.

CHAPTER 3: EXECUTIVE SUMMARY



GLOBAL VIRTUAL FITNESS MARKET



1

The global virtual fitness market is estimated to grow with more than 30% CAGR over the forecast period 2020-2025, to reach USD XX billion by 2025. The market growth is majorly driven by increase in need for advanced fitness sessions to achieve physical fitness, lack of timings to attend training sessions at fitness clubs, growing interest of health insurance providers in virtual/online fitness services to reduce health insurances costs, growing demand of AR or VR based fitness and others.

2

On the basis of session type, the group segment acquire majority of the market share with XX% during the forecast period. The group segment dominance is attributed to various factors such as XXXXXX. Furthermore, the solo segment showing the significant growth during the forecast period.

3

With a CAGR of XX percent, the smartphone segment is projected to grow over the forecast period of 2020-2025, to reach USD XX Bn by 2025. The segment growth is attributed to XXXXXXX.

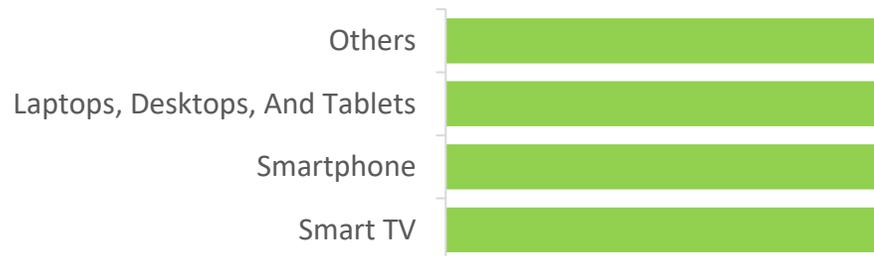
3. Executive Summary

Fig.: Global Virtual Fitness Market Size By Value, 2020-2025 (US \$ Bn)



Source: Report Ocean Analysis

Fig : Global Virtual Fitness Market, By Device Type, By Value (in %), 2019



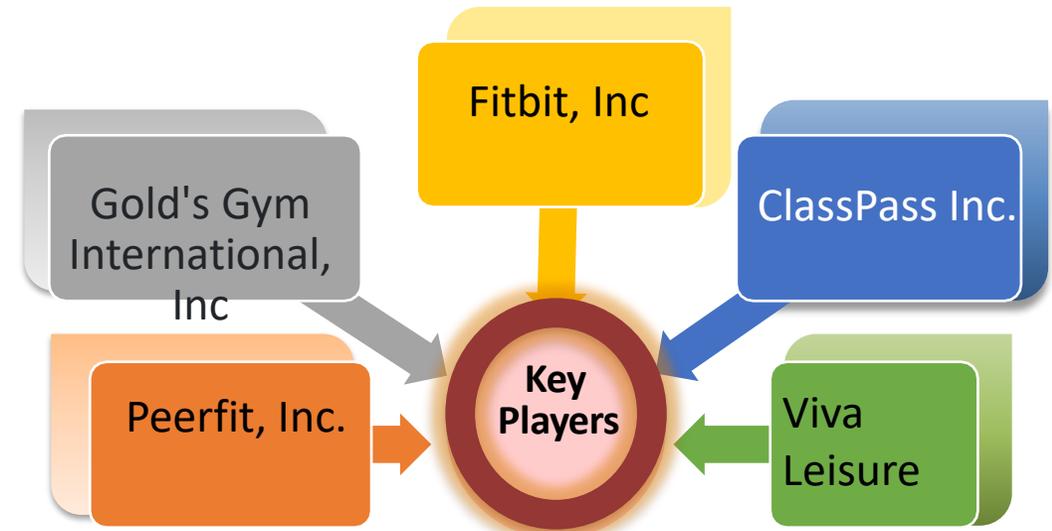
Source: Secondary Research, Expert Interviews and Report Ocean Analysis

DRIVERS

- Rising demand for advanced fitness sessions to achieve physical fitness
- Lack of time to attend training sessions at fitness institutes
- Shut down of gyms and studios due to ongoing COVID-19 Pandemic situation
- XXXXXXXXX

RESTRAINTS

- ✓ No real interaction with the instructor
- ✓ XXXXXXXXXXXXXXX



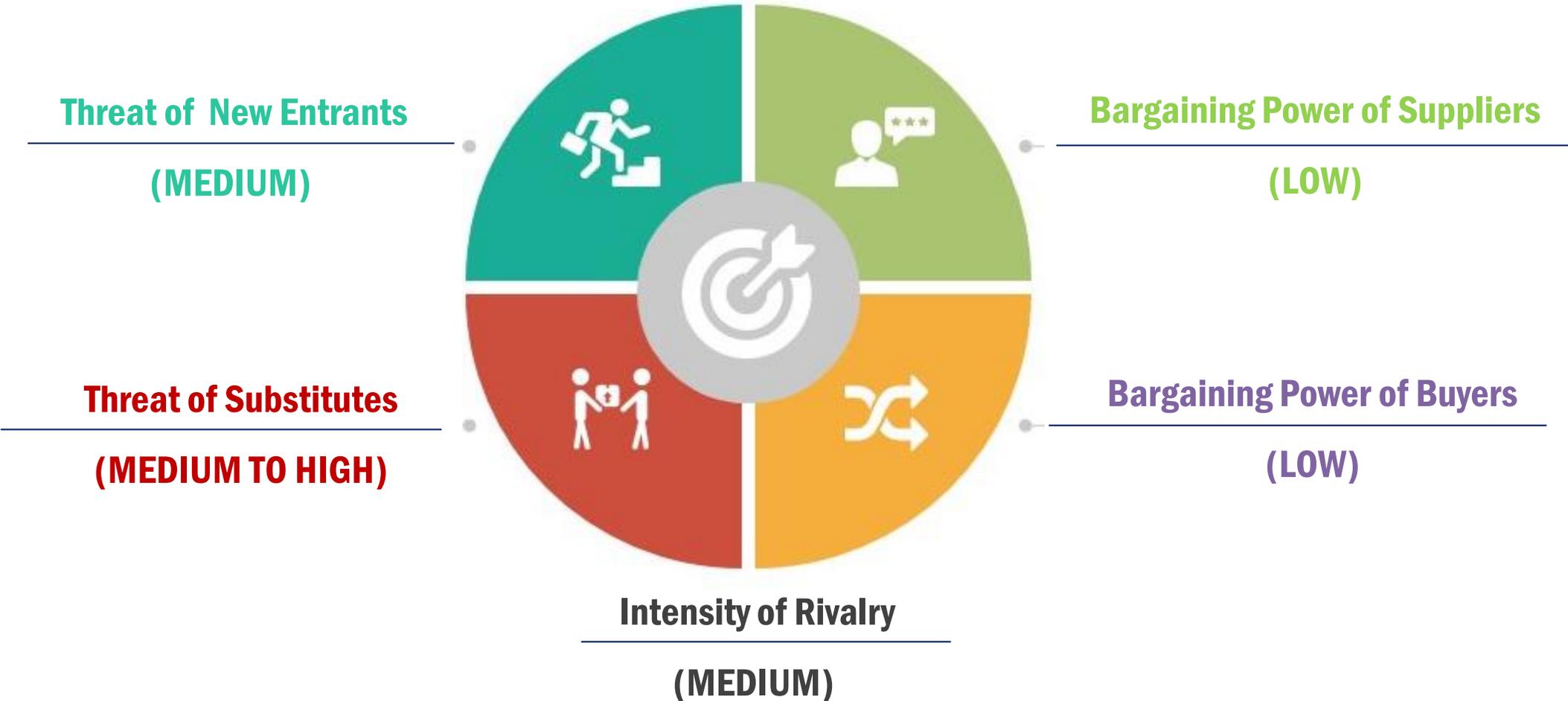
CHAPTER 4



GLOBAL VIRTUAL FITNESS MARKET: INDUSTRY INSIGHTS

4.2. Porters Five Forces Analysis

Fig : Porters Five Forces Analysis



Source: Report Ocean Analysis

4.2. Porters Five Forces Analysis

Intensity of Rivalry (MEDIUM)	XXXXXXXXXXXXXXXXXXXXx
Bargaining Power of Suppliers (LOW)	XXXXXXXXXXXXXXXXXXXXx
Threat of New Entrants (Medium)	XXXXXXXXXXXXXXXXXXXXx
Threat of Substitutes (MEDIUM TO HIGH)	XXXXXXXXXXXXXXXXXXXXx
Bargaining Power of Buyers (LOW)	XXXXXXXXXXXXXXXXXXXXx

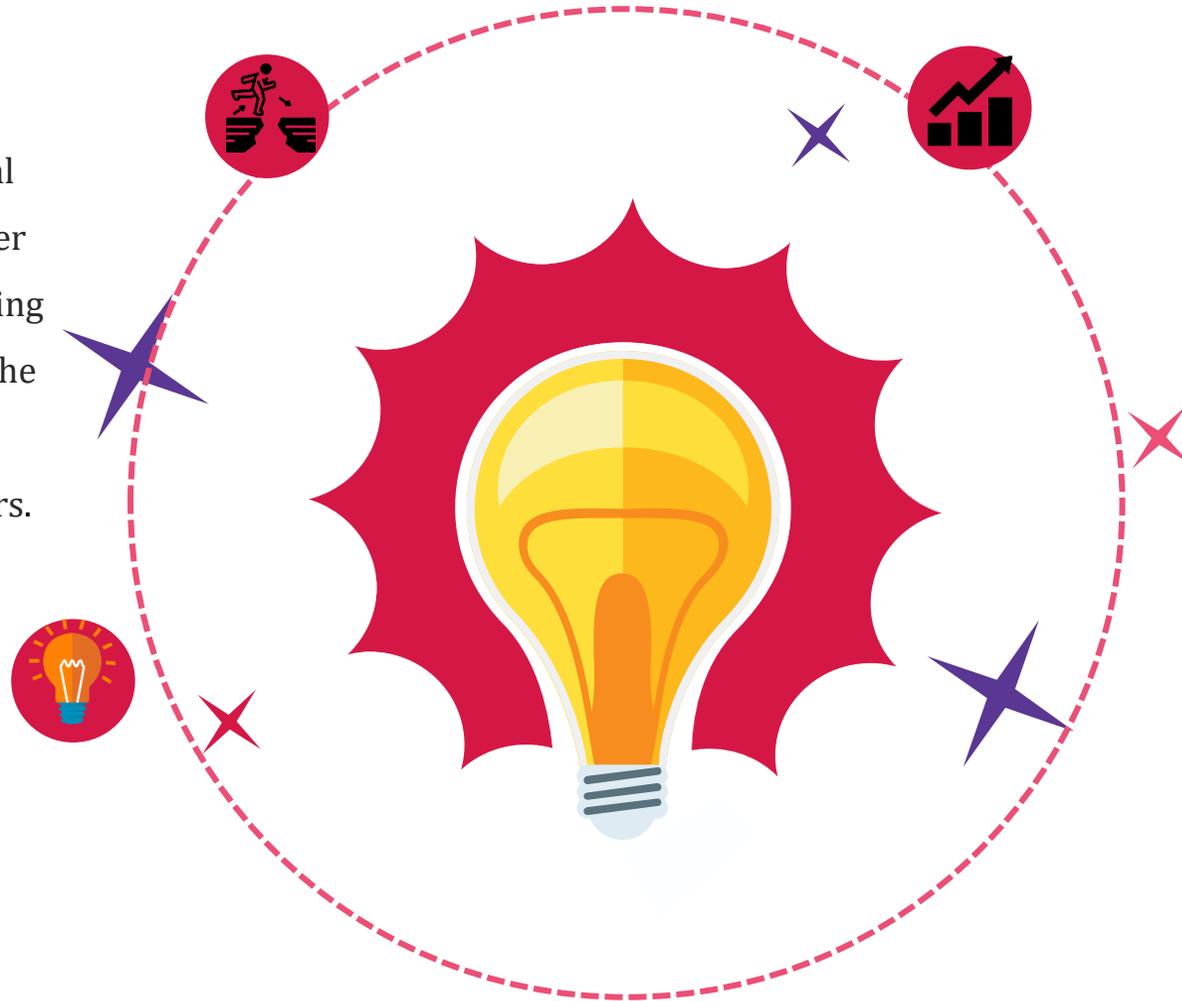
4.4. Virtual Fitness market: Market Dynamic

Driver

- Growing popularity of virtual fitness programs among older adult age group owing to rising focus on fitness is boosting the growth of the virtual fitness market in the upcoming years.
- XXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXX

Opportunity

- XXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXX



Restraint

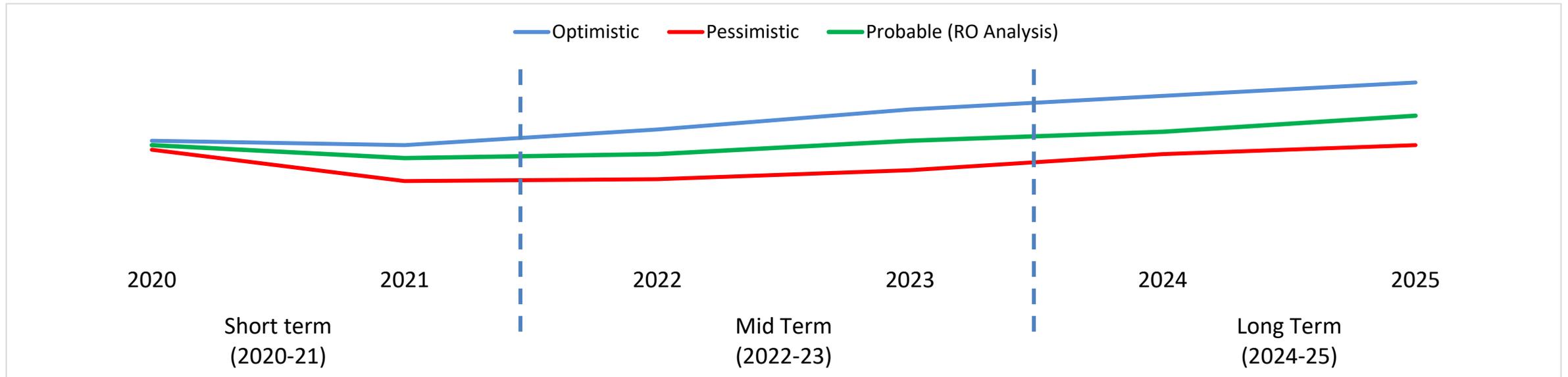
- Interruptions in the flow of the class due to tech glitches along with the lack of real interaction with the instructor hampering the growth.
- XXXXXXXXXXXXXXXXXXXX

Challenges

- XXXXXXXXXXXXXXXXXXXX
- XXXXXXXXXXXXXXXXXXXX

4.5. Covid-19 Impact Assessment on Market Growth Trend

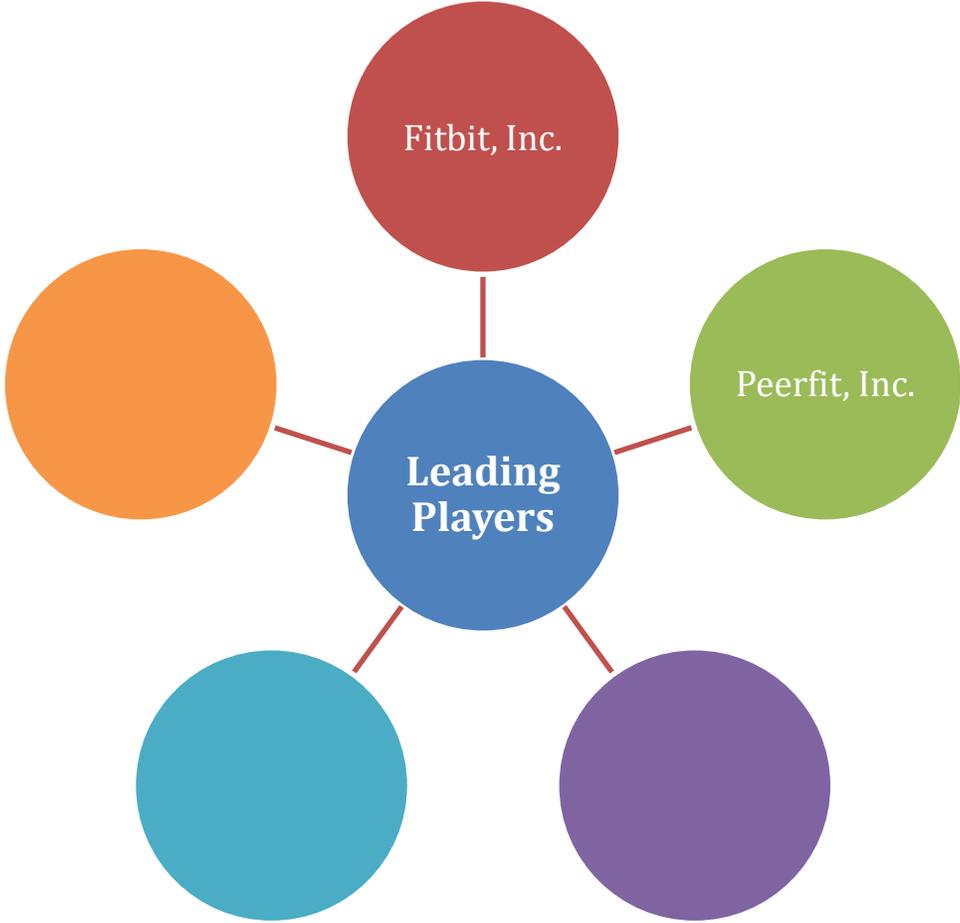
Fig : Covid-19 Impact Assessment – Short Term, Mid Term and Long Term



Text Analysis

4.7. Competition Dashboard

Fig : Virtual Fitness market: Company Analysis, 2019

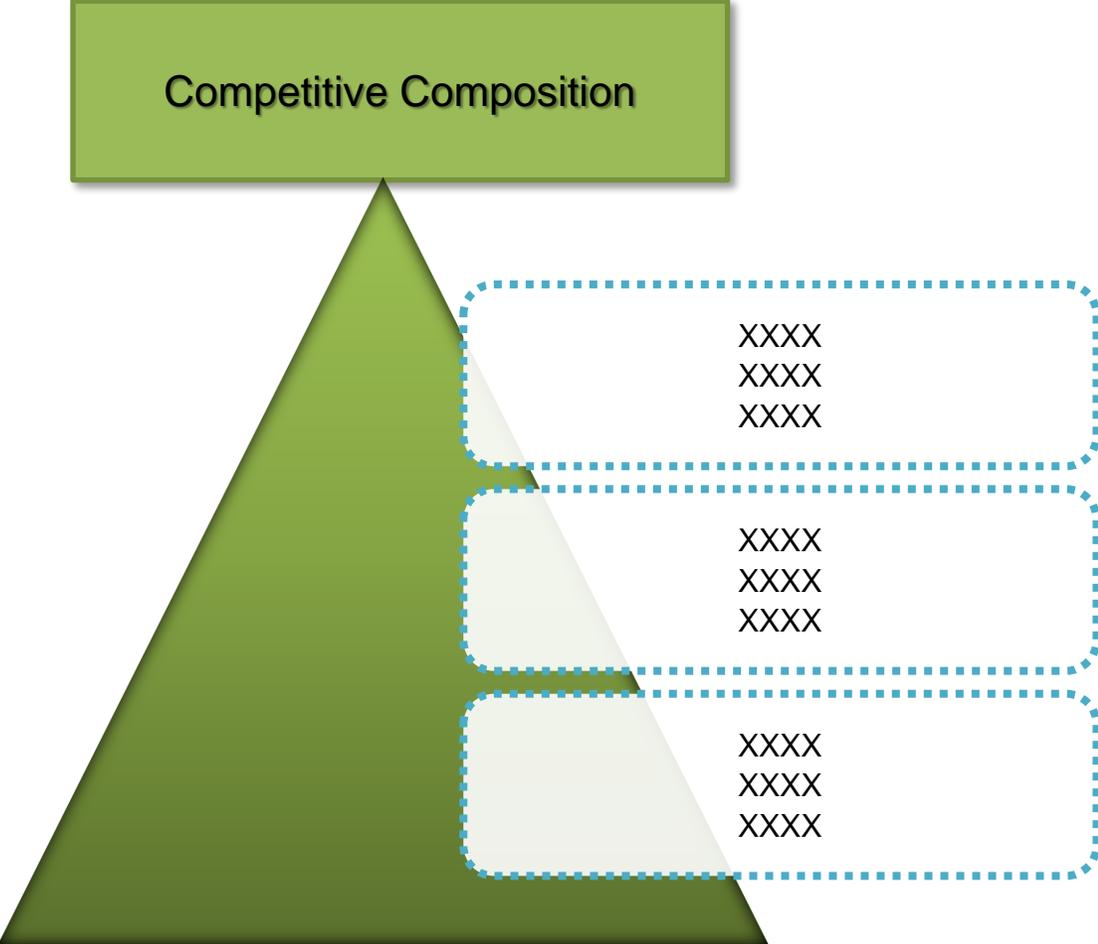


Others: XXXXXXXXXXXXXXXXXXXXXXXXXX

Source: Report Ocean Analysis

The Key players for Virtual Fitness Market are NRG Fitness, Gold's Gym International, Inc, Les Mills, F45, MOVE fitness club, ElCoach, Wexer,

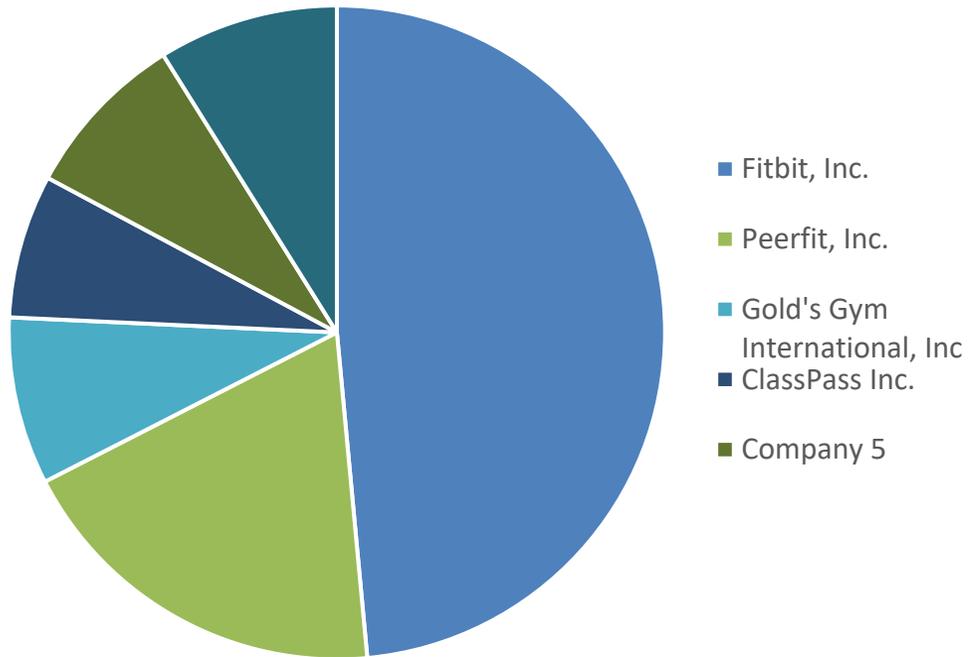
4.7.1. Market Concentration Rate



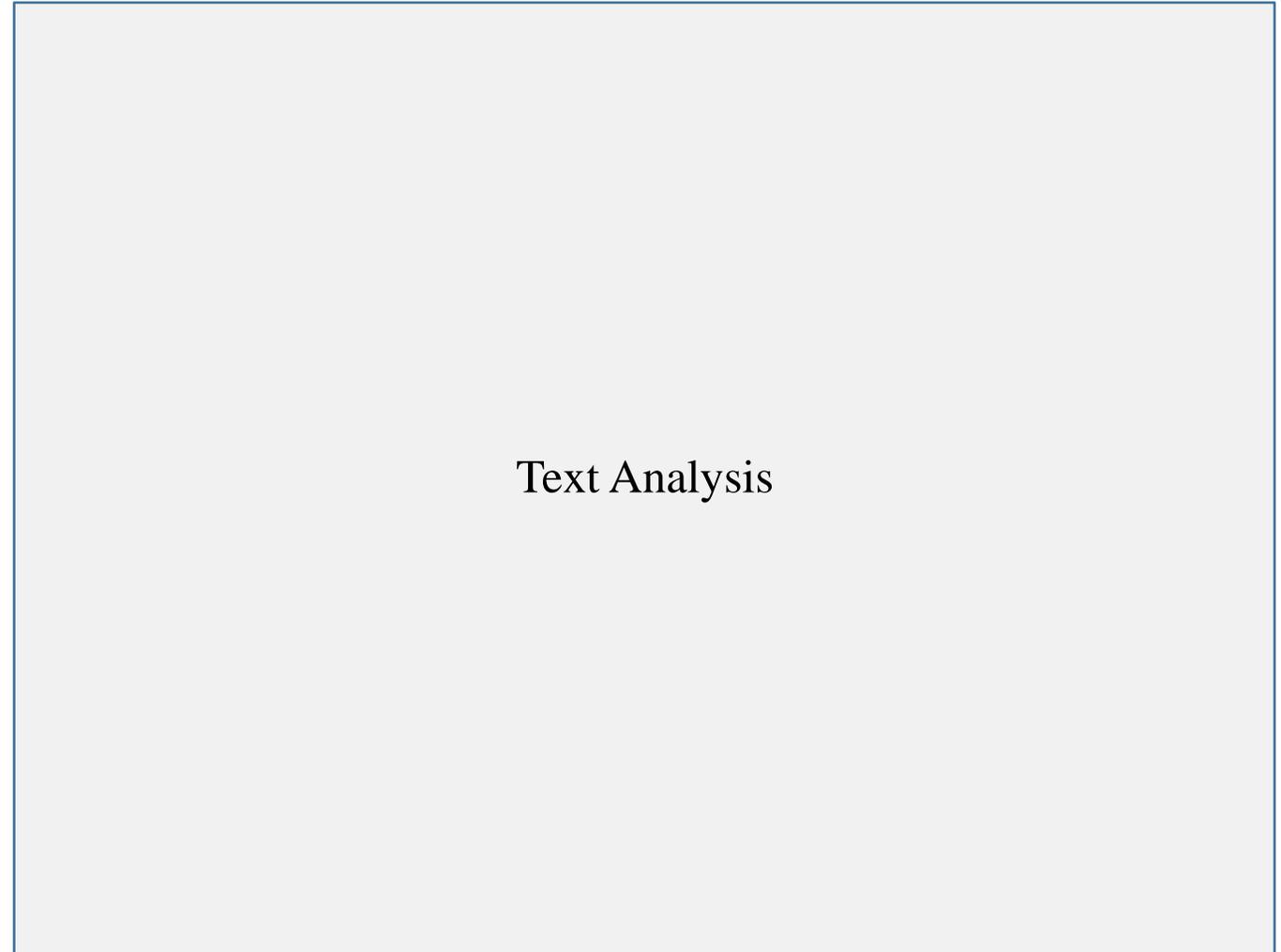
4.7. Competition Dashboard

4.7.2 Company Market Share Analysis, 2019 in (%)

Fig: Company Market Share (%), 2019



Source: Report Ocean Analysis



4.7. Competition Dashboard

4.7.3. Competitor Mapping

	Market Share (%)	Financial Indicators	Recent Activities	Segment Exposure End-user Industries	Segment Exposure Global Markets	Product Portfolio
Company 1						
Company 2						
Company 3						
Company 4						
Company 5						
Company 6						
Company 7						
Company 8						
Company 9						
Company 10						

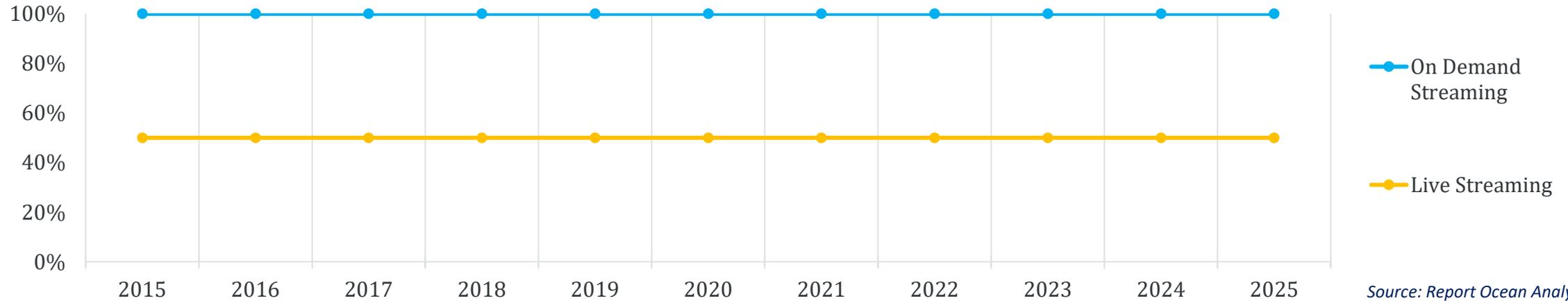
CHAPTER 5-10

SEGMENTATION STUDY



5.2. Global Virtual Fitness Market Share & Forecast, By Streaming Type

Fig : Virtual Fitness market Share (%), By Streaming Type, By Value, 2015-2025



Source: Report Ocean Analysis

Table: Virtual Fitness market Size (USD Million), By Streaming Type, By Value, 2015-2025

Streaming Type	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR %
Live Streaming												
On Demand Streaming												
Total												

Source: Report Ocean Analysis

6.2. Global Virtual Fitness market Share & Forecast, By Device Type

Fig : Virtual Fitness market Share (%), By Device Type, By Value, 2015-2025

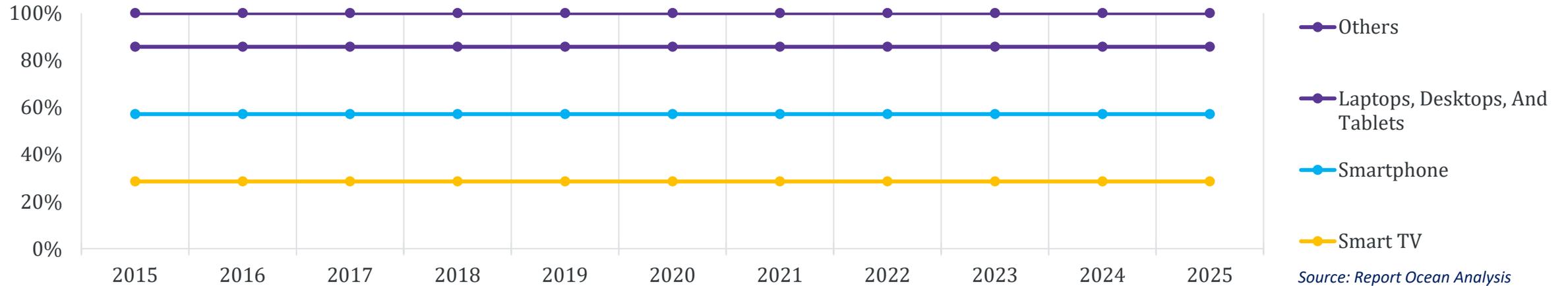


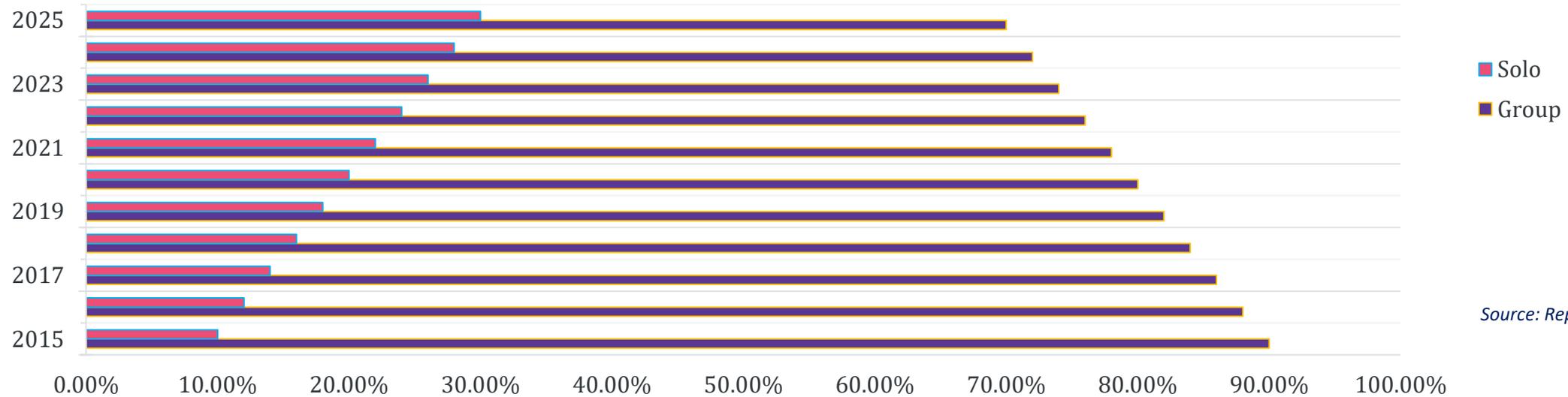
Table: Virtual Fitness market Size (USD Million), By Device Type, By Value, 2015-2025

Device Type	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR %
Smart TV												
Smartphone												
Laptops, Desktops, And Tablets												
Others												
Totals												

Source: Report Ocean Analysis

7.2. Global Virtual Fitness market Share & Forecast, By Session Type

Fig : Virtual Fitness market Share (%), By Session Type, By Value, 2015-2025



Source: Report Ocean Analysis

Table: Virtual Fitness market Size (USD Million), By Session Type, By Value, 2015-2025

Session Type	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR%
Group												
Solo												
Total												

Source: Report Ocean Analysis

8.2. Global Virtual Fitness market Share & Forecast, By Revenue Model

Fig : Virtual Fitness market Share (%), By Revenue Model, By Value, 2015-2025



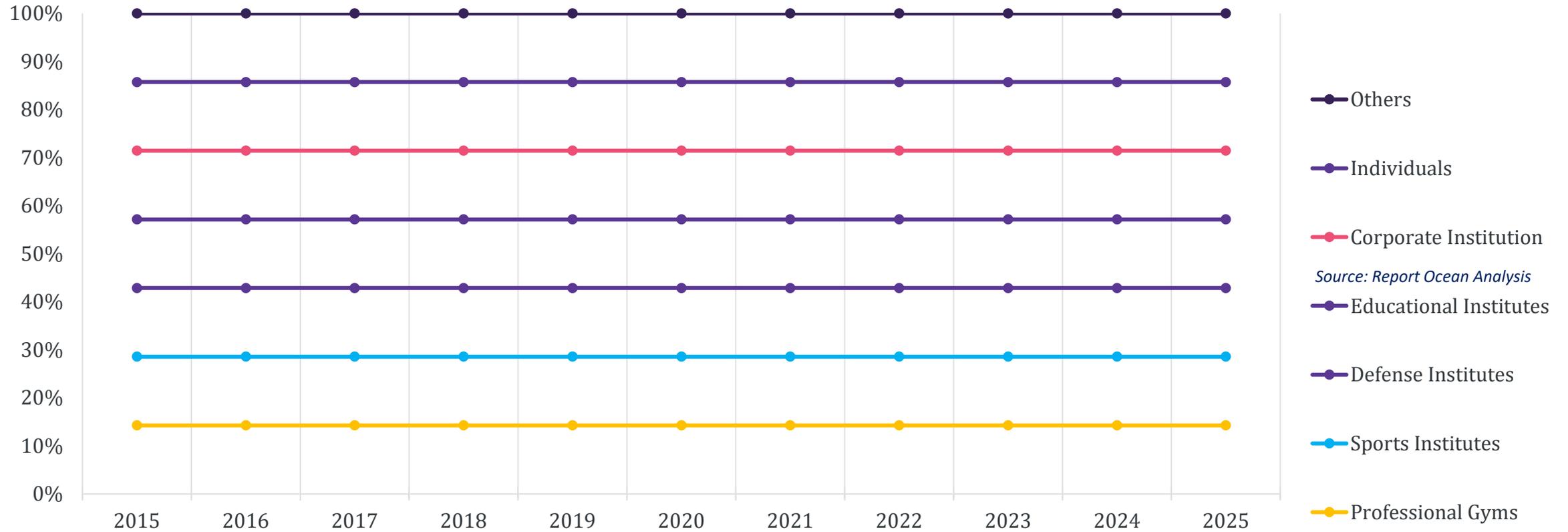
Table: Virtual Fitness market Size (USD Million), By Revenue Model, By Value, 2015-2025

Revenue Model	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR%
Subscription												
Advertisement												
Hybrid												
Total												

Source: Report Ocean Analysis

9.2. Global Virtual Fitness market Share & Forecast, By End User

Fig : Virtual Fitness market Share (%), By End User, By Value, 2015-2025



Source: Report Ocean Analysis

Source: Report Ocean Analysis

9.2. Global Virtual Fitness market Share & Forecast, By End User

Table: Virtual Fitness market Size (USD Million), By End User, By Value, 2015-2025

End User	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR %
Professional Gyms												
Sports Institutes												
Defense Institutes												
Educational Institutes												
Corporate Institution												
Individuals												
Others												
Total												

Source: Report Ocean Analysis

10.2. Global Virtual Fitness market Share & Forecast, By Region

Table: Virtual Fitness market Size. By Region, By Value (USD Million), 2015-2025

Region	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR %
North America												
Europe												
Asia-Pacific												
Latin America												
Middle East & Africa												
Total												

Source: Report Ocean Analysis

North America Contributing
with XX% market share in
2019

CAGR XX%
(2020-2025)

Europe regional sector
Contributing with XX% market
share in 2019

CAGR XX%
(2020-2025)

Asia-Pacific region
Contributing with XX%
market share in 2019

CAGR XX%
(2020-2025)

EUROPE VIRTUAL FITNESS MARKET OVERVIEW

CHAPTER 12



12.1. Europe Virtual Fitness Market Size & Forecast

Fig : Europe Virtual Fitness Market Size, By Value (USD Million), 2015-2025



Source: Report Ocean

Europe Virtual Fitness Market has gained the momentum in recent years with a CAGR of XX%, in value terms, over the forecast period 2020-2025, and expected to reach at USD XX Million by 2025.

XX

XX

XX

12.2.1. Europe Virtual Fitness Market Share & Forecast, By Streaming Type

Fig : Virtual Fitness market Share (%), By Streaming Type, By Value, 2015-2025

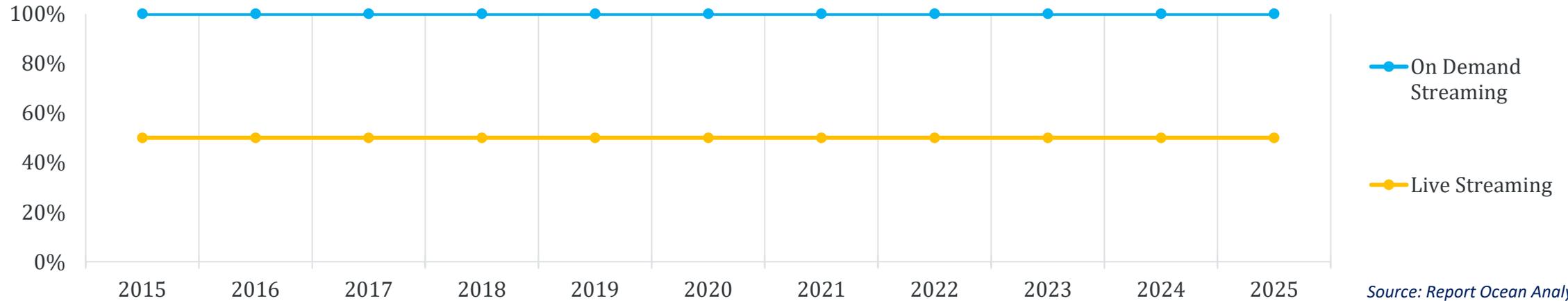


Table: Virtual Fitness market Size (USD Million), By Streaming Type, By Value, 2015-2025

Streaming Type	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR %
Live Streaming												
On Demand Streaming												
Total												

Source: Report Ocean Analysis

12.2.2. Europe Virtual Fitness market Share & Forecast, By Device Type

Fig : Virtual Fitness market Share (%), By Device Type, By Value, 2015-2025

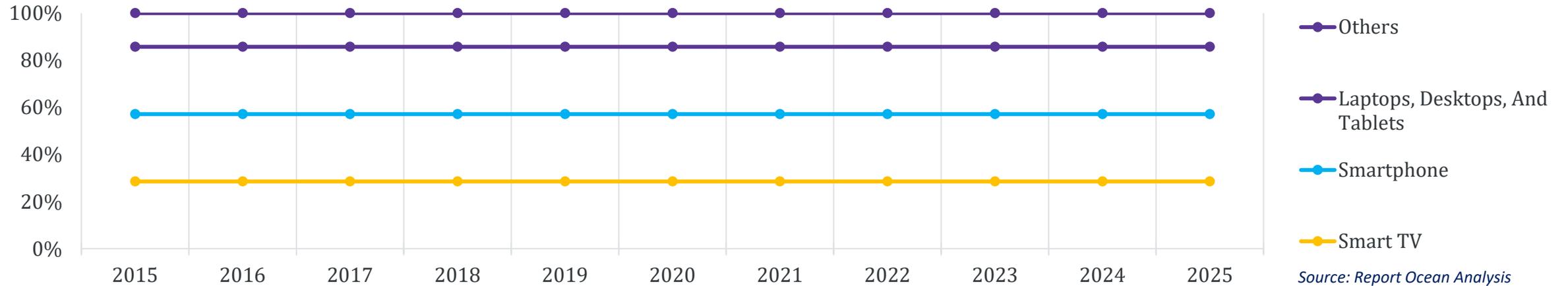


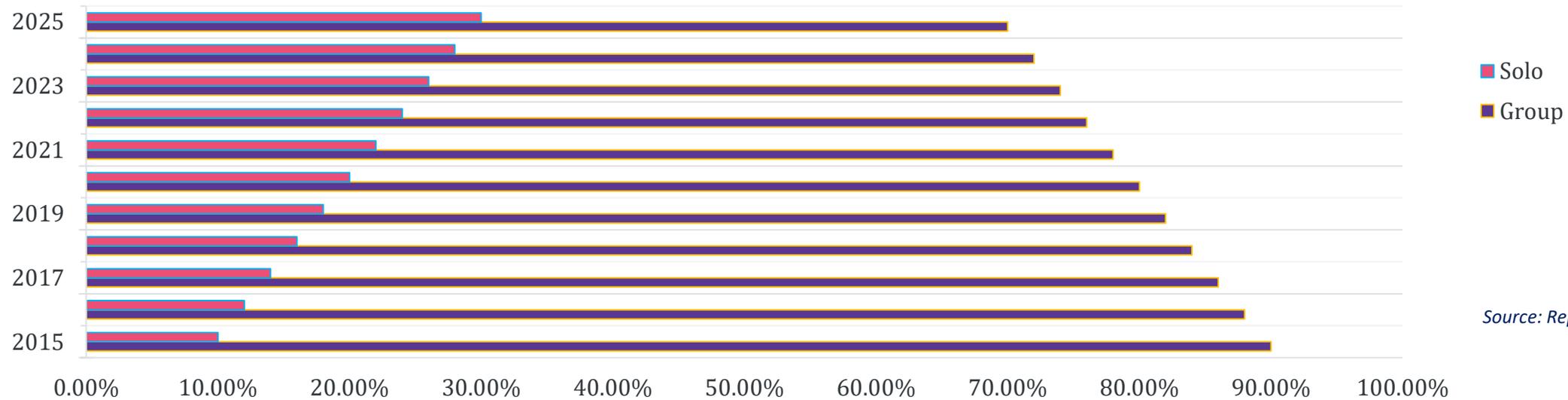
Table: Virtual Fitness market Size (USD Million), By Device Type, By Value, 2015-2025

Device Type	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR %
Smart TV												
Smartphone												
Laptops, Desktops, And Tablets												
Others												
Totals												

Source: Report Ocean Analysis

12.2.3. Europe Virtual Fitness market Share & Forecast, By Session Type

Fig : Virtual Fitness market Share (%), By Session Type, By Value, 2015-2025



Source: Report Ocean Analysis

Table: Virtual Fitness market Size (USD Million), By Session Type, By Value, 2015-2025

Session Type	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR%
Group												
Solo												
Total												

Source: Report Ocean Analysis

12.2.4. Europe Virtual Fitness market Share & Forecast, By Revenue Model

Fig : Virtual Fitness market Share (%), By Revenue Model, By Value, 2015-2025



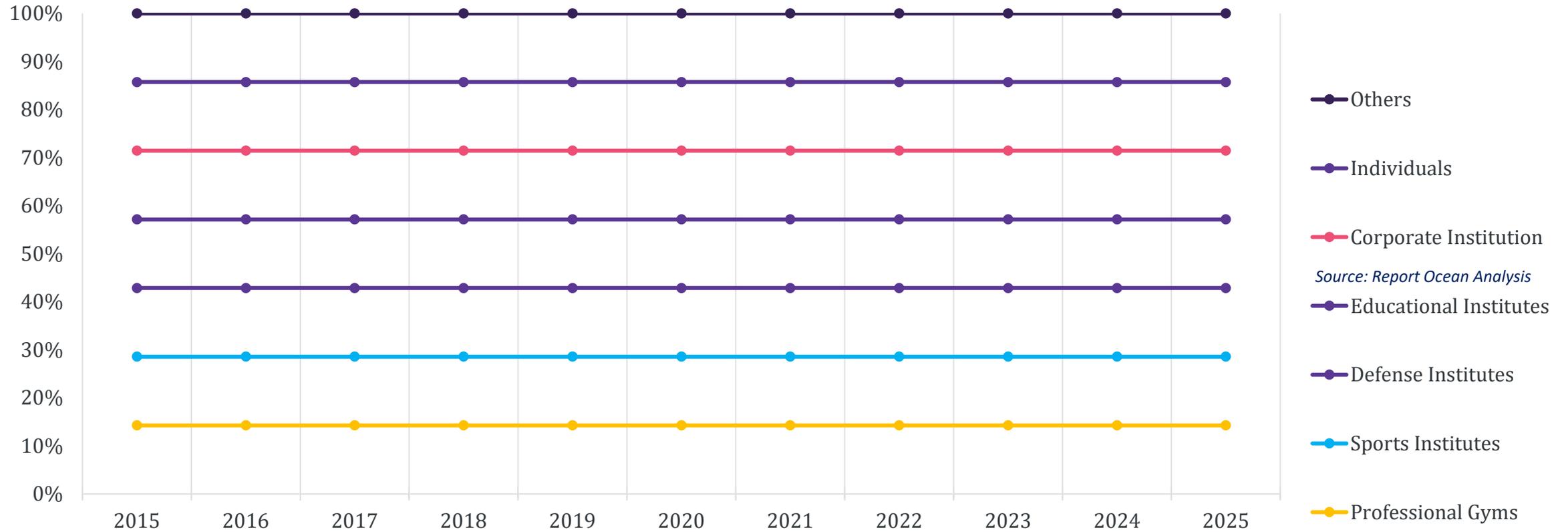
Table: Virtual Fitness market Size (USD Million), By Revenue Model, By Value, 2015-2025

Revenue Model	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR%
Subscription												
Advertisement												
Hybrid												
Total												

Source: Report Ocean Analysis

12.2.5. Europe Virtual Fitness market Share & Forecast, By End User

Fig : Virtual Fitness market Share (%), By End User, By Value, 2015-2025



Source: Report Ocean Analysis

Source: Report Ocean Analysis

12.2.5. Europe Virtual Fitness market Share & Forecast, By End User

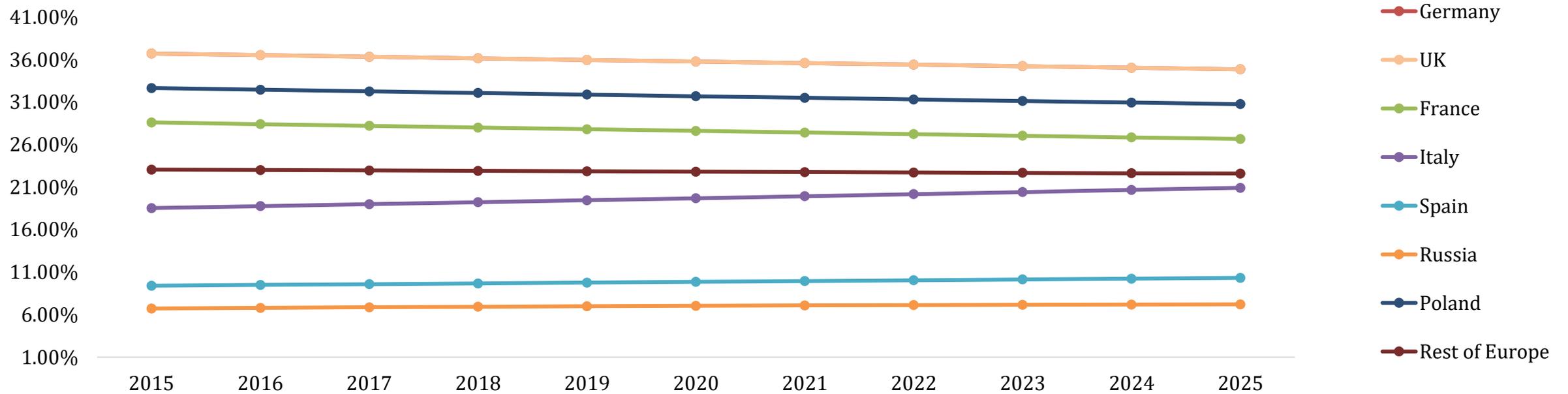
Table: Virtual Fitness market Size (USD Million), By End User, By Value, 2015-2025

End User	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR %
Professional Gyms												
Sports Institutes												
Defense Institutes												
Educational Institutes												
Corporate Institution												
Individuals												
Others												
Total												

Source: Report Ocean Analysis

10.2. Europe Virtual Fitness Market Share & Forecast, By Country

Fig: Virtual Fitness market Share (%), By Country, By Value, 2015-2025



Source: Report Ocean Analysis

Key Takeaways:

By geography, the Virtual Fitness market segregated into Germany, UK, France, Italy, Spain, Russia, Poland, and Rest of Europe. XXXX country projected to dominate the Europe market with the market segmentation of XX% during the forecast period of 2020-2025. XXXXXXXXXXXXXXXXXXXX
XX

10.2. Europe Virtual Fitness market Share & Forecast, By Region

Table: Virtual Fitness market Size. By Region, By Value (USD Million), 2015-2025

Region	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	CAGR %
Germany												
U. K.												
France												
Italy												
Spain												
Russia												
Poland												
Rest of Europe												
Total												

Source: Report Ocean Analysis

U. K. Contributing with XX%
market share in 2019

CAGR XX%
(2020-2025)

Germany Contributing with
XX% market share in 2019

CAGR XX%
(2020-2025)

Poland region Contributing
with XX% market share in
2019

CAGR XX%
(2020-2025)

CHAPTER 16

COMPANY PROFILE



16.X



fitbit®

Company Profile

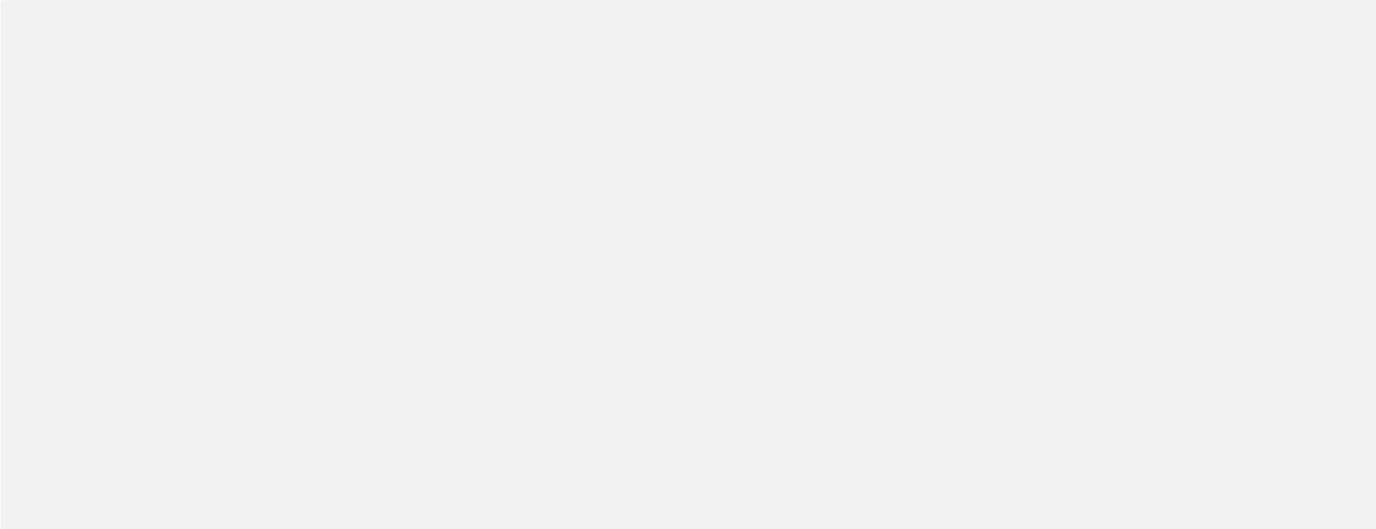
Fitbit Inc., Financial Insights

Table 30: Accenture plc, Financial Analysis (USD Million)

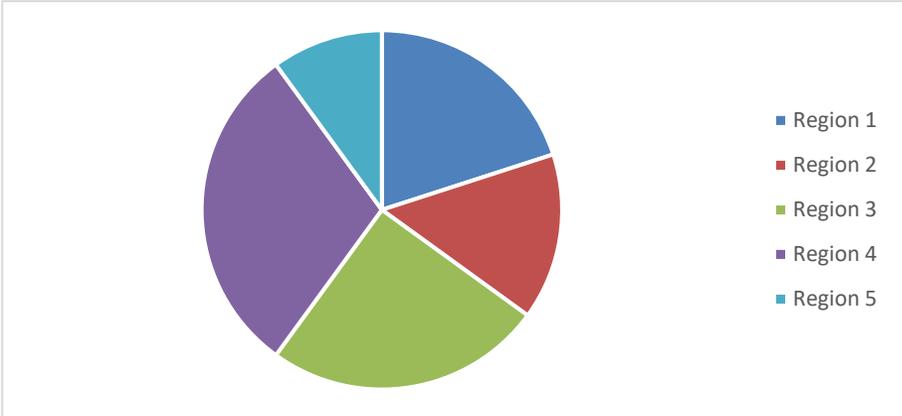
Particular	2016	2017	2018	2019
Revenue	XXXX	XXXX	XXXX	XXXX
Operating Income	XXXX	XXXX	XXXX	XXXX
Net income Attributable to Accenture	XXXX	XXXX	XXXX	XXXX

Source: Annual Reports

Recent Developments

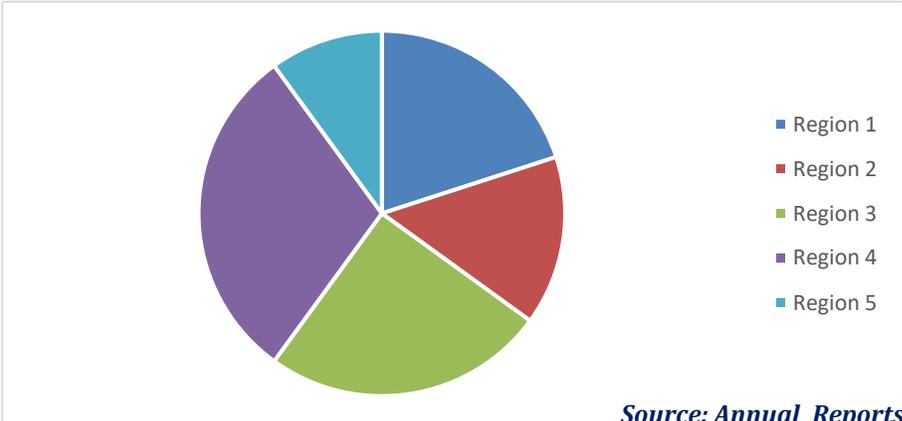


Business Revenue Segmentation, 2019



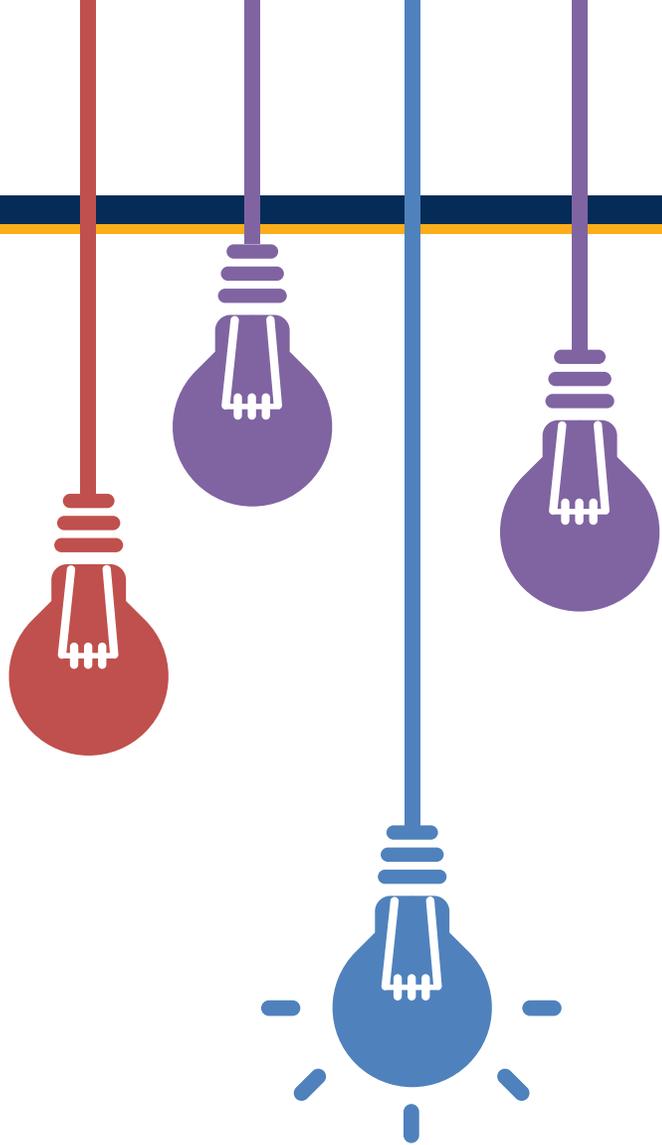
Source: Annual Reports

Geographical Revenue Segmentation, 2019



Source: Annual Reports

SWOT Analysis



Strength

- XXXXXXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXX



Weakness

- XXXXXXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXX



Opportunity

- XXXXXXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXX



Threat

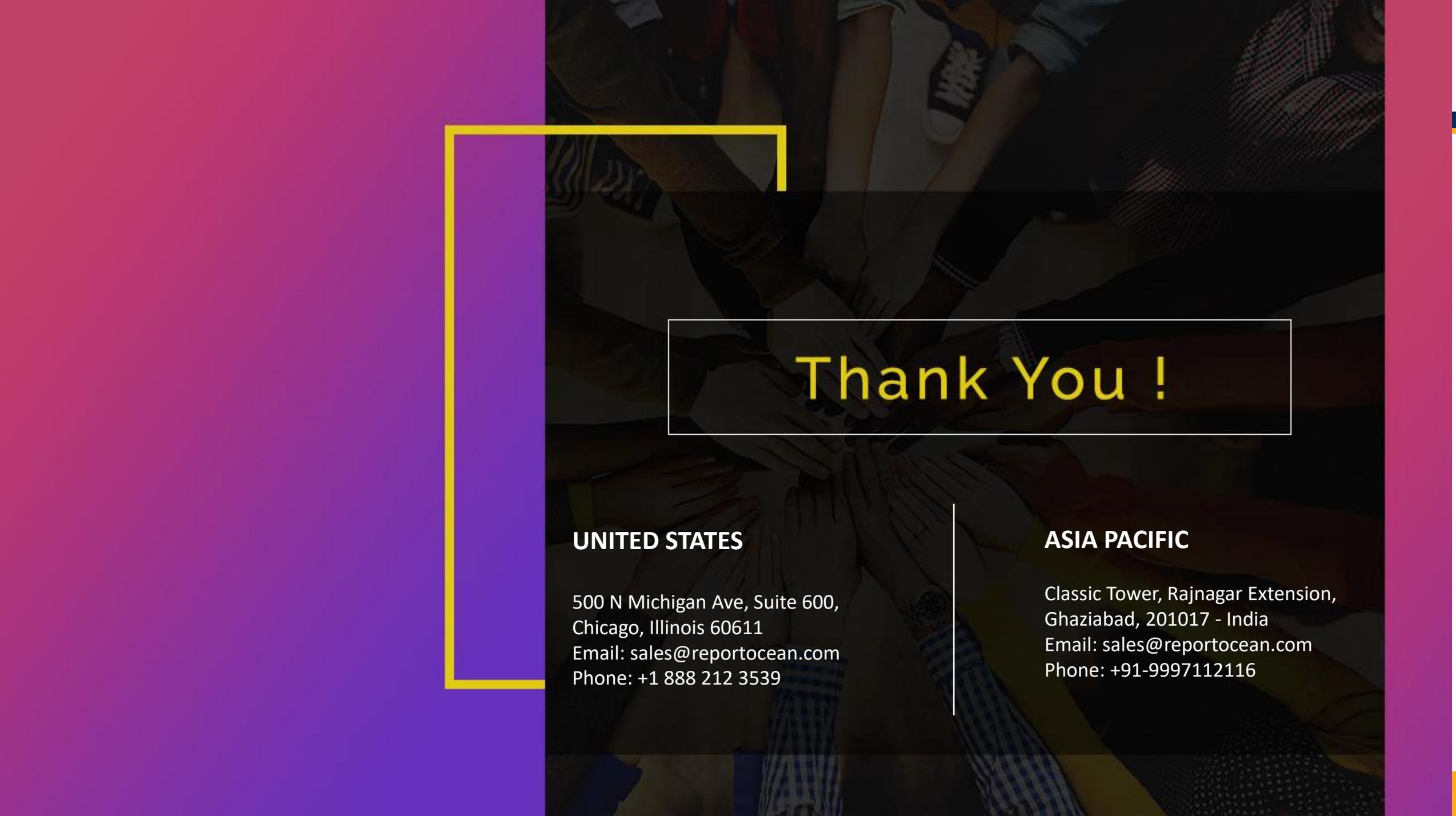
- XXXXXXXXXXXX
- XXXXXXXXXXXX
- XXXXXXXXXXXX

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Thank You !

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