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Indian Fitness Equipment Industry experiences healthy growth, according to Netscribes' report

Netscribes (India) Pvt. Ltd., launches its Fitness Equipment Market – India report covering the fitness equipment industry. The market is witnessing significant growth as Indians increasingly become health and fitness conscious.

Mumbai, India –May 8, 2009 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report - Fitness Equipment Market – India. Rising health consciousness among Indians, growing demand from corporate houses and entry of foreign fitness chains/clubs has created a dynamic market for fitness equipment manufacturers, importers and distributors. A large share of the fitness equipment available in the market is imported from the US and Europe. Foreign brands are known for their quality and durability in Indian market.

The report begins with an overview of the market including the market size, growth, key segments and type of fitness equipments popular in the market. Factors driving the fitness equipment market are highlighted and a brief analysis of the major issues/challenges hindering growth is also included.

The major trends observed are health chains entering equipment retailing market, introduction of innovative products and emergence of new distribution channels. Competitive landscape highlights the market entry route for foreign players and government FDI policy. Major foreign players, domestic players and distributors are also identified including their product portfolio, partnerships and market strategies.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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