

THE RISE OF SENSORS FOR FITNESS AND HEALTH

interface
FORCE MEASUREMENT SOLUTIONS.

Driven by digital technologies and IoT, the global fitness equipment market continues to expand the use of sensor technologies. Interface provides force, torque and weight measurement solutions that are essential in testing and advancing components and equipment used to monitor fitness workouts and ensure safety in the gym and at home.

The market value of the global fitness industry is over **\$87 billion**. The U.S. home fitness equipment market size was valued at **\$4.81 billion in 2022** and is projected to grow from **\$5.09 billion in 2023** to **\$8.50 billion by 2030**.

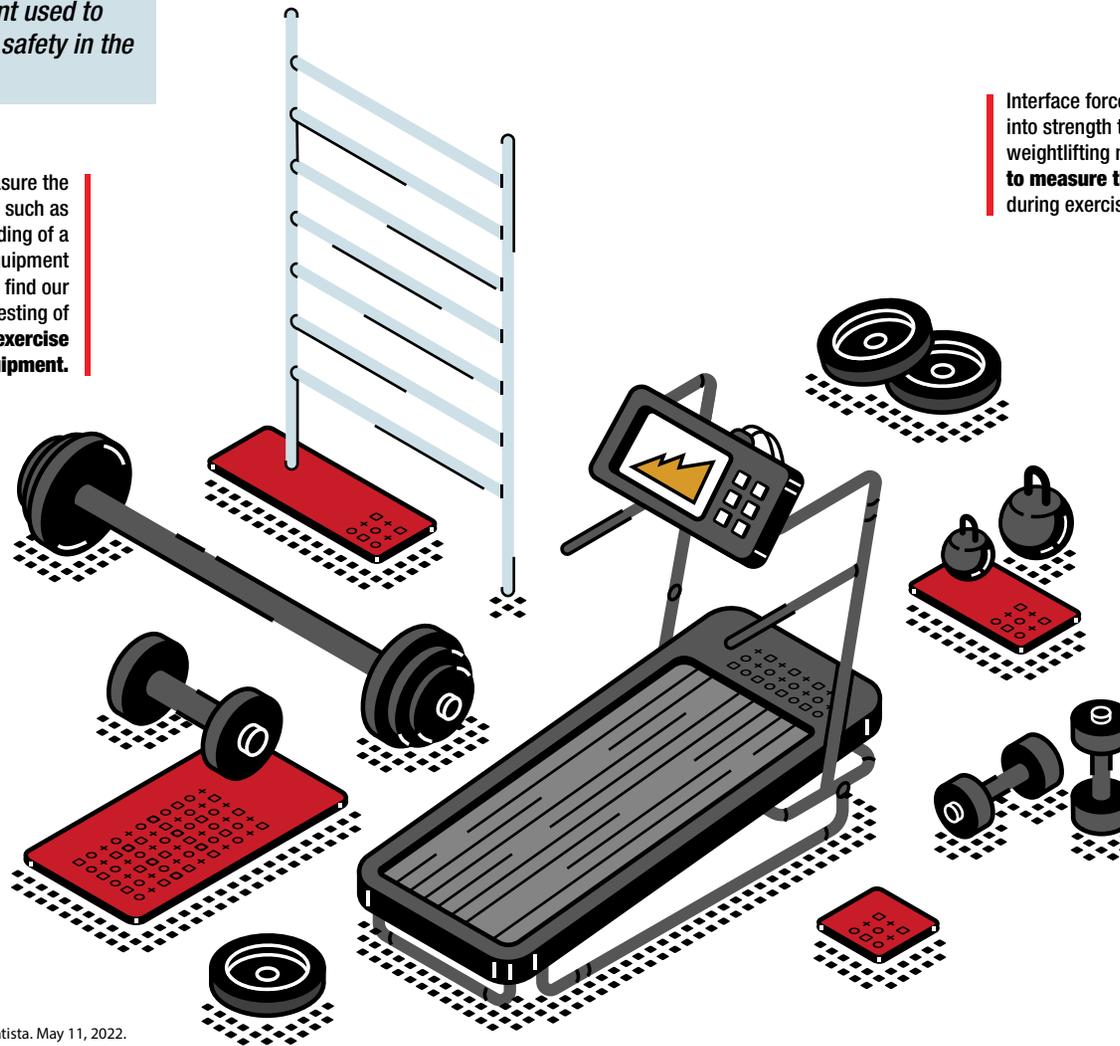
Interface load cells are used to measure the strain or deformation of a material, such as the flexing of a bar or the bending of a platform when testing fitness equipment used in gyms and at home. You can find our sensors used in the design and testing of fitness equipment like **treadmills, exercise bikes, and weightlifting equipment**.

Interface force sensors are easily integrated into strength training equipment, such as weightlifting machines and resistance bands, to **measure the force or pressure applied** during exercises.

Healthy and fit lifestyle is the primary factor driving the fitness equipment market's growth. Users expect realtime feedback connecting to their overall fitness goals and tracking.

Sensors are used in the design and manufacturing of all types of Internet connected fitness devices. In recent years, innovative technologies such as fitness trackers and fitness apps have added **new opportunities** by using Interface measurement solutions.

In the United States, **39% of Americans** hold gym memberships. The equipment used in facilities require rigorous testing for safety and regulatory requirements.



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Interface Measures Fitness Equipment
With Extreme Accuracy