



Acuvity
Consulting

JUNE 2025

Breaking Into

SMART FITNESS

**HOW A TIER-1 EMS GIANT CAPTURED \$1B
IN NEW REVENUE POTENTIAL**

Executive Summary

- Acuvity Consulting **delivered a go-to-market strategy** that **enabled a Tier 1 EMS leader to capture \$1B+ in smart fitness opportunities.**
- Acuvity **mapped the value chain** to pinpoint where the client's manufacturing strengths could **drive unique value and market differentiation.**
- Acuvity **prioritized and shortlisted 12+ OEM targets**, ensuring a **focused and actionable engagement approach.**
- Acuvity **designed and developed a repeatable market entry playbook** that integrated market research and operational feasibility. This **secured buy-in and positioning the client for the \$14.7B smart fitness market by 2027.**



Strategic Challenge

With a crowded ecosystem of OEMs, DTC brands, and vertical players, the smart fitness space demanded more than just manufacturing scale. The client needed:

- **Market clarity:** Which segments were most viable post-COVID?
- **Target alignment:** Which OEMs were growing, outsourcing, or ripe for partnership?
- **Strategic focus:** Where to play, how to win, and how to sequence market entry?

Project Objective

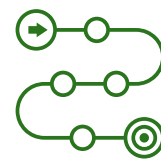
To develop a capability-aligned, post-COVID market strategy for the client's leadership team that would:



Quantify market and segment opportunities (TAM, trend, trajectory)



Identify high-fit OEM targets across product categories and tiers



Build a phased entry roadmap based on capability leverage and market timing

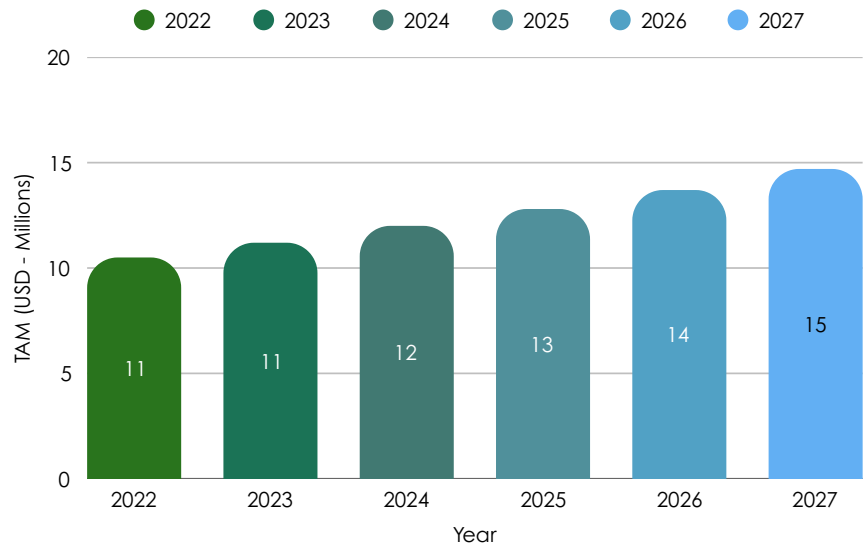
This is more than a case study. It's a blueprint.

Let's talk about how to apply the same strategic moves to drive results for your business.

Book a call: <https://calendly.com/venkatavasara>

Market Opportunity Analysis

- The smart fitness market is expected to hit **\$14.7B by 2027**, growing at a **6.9% CAGR**, fueled by demand for connected, wellness-driven tech.
- Split into **home fitness** (fast-moving DTC brands) and **commercial fitness** (longer B2B cycles with connected equipment upgrades).



- Post-COVID shifts have reshaped the market:
 - **Hybrid models (digital + physical)** are now standard.
 - OEMs are **moving toward vertically integrated ecosystems** (hardware + content + data).
 - **Strong growth in connected bikes, treadmills, mirrors, and strength systems**, which are key entry points for EMS players.

Value Chain & Ecosystem Mapping

- Mapped end-to-end chain from:

CONTENT PLATFORM → **CONNECTED HARDWARE** → **EMS & LOGISTICS**



- Identified gaps where Tier 1 EMS capabilities create value:
 - High-quality **box-build assembly** for premium SKUs
 - **Integrated sensor and control systems** for digital tracking
 - Scalable fulfillment and **dual-region production models**
- **Benchmarked top OEMs** (Peloton, Tonal, Echelon, Technogym) on growth stage, margin focus, and outsourcing appetite

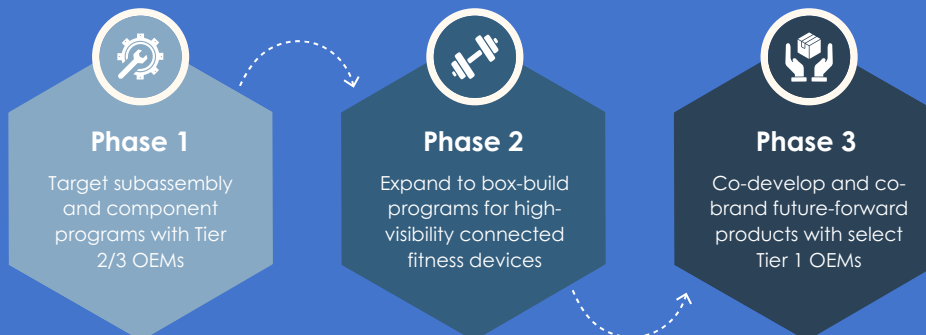
Strategic Fit & Prioritized OEM Targets

We ran a focused assessment to shortlist OEMs that align closely with the client's manufacturing strengths. The evaluation centered on three key dimensions:

- **Component fit** — How well do the OEM's product needs map to capabilities like PCB assembly, sheet metal fabrication, plastics, and wire harnessing?
- **Product complexity** — What's the level of integration, packaging precision, and quality control required, and can we support it at scale?
- **Outsourcing posture** — Does the OEM actively outsource manufacturing? Are they open to partnerships for subassemblies or full device builds?




This analysis helped us zero in on OEMs that not only match on a technical level but also show high partnership potential—both in the near term and as strategic long plays.

Phased Market Entry Strategy






Each phase was supported with: Sales enablement materials, Product-roadmap alignment, Margin-based prioritization matrix

Key Wins

-  **Identified \$1B+ in high-fit opportunity across** strength, cardio, and hybrid categories
-  **Delivered a target list of 12+ OEMs** with tailored go-to-market tactics
-  **Built a repeatable market entry playbook** integrating market research, stakeholder input, and operational feasibility

Why It Worked

-  Grounded in **capability-to-market matching**, no abstract strategies
-  Balanced **short-term tactical wins with long-term positioning**
-  Enabled **cross-functional buy-in** through data-backed insights

Interested in a deeper walkthrough?

We'd be happy to walk you through the full case study and discuss how it might apply to your business.

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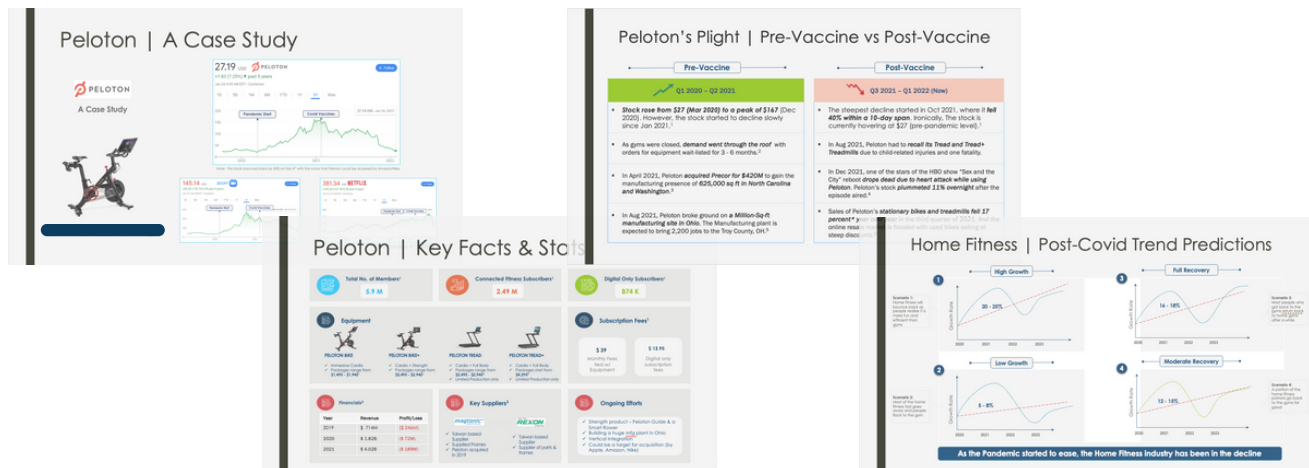
Sample Slides

Note: The following slides are sample case study pages with redacted content for confidentiality purposes. Proprietary client information and specific data points have been removed or anonymized.

Market Analysis & Competitive Landscape



Key Player Analysis





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THANK YOU

We appreciate your time reviewing this case study. If you're exploring ways to drive growth, improve strategic alignment, or tackle complex market challenges — we're here to help.

WE'D LOVE TO CONNECT!

👉 Contact us to learn more about how Acuvity Consulting can support your strategy, operations, or technology initiatives.

💻 Visit our website for detailed services and success stories:
www.acuvity.com

Ready to discuss your needs?

📅 Book a call at calendly.com/venkatavasarala.
Or email us at info@acuvity.com