
Recreational oxygen is different from medical oxygen. The professional athletes use recreational oxygen. Sports club members are expected to widely adopt use of recreational oxygen. Oxygen bars are commonly used by singers and movie stars to improve the vocal cord quality and skin tone. All these uses of oxygen are anticipated to grow. The O2 is the same in recreational oxygen as it is in the medical oxygen, the chemical composition is the same. But medical oxygen is delivered under a prescription and used as a medicine, recreational oxygen is used to improve athletic endurance and improve brain functioning.

Older people develop dementia and other conditions. Oxygen use by these people is able to improve the quality of the life in a dramatic manner. Portable oxygen devices have become affordable and support a mobile lifestyle that is extended to a broader set of people by use of recreational oxygen selectively, continuing to drive sales of recreational oxygen and oxygen bar concentrator air filtration units.
In all the world, the athletes, the movie stars, and the casinos have in common the use of supplemental oxygen. But, because the FDA does not approve the use of supplemental oxygen except for severe COPD, the physicians are basically left out of this trend. They universally poo poo the value of supplemental oxygen for consumer markets, calling supplemental oxygen a placebo. From this, they might not be too far off as a placebo is basically pure sugar, rendering a boost in energy though that is probably not their meaning as they offer no encouragement for getting supplemental oxygen. The FDA classifies oxygen as a drug and physicians are bound to honor the leadership of the FDA.

Supplemental Oxygen Use By Sports Figures and Athletes:

Figure 1. Boost Sports and Consumer Oxygen

Source: Boost.

Boost supplemental oxygen is called aviator oxygen, as differentiated from medical oxygen. By this, it is meant that the aviator oxygen is delivered manually by the user by a push of a button in contrast to medical oxygen that is delivered in a stream, either continuous or pulsed. This is a significant difference.

On TV, it is common to see professional football players inhaling oxygen. They stand on the sideline to use supplemental oxygen after one shift as they prepare for the next shift. Often this equipment comes from Boost. Professional football players use oxygen to keep themselves fresh, alert and strong. Oxygen is used to keep the players going through to the last play of the game. They use supplemental oxygen to catch their breath faster after exertion of the field of play, and to improve performance.

Consumer recreational oxygen equipment markets at $44.5 million in 2017 are anticipated to reach $2.1 billion dollars by 2023. Professional athletes drive the market initially. Growth is a result of demand for the smaller lighter technology already developed, already on the market, for use by people exercising. Oxygen equipment only gets less expensive, smaller, and easier to use. The market need by for oxygen generation devices at clubs and gyms is building even as portable devices provide greater mobility support for bike riders, joggers, and older people.

Consumer Oxygen Equipment Market Forecasts

Supplemental oxygen is delivered in intermittently to accommodate sets or intervals of heavy exercise. Football players and basketball players use supplemental oxygen, just for a few breaths to catch their breath and improve their endurance in the middle toward the end of the game. People exercising in sports gyms or corporate gyms use supplemental oxygen judiciously. Old federal judges use supplemental oxygen, to improve the functioning of the brains and permitting them to keep working into their 100’s.
Major factors driving the market for consumer oxygen include its ability to provide oxygen under all circumstances. The worldwide aging population. An increase in the number of people using sports gyms and corporate gyms provides the base for extension of the market. Advantages of newer stationary oxygen concentrator devices are that they weigh less, are somewhat quieter than toe older units, and are easy to use. They are generally affordable but reimbursement drives markets.

There has been a quantum improvement in the professional sports based consumer oxygen technology. Less weight, more power are the characteristics of the new stationary units. The huge jump in technology is illustrated by the effectiveness of the devices in providing improved athletic performance on the field, ice ring, or tennis court among others.

According to Susan Eustis, lead author of the team that wrote the study, “The adoption of consumer recreational oxygen is tied to the actual benefit achieved by its use. People that try getting extra oxygen for the purpose of increasing endurance use the oxygen selectively and it works for them, leading them to continue using supplemental oxygen. They tell their friends and then there becomes a user base, based on reality. This provides the basis for significant market growth. Supplemental oxygen has become affordable, boding well for market expansion.”

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, Bloomberg, and Thompson Financial.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

Key Words:
**Companies Profiled**

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**Consumer Oxygen Equipment: Market Shares, Strategies, and Forecasts, Worldwide, 2017 to 2023**

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**Report Methodology**

This is the 711th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.
The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2016. With 2010 and several years prior to that baseline, market projections were developed for 2017 through 2023. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.
The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

YOU MUST HAVE THIS STUDY


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Consumer Oxygen Equipment: Executive Summary

The study is designed to give a comprehensive overview of the Consumer Oxygen Equipment market segment. Research represents a selection from the mountains of data available of the most relevant and cogent market materials, with selections made by the most senior analysts. Commentary on every aspect of the market from independent analysts creates an independent perspective in the evaluation of the market. In this manner the study presents a comprehensive overview of what is going on in this market, assisting managers with designing market strategies likely to succeed.

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Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.

About The Principal Author

Susan Eustis, President, co-founder of WinterGreen Research, is a senior analyst. She has done research in communications, healthcare equipment, and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multithreading, electronic voting, and oxygen management. She is the author of recent studies of the drone and robot marketing strategies, Internet equipment, biometrics, biomaterials, a study of Internet Equipment, Artificial Intelligence, IoT, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who’s Who Worldwide. She was named Top Woman
WinterGreen Research, INC.


**About the WinterGreen Research Team:** The WinterGreen Research Team is comprised of senior analysts that prepare the market research and analysis that is offered to the client and developed using an iterative process to achieve a final study. Typical projects include providing market/viability research. The team can look at how drones can be applied to critical infrastructures safety, including: type of market existing, Barriers, Forecast demand and competitors, SWOT and competitive advantages, Price Analysis, product design recommendations (marketing orientation).

Research is typically for many different regions or localities, for example EU countries including Spain, UK, Nordic, Germany, and France. Typical projects profile the United States and areas of Asia. It is common to three representative countries from South America, Brazil, Argentina, Chile, and Mexico. Representative countries from Asia APAC typically include Japan, China, India, and Australia.

Critical infrastructure safety, including: type of market existing, barriers to entry and to faithful execution of product provision, forecast of demand, market share, SWOT, competitive advantage of major competitors, identification of new technologies and new companies, price performance analysis, product design recommendations, and marketing considerations are typical topics covered.