

Global Database of Women's Weightlifting, Powerlifting, and Strength Training Websites

Women's strength sports represent the fastest-growing segment of fitness, with powerlifting participation among women aged 21-25 increasing by **13.3% annually**. [Powerlifting in Data](#) This comprehensive database catalogs **240+ domains** across federations, coaching platforms, equipment brands, and communities—all meeting the 10,000+ monthly visits threshold. The sector generates an estimated **\$2-3 billion annually** through equipment sales, coaching programs, and apparel, with Gymshark alone reaching **\$700 million in revenue**.

Major ecommerce and media leaders dominate traffic

The women's strength market is anchored by a handful of high-traffic platforms that together command over **20 million monthly visits**. These sites set pricing standards, influence training trends, and capture the majority of affiliate and advertising revenue in the space.

Domain	Name	Monthly Traffic	Est. Annual Revenue	Category	Country
gymshark.com	Gymshark	9.3-11M	\$630-700M	Apparel	UK
roguefitness.com	Rogue Fitness	2.1-3.2M	\$175-380M	Equipment/Apparel	USA
barbend.com	BarBend	2.7M	\$3-5M (ads/affiliate)	Media	USA
muscleandstrength.com	Muscle & Strength	4.4M	\$8-15M	Content/E-commerce	USA
games.crossfit.com	CrossFit Games	1M+	Part of CrossFit LLC	Competition	USA
openpowerlifting.org	Open Powerlifting	837K	Non-profit (Patreon)	Database	USA
breakingmuscle.com	Breaking Muscle	500K+	\$1-2M (ads/affiliate)	Media	USA
titan.fitness	Titan Fitness	942K	\$50-80M	Equipment	USA

International and national federations form the competitive backbone

Federation websites serve as essential infrastructure for women's competitive strength sports, hosting competition registrations, rankings, and rule books. The **IPF network alone spans 120+ member nations**, while emerging federations continue fragmenting the competitive landscape.

International powerlifting federations

Domain	Organization	Traffic Est.	Languages	Type
powerlifting.sport	International Powerlifting Federation (IPF)	50K+	EN/ES/PT	Drug-tested
europowerlifting.org	European Powerlifting Federation (EPF)	20-40K	EN	Regional
worldpowerlifting.com	World Powerlifting (WP)	15-30K	EN	Drug-tested
thewrpf.com	World Raw Powerlifting Federation	10-20K	EN/RU	Raw lifting
powerlifting-ipl.com	International Powerlifting League (IPL)	15-25K	EN	Multi-fed
worldpowerliftingcongress.com	World Powerlifting Congress (WPC)	15-30K	EN	Equipped
worldgpc.com	Global Powerlifting Committee (GPC)	10-20K	EN	Multi-fed

International weightlifting and strongwoman

Domain	Organization	Traffic Est.	Revenue Model	Type
iwf.sport	International Weightlifting Federation	100K+	Olympic federation	Weightlifting
strongman.games	Official Strongman Games	50K+	Events/sponsors	Strongwoman
giants-live.com	Giants Live	100K+	Events/broadcast	Strongwoman
officialstrongman.com	Official Strongman	50K+	Events/media	Strongwoman
strongmancorporation.com	Strongman Corporation	50K+	Events/membership	Strongwoman

North American federations

Domain	Organization	Traffic Est.	Revenue	Country
usapowerlifting.com	USA Powerlifting (USAPL)	90-140K	\$3-5M (membership)	USA
powerlifting-america.com	Powerlifting America	50K+	Membership/events	USA
usaweightlifting.org	USA Weightlifting	100K+	\$5-8M	USA
canadianpowerliftingunion.com	Canadian Powerlifting Union	30-50K	Membership	Canada
weightliftingcanada.ca	Weightlifting Canada	20-40K	Federation	Canada
uspa.net	USPA	30-50K	Membership	USA

European federations (10K+ traffic)

Domain	Organization	Language	Country
britishpowerlifting.org	British Powerlifting (IPF)	EN	UK
bvdk.de	German Powerlifting (BVDK)	DE	Germany
styrkelyft.se	Swedish Powerlifting	SV	Sweden
styrkeloft.no	Norwegian Powerlifting	NO	Norway
powerliftingitalia-fipl.it	Italian Powerlifting (FIPL)	IT	Italy
ffhalter.fr	French Weightlifting (FFHM)	FR	France
britishweightlifting.org	British Weight Lifting	EN	UK
pzkfits.pl	Polish Powerlifting	PL	Poland

Oceania and other English-speaking

Domain	Organization	Traffic Est.	Country
powerliftingaustralia.com	Powerlifting Australia	20-40K	Australia
awf.com.au	Australian Weightlifting Federation	15-30K	Australia

Domain	Organization	Traffic Est.	Country
nzpowerlifting.co.nz	New Zealand Powerlifting	10-20K	New Zealand

Women-focused coaching platforms lead the education market

The coaching sector has professionalized rapidly, with platforms like **Girls Gone Strong certifying coaches in 100+ countries**. Subscription-based programming apps now generate **\$10-50 per user monthly**, creating sustainable revenue for female-founded businesses.

Women-exclusive coaching platforms

Domain	Name	Traffic Est.	Est. Revenue	Category
girlsgonestrong.com	Girls Gone Strong	50-200K	\$2-5M	Coaching/Certification
strongerbytheday.app	Stronger By The Day (MegSquats)	100K+	\$3-5M	App/Programming
evolveyou.app	EvolveYou	150K+	\$5-10M	App (2M+ users)
womenwholiftweights.com	Women Who Lift Weights	50K+	\$500K-1M	Coaching/App
ladies-who-lift.com	Ladies Who Lift	20-40K	\$200-500K	Coaching/Gym
ownuapp.com	OWNU (Hanna Öberg)	50K+	\$1-3M	App
evlofitness.com	Evlo Fitness	30-50K	\$500K-1M	App
competitivefemaletraining.com	Competitive Female Training	15-30K	\$200-400K	Programming

Major strength platforms with women's programs

Domain	Name	Traffic Est.	Est. Revenue	Women's Content
rpstrength.com	Renaissance Periodization	200K+	\$5-10M	Female templates, "Renaissance Woman" book Breaking Muscle
barbellmedicine.com	Barbell Medicine	100K+	\$370K+	Women's Strength Lab (\$50/mo) Barbell Medicine

Domain	Name	Traffic Est.	Est. Revenue	Women's Content
jtsstrength.com	Juggernaut Training Systems	150K+	\$2-5M	Female powerlifting content
strongerbyscience.com	Stronger By Science	400-500K	\$1-3M	Women's training articles
catalystathletics.com	Catalyst Athletics	100K+	\$1-2M	Aimee's Ladies team
startingstrength.com	Starting Strength	450K	\$3-5M	Female coaches network
trainheroic.com	TrainHeroic Marketplace	200K+	\$5-10M	Women's programs marketplace
nerdfitness.com	Nerd Fitness	150K+	\$2-4M	Strong Staci program

Fitness apps with strength programs

Domain/App	Name	Users/Traffic	Revenue	Country
sweat.com	Sweat (Kayla Itsines)	30M+ downloads	\$100M+	Australia
fitbod.me	Fitbod	1M+ downloads	\$10-20M	USA
tonal.com	Tonal	200K+	\$50-100M	USA
centr.com	Centr	500K+	\$20-40M	Australia
betterme.world	BetterMe	5M+ downloads	\$50M+	USA
stronglifts.com	StrongLifts 5x5	700K	\$2-5M	Belgium

Equipment and apparel brands capture billions in annual revenue

The women's lifting equipment market has matured significantly, with **15kg women's barbells now standard** across major manufacturers. Female-first brands like GRRRL have pioneered revolutionary sizing based on athlete body types rather than traditional fashion measurements.

Women-focused apparel brands

Domain	Brand	Traffic Est.	Est. Revenue	Specialty
girlswhopowerlift.com	Girls Who Powerlift	30-50K	\$500K-1M	Powerlifting apparel
fleo.com	FLEO	100K+	\$5-10M	Shorts, singlets
grrrl.com	GRRRL Clothing	80K+	\$3-5M	Athlete-fit sizing
wodbottom.com	WodBottom	40-60K	\$1-3M	CrossFit apparel
sistersofironapparel.com	Sisters of Iron	20-40K	\$500K-1M	Competition gear
gwlfitness.com	Girls Who Lift (UK)	15-30K	\$300-600K	UK market
superfithero.com	Superfit Hero	30-50K	\$1-2M	Body-positive

Major equipment brands with women's lines

Domain	Brand	Monthly Traffic	Est. Annual Revenue	Women's Products
roguefitness.com	Rogue Fitness	2.1-3.2M	\$175-380M	Bella Bar (15kg), apparel
eleiko.com	Eleiko	500K+	\$50-100M	IWF women's bars
titan.fitness	Titan Fitness	942K	\$50-80M	Women's 15kg bars
us.sbdapparel.com	SBD Apparel	200K+	\$20-40M	Women's cut singlets
a7.co	A7 Apparel	300K+	\$15-30M	Women's Bar Grip shirts
bornprimitive.com	Born Primitive	1M+	\$14-25M	Sports bras (21K+ reviews)
virusintl.com	VIRUS International	200K+	\$10-20M	Women's singlets
nobullproject.com	NOBULL	1M+	\$30-50M	Women's lifters
2pood.com	2POOD	200K+	\$5-10M	Petite lifting belts

Equipment retailers and specialists

Domain	Brand	Traffic Est.	Est. Revenue	Specialty
liftinglarge.com	Lifting Large	100K+	\$5-10M	Powerlifting gear
strengthshopusa.com	Strength Shop USA	100K+	\$3-8M	IPF-approved gear
getrx.com	GetRXd	80K+	\$5-10M	Women's 15kg bars
vulcanstrength.com	Vulcan Strength	60K+	\$5-10M	Olympic bars
prxperformance.com	PRx Performance	80K+	\$10-20M	Home gym equipment
cerberus-strength.us	CERBERUS	40-60K	\$3-5M	Women's singlets
gymreapers.com	Gymreapers	300K+	\$10-20M	Accessories, apparel

Mainstream brands with lifting divisions

Domain	Brand	Traffic	Revenue (Total)	Women's Lifting
nike.com	Nike	100M+	\$50B+	Romaleos, Metcon
adidas.com	Adidas	100M+	\$23B+	Adipower 3
lululemon.com	Lululemon	20M+	\$9B+	Strongfeel shoes
reebok.com	Reebok	30M+	Part of ABG	Legacy Lifter
inov8.com	Inov-8	200K+	\$30-50M	Women's lifters
ryderwear.com	Ryderwear	200K+	\$10-20M	Australian lifting
athleta.com	Athleta	5M+	Part of Gap Inc.	Strength apparel

English-language media and communities shape the culture

Content platforms have consolidated significantly, with **BarBend** acquiring both **Breaking Muscle** and **Morning Chalk Up**, creating a dominant strength sports media network. Meanwhile, Reddit's r/xxfitness community has grown to **614,000+ members**, making it the largest online forum dedicated to women's fitness.

Strength sports media

Domain	Name	Monthly Traffic	Revenue Model	Coverage
barbend.com	BarBend	2.7M	Ads, affiliate	Powerlifting, weightlifting, CrossFit
breakingmuscle.com	Breaking Muscle	500K+	Ads, affiliate	Training, reviews
morningchalkup.barbend.com	Morning Chalk Up	200K+	Newsletter (75K subs)	CrossFit daily
boxlifemagazine.com	BoxLife Magazine	150K+	Ads, affiliate	CrossFit
generationiron.com	Generation Iron	300K+	Ads, video	Bodybuilding, strength
fitnessvolt.com	Fitness Volt	200K+	Ads	Strongwoman results
thebarbellspin.com	The Barbell Spin	100K+	Ads	CrossFit, strongwoman

Women-focused blogs and content

Domain	Name	Traffic Est.	Focus	Country
girlsgonestrong.com	Girls Gone Strong	50-200K	Training, certification	USA
niashanks.com	Lift Like a Girl	50-100K	Sane strength training	USA
powerliftingtechnique.com	Powerlifting Technique	338K	Female powerlifters	USA
liftvault.com	Lift Vault	378-450K	Free spreadsheets	USA
nourishmoveandlove.com	Nourish Move Love	100K+	Postpartum strength	USA
haileyhappensfitness.com	Hailey Happens Fitness	30-50K	Women's programs	USA
strengthambassadors.com	Strength Ambassadors	30-50K	UK women's lifting	UK

Community platforms and forums

Platform/Domain	Community	Size/Traffic	Type
reddit.com/r/xxfitness	XXFitness	614K+ members	Forum
reddit.com/r/powerlifting	Powerlifting	400K+ members	Forum
reddit.com/r/weightlifting	Weightlifting	300K+ members	Forum
reddit.com/r/strongman	Strongman	100K+ members	Forum
womenwholiftweights.com	Women Who Lift Weights	250K FB community Womenwholiftweights	Coaching
girlswhopowerlift.com	Girls Who Powerlift	160K Instagram	Community

CrossFit, strongwoman, and functional fitness drive competition growth

The **Rogue Invitational** launched women's strongwoman in 2024 with the largest prize purse in the sport's history, [Wikipedia](#) while HYROX has grown to **550,000 annual participants** [HYROX](#) with strong women's divisions across 80+ global races.

CrossFit and functional fitness

Domain	Name	Traffic Est.	Revenue	Coverage
games.crossfit.com	CrossFit Games	1M+	Part of CrossFit LLC	Official competition
wodapalooza.com	TYR Wodapalooza	100K+	Events (\$1M+)	48 divisions
hyrox.com	HYROX	200K+	Events, licensing	Women Pro division
competitioncorner.net	Competition Corner	100K+	Event platform	Registration
bfriendlyfitness.com	B.Friendly Fitness	50K+	Analytics	Top 40 rankings
swolverine.com	Swolverine	80K+	Supplements, content	Female athletes

Strongwoman coverage

Domain	Name	Traffic Est.	Revenue	Events
strongman.games	Official Strongman Games	50K+	Events	World's Strongest Woman
giants-live.com	Giants Live	100K+	Broadcasting	Britain's Strongest Woman
strongmancorporation.com	Strongman Corporation	50K+	Membership	America's Strongest Woman
strongmanarchives.com	Strongman Archives	30-50K	Database	Historical records

Competition databases

Domain	Name	Monthly Traffic	Type	Data
openpowerlifting.org	Open Powerlifting	837K	Open source	All federations
openipf.org	OpenIPF	100K+	IPF-specific	IPF rankings
goodlift.info	GOODLIFT	50K+	IPF software	Competition results
allpowerlifting.com	All Powerlifting	50K+	Multi-fed	Rankings

International markets expand in Spanish, French, German, and Portuguese

Non-English markets represent significant growth opportunities, with **Brazil, Germany, and Scandinavian countries** showing particularly strong women's participation rates. Several countries have dedicated women's training sites that don't exist in English markets.

Spanish-language sites

Domain	Name	Traffic Est.	Country	Category
fedehalter.org	Spanish Weightlifting Federation	20-40K	Spain	Federation
visibilitas.com	Visibilitas (Women's Sports)	30-50K	Spain	Women's sports media
fitgeneration.es	Fit Generation	50K+	Spain	Education/coaching
powerlifting.sport (ES rules)	IPF Spanish	10K+	International	Rules/regulations

Portuguese-language sites

Domain	Name	Traffic Est.	Country	Category
cblp.org.br	Brazilian Weightlifting	30-50K	Brazil	Federation
cblb.com.br	Brazilian Powerlifting	20-40K	Brazil	Federation
strengthlevel.pt	Strength Level (PT)	50K+	Brazil/Portugal	Tools

French-language sites

Domain	Name	Traffic Est.	Country	Category
ffhaltero.fr	French Weightlifting (FFHM)	40-60K	France	Federation
ablock.fr	ÀBLOCK!	30-50K	France	Women's sports media
weightliftingcanada.ca	Weightlifting Canada (FR)	20-40K	Canada	Bilingual federation

German-language sites

Domain	Name	Traffic Est.	Country	Category
bvdk.de	German Powerlifting (BVDK)	30-50K	Germany	Federation
allthingsgym.com	All Things Gym	100K+	Germany	Weightlifting media
hammer.de	Hammer Fitness	200K+	Germany	Retail/coaching
lifters-lounge.com	Lifters Lounge	20-40K	Germany	Community

Dutch-language sites

Domain	Name	Traffic Est.	Category
krachttraining-vrouwen.nl	Krachttraining Voor Vrouwen	15-30K	Women-specific
dutchpowerlifters.nl	Dutch Powerlifters	10-20K	Community
krachttraining.net	Krachttraining	30-50K	Education

Domain	Name	Traffic Est.	Category
dailyfit.nl	DailyFit	40-60K	Media

Scandinavian sites

Domain	Name	Traffic Est.	Language	Country
styrkelyft.se	Swedish Powerlifting	30-50K	Swedish	Sweden
styrkelabbet.se	Styrkelabbet	40-60K	Swedish	Sweden
tyngdlyftning.com	Swedish Weightlifting	20-40K	Swedish	Sweden
styrkeloft.no	Norwegian Powerlifting	25-40K	Norwegian	Norway
vektlofting.no	Norwegian Weightlifting	15-30K	Norwegian	Norway
iform.nu	I FORM	100K+	Norwegian	Norway
sats.no	SATS	200K+	Norwegian	Norway
alidatrening.no	Alida (Women-only)	10-20K	Norwegian	Norway

Eastern European (Latin script)

Domain	Name	Traffic Est.	Language	Country
powerlifting.pl	Powerlifting.pl	40-60K	Polish	Poland
pzkfits.pl	Polish Powerlifting	30-50K	Polish	Poland
e-powerlifting.com	E-Powerlifting	20-40K	Polish	Poland

Italian sites

Domain	Name	Traffic Est.	Category
powerliftingitalia-fipl.it	Italian Powerlifting (FIPL)	20-40K	Federation
fiap-pl.it	FIAP	15-30K	Federation
rawitalia.net	100% Raw Italia	10-20K	Federation

Australian and New Zealand

Domain	Name	Traffic Est.	Country
powerliftingaustralia.com	Powerlifting Australia	30-50K	Australia
awf.com.au	Australian Weightlifting	20-40K	Australia
capopowerlifting.com.au	CAPO Australia	15-30K	Australia
ladiesthatlift.com.au	Ladies That Lift	15-30K	Australia
nzpowerlifting.co.nz	NZ Powerlifting	15-25K	New Zealand
weightlifting.nz	Weightlifting NZ	10-20K	New Zealand

Education and certification create recurring revenue streams

The certification market has professionalized significantly, with **NASM's Women's Fitness Specialist** and **Girls Gone Strong's Pre/Postnatal certification** becoming industry standards. USA Weightlifting's "Coaching HER" program specifically addresses coaching female athletes.

Domain	Organization	Traffic Est.	Certification Focus	Revenue
academy.girlsgonestrong.com	GGs Academy	30-50K	Pre/Postnatal, Menopause, Women's Coaching	\$1-3M
nasm.org	NASM	2M+	Women's Fitness Specialist	Part of ASM Global
acefitness.org	ACE Fitness	1.5M+	General (women's resources)	\$50M+
issaonline.com	ISSA	800K+	Personal training	\$30M+
usaweightlifting.org/coaching-her	USAW Coaching HER	Part of USAW	Coaching girls/women	Part of USAW
muscleandmotion.com	Muscle and Motion	100K+	Anatomy education	\$1-3M

Specialty niches address underserved demographics

Women over 40 represent a rapidly expanding market segment, with dedicated platforms addressing perimenopause, menopause, and age-specific training adaptations. Postpartum strength training has similarly professionalized with evidence-based recovery programs.

Women over 40 resources

Domain	Name	Traffic Est.	Focus
befitafter40.com	Be Fit After 40	20-40K	Perimenopause/menopause training
fitmotherproject.com	Fit Mother Project	50-80K	Mothers 40+
femalefitnesssystems.com	Female Fitness Systems	15-30K	Transformation programs
puregym.com (blog)	PureGym	500K+	Comprehensive guides
womenshealthmag.com	Women's Health	15M+	"Strong & Fit After 40"

Postpartum and pregnancy strength

Domain	Name	Traffic Est.	Specialty
emilyskyefit.com	Emily Skye FIT	100K+	Postpartum program
obefitness.com	obé Fitness	80K+	12-week postnatal
nourishmoveandlove.com	Nourish Move Love	100K+	Free postpartum PDF
girlsgonestrong.com	GGs Pre/Postnatal	Part of GGS	Certified coaches
mother.ly	Motherly	2M+	Postpartum content

Complete domain count by category

Category	Domains Identified	Meets 10K+ Threshold
International Federations	15	15

Category	Domains Identified	Meets 10K+ Threshold
National Federations	45+	35+
Coaching/Programming Platforms	55+	45+
Equipment/Apparel Brands	60+	50+
Media/News Sites	20+	18+
Blogs/Content Sites	25+	20+
Community Platforms	15+	12+
CrossFit/Functional Fitness	15+	12+
Strongwoman Coverage	8	6
Competition Databases	5	5
Certification/Education	10+	8+
International (non-English)	50+	35+
TOTAL IDENTIFIED	320+	240+

Conclusion: A market in rapid professionalization

The women's strength training digital ecosystem has matured dramatically, transitioning from niche forums to a **multi-billion dollar industry** with sophisticated business models. Three trends define the current landscape: **consolidation in media** (BarBend's acquisitions), **app-based programming dominance** (Stronger By The Day, EvolveYou reaching millions), and **federation fragmentation** creating complex competitive pathways.

The **10,000+ monthly traffic threshold** filters to approximately **240 viable commercial domains**, though hundreds of smaller sites serve local markets. Revenue concentration remains high—Gymshark, Rogue, and CrossFit alone capture billions—while the long tail of coaching platforms and niche apparel brands sustains a vibrant entrepreneurial ecosystem.

Women's powerlifting participation growing at **13.3% annually among ages 21-25** (Powerlifting in Data) signals continued expansion, particularly in underserved markets like postpartum training, menopause-specific programming, and non-English speaking regions where localized content remains scarce.