

Wearable Fitness Trackers Market by Device Type (Smartwatches, Fitness Bands, Smart Glasses, Smart Clothing, and Others), Component (Hardware and Software), Connectivity (Bluetooth, Wi-Fi, Cellular, NFC, and Others), Operating System (Android, iOS, Windows, and Tizen), Distribution Channel (Online and Offline), and Application (Running, Cycling, Heart Rate Tracking, Stress Management, and Others): Global Opportunity Analysis and Industry Forecast, 2021–2028

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Abstracts

The global wearable fitness trackers market was valued at \$38.68 billion in 2020, and is projected to reach \$124.32 billion by 2028, registering a CAGR of 17.3% from 2021 to 2028. A wearable fitness tracker is a device, which uses sensors to track user movement, orientation, and rotation. This device gathers data and transforms it into calories, steps, sleep quality, and other activities that the user performs. Many trackers also have an 'altimeter' sensor, which measures altitude to track the number of flights of stairs climbed. These trackers can simply figure whether the user is running or not. In addition, the alarm in the tracker reminds about a variety of things such as drinking enough water, standing, walking, completing the number of steps, sleeping on the right time, and others. This device provides solutions to individuals who are involved in working toward a precise health & fitness goal.

The global wearable fitness trackers market is anticipated to witness significant growth during the forecast period. Factors, such as increasing awareness about the importance

of a healthy lifestyle and demand for health monitoring devices, drive the growth of the wearable fitness trackers market. The presence of high-end tracking systems makes it popular among users. However, data privacy risk is a major restraint to the global wearable fitness trackers industry. In addition, rise in trend of building IoT ecosystem is expected to create opportunities for the wearable fitness trackers industry.

The global wearable fitness trackers market is segmented into device type, component, connectivity, operating system, distribution channel, application, and region. By device type, the market is divided into smartwatches, fitness bands, smart glasses, smart clothing, and others. By component, the market is bifurcated into hardware and software. On the basis of connectivity, it is segregated into Bluetooth, Wi-Fi, cellular, NFC, and others. By operating system, it is fragmented into Android, iOS, Windows, and Tizen. On the basis of distribution channel, it is classified into online and offline. Depending on application, the market is separated into running, cycling, heart rate tracking, stress management, and others.

Region-wise, the wearable fitness trackers market trends are analyzed across North America (U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, and Rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa). The key players operating in the market include Apple Inc., Fossil Group, Inc., Garmin Ltd., Google LLC (Alphabet Inc.), Huawei Technologies Co., Ltd. (Huawei), NIKE, Inc., Samsung Electronics, Sensoria Inc., TomTom N.V., and Xiaomi Corporation.

KEY MARKET SEGMENTS

BY DEVICE TYPE

Smartwatches

Fitness Bands

Smart Glasses

Smart Clothing

Others

BY COMPONENT

Hardware

Software

BY CONNECTIVITY

Bluetooth

Wi-Fi

Cellular

NFC

Others

BY OPERATING SYSTEM

Android

iOS

Windows

Tizen

BY DISTRIBUTION CHANNEL

Online

Offline

BY APPLICATION

Running

Cycling

Heart Rate Tracking

Stress Management

Others

BY REGION

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY PLAYERS

Apple Inc.

Fossil Group, Inc.

Garmin Ltd.

Google LLC (Alphabet Inc.)

Huawei Technologies Co., Ltd. (Huawei)

NIKE, Inc.

Samsung Electronics

Sensoria Inc.

TomTom N.V.

Xiaomi Corporation

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