

# **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**

<https://marketpublishers.com/r/W0598226A0ABEN.html>

Date: June 2021

Pages: 400

Price: US\$ 4,935.00 (Single User License)

ID: W0598226A0ABEN

## **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

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
  - 1.4.1.Primary research
  - 1.4.2.Secondary research
  - 1.4.3.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings
  - 2.1.1.Top impacting factors
  - 2.1.2.Top investment pockets
- 2.2.CXO perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Porter's five forces analysis
- 3.3.Market dynamics
  - 3.3.1.Drivers
    - 3.3.1.1.Increase in health awareness among the consumers
    - 3.3.1.2.Growth in demand for wireless fitness & sports devices
    - 3.3.1.3.Emergence of large number of players in the market
  - 3.3.2.Restraint
    - 3.3.2.1.High initial cost of wearable fitness devices
  - 3.3.3.Opportunities
    - 3.3.3.1.Surge in investment on building connected ecosystem
- 3.4.COVID-19 impact analysis
  - 3.4.1.COVID-19 outbreak
  - 3.4.2.Impact on market size
  - 3.4.3.Parent industry impact
  - 3.4.4.Key player strategies to tackle negative impact
    - 3.4.4.1.Limiting cuts to R&D expense
    - 3.4.4.2.Focusing on next-generation products

3.4.4.3.Shifting toward agile supply chain model

3.4.5.Opportunity window

## **CHAPTER 4:WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE**

4.1.Overview

4.2.Smartwatches

4.2.1.Key market trends, growth factors, and opportunities

4.2.2.Market size and forecast, by region

4.2.3.Market analysis, by country

4.3.Fitness Bands

4.3.1.Key market trends, growth factors, and opportunities

4.3.2.Market size and forecast, by region

4.3.3.Market analysis, by country

4.4.Smart Glasses

4.4.1.Key market trends, growth factors, and opportunities

4.4.2.Market size and forecast, by region

4.4.3.Market analysis, by country

4.5.Smart Clothing

4.5.1.Key market trends, growth factors, and opportunities

4.5.2.Market size and forecast, by region

4.5.3.Market analysis, by country

4.6.Others

4.6.1.Key market trends, growth factors, and opportunities

4.6.2.Market size and forecast, by region

4.6.3.Market analysis, by country

## **CHAPTER 5:WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT**

5.1.Overview

5.2.Hardware

5.2.1.Key market trends, growth factors, and opportunities

5.2.2.Market size and forecast, by region

5.2.3.Market analysis, by country

5.3.Software

5.3.1.Key market trends, growth factors, and opportunities

5.3.2.Market size and forecast, by region

5.3.3.Market analysis, by country

## **CHAPTER 6:WEARABLE FITNESS TRACKERS MARKET, BY CONNECTIVITY**

### 6.1.Overview

### 6.2.Bluetooth

6.2.1.Key market trends, growth factors, and opportunities

6.2.2.Market size and forecast, by region

6.2.3.Market analysis, by country

### 6.3.Wi-Fi

6.3.1.Key market trends, growth factors, and opportunities

6.3.2.Market size and forecast, by region

6.3.3.Market analysis, by country

### 6.4.Cellular

6.4.1.Key market trends, growth factors, and opportunities

6.4.2.Market size and forecast, by region

6.4.3.Market analysis, by country

### 6.5.NFC

6.5.1.Key market trends, growth factors, and opportunities

6.5.2.Market size and forecast, by region

6.5.3.Market analysis, by country

### 6.6.Others

6.6.1.Key market trends, growth factors, and opportunities

6.6.2.Market size and forecast, by region

6.6.3.Market analysis, by country

## **CHAPTER 7:WEARABLE FITNESS TRACKERS MARKET, BY OPERATING SYSTEM**

### 7.1.Overview

### 7.2.Android

7.2.1.Key market trends, growth factors, and opportunities

7.2.2.Market size and forecast, by region

7.2.3.Market analysis, by country

### 7.3.iOS

7.3.1.Key market trends, growth factors, and opportunities

7.3.2.Market size and forecast, by region

7.3.3.Market analysis, by country

### 7.4.Windows

7.4.1.Key market trends, growth factors, and opportunities

7.4.2.Market size and forecast, by region



- 7.4.3. Market analysis, by country
- 7.5. Tizen
  - 7.5.1. Key market trends, growth factors, and opportunities
  - 7.5.2. Market size and forecast, by region
  - 7.5.3. Market analysis, by country

## **CHAPTER 8: WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION CHANNEL**

- 8.1. Overview
- 8.2. Online
  - 8.2.1. Key market trends, growth factors, and opportunities
  - 8.2.2. Market size and forecast, by region
  - 8.2.3. Market analysis, by country
- 8.3. Offline
  - 8.3.1. Key market trends, growth factors, and opportunities
  - 8.3.2. Market size and forecast, by region
  - 8.3.3. Market analysis, by country

## **CHAPTER 9: WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION**

- 9.1. Overview
- 9.2. Running
  - 9.2.1. Key market trends, growth factors, and opportunities
  - 9.2.2. Market size and forecast, by region
  - 9.2.3. Market analysis, by country
- 9.3. Cycling
  - 9.3.1. Key market trends, growth factors, and opportunities
  - 9.3.2. Market size and forecast, by region
  - 9.3.3. Market analysis, by country
- 9.4. Heart rate tracking
  - 9.4.1. Key market trends, growth factors, and opportunities
  - 9.4.2. Market size and forecast, by region
  - 9.4.3. Market analysis, by country
- 9.5. Stress management
  - 9.5.1. Key market trends, growth factors, and opportunities
  - 9.5.2. Market size and forecast, by region
  - 9.5.3. Market analysis, by country
- 9.6. Others

- 9.6.1.Key market trends, growth factors, and opportunities
- 9.6.2.Market size and forecast, by region
- 9.6.3.Market analysis, by country

## **CHAPTER 10:WEARABLE FITNESS TRACKERS MARKET, BY REGION**

### 10.1.Overview

### 10.2.North America

- 10.2.1.Key market trends, growth factors, and opportunities
- 10.2.2.Market size and forecast, by Device Type
- 10.2.3.Market size and forecast, by Component
- 10.2.4.Market size and forecast, by Connectivity
- 10.2.5.Market size and forecast, by Operating System
- 10.2.6.Market size and forecast, by Distribution channel
- 10.2.7.Market size and forecast, by Application
- 10.2.8.Market analysis, by country
  - 10.2.8.1.U.S.
    - 10.2.8.1.1.Market size and forecast, by Device Type
    - 10.2.8.1.2.Market size and forecast, by Component
    - 10.2.8.1.3.Market size and forecast, by Connectivity
    - 10.2.8.1.4.Market size and forecast, by Operating System
    - 10.2.8.1.5.Market size and forecast, by Distribution channel
    - 10.2.8.1.6.Market size and forecast, by Application
  - 10.2.8.2.Canada
    - 10.2.8.2.1.Market size and forecast, by Device Type
    - 10.2.8.2.2.Market size and forecast, by Component
    - 10.2.8.2.3.Market size and forecast, by Connectivity
    - 10.2.8.2.4.Market size and forecast, by Operating System
    - 10.2.8.2.5.Market size and forecast, by Distribution channel
    - 10.2.8.2.6.Market size and forecast, by Application
  - 10.2.8.3.Mexico
    - 10.2.8.3.1.Market size and forecast, by Device Type
    - 10.2.8.3.2.Market size and forecast, by Component
    - 10.2.8.3.3.Market size and forecast, by Connectivity
    - 10.2.8.3.4.Market size and forecast, by Operating System
    - 10.2.8.3.5.Market size and forecast, by Distribution channel
    - 10.2.8.3.6.Market size and forecast, by Application

### 10.3.Europe

- 10.3.1.Key market trends, growth factors, and opportunities

- 10.3.2. Market size and forecast, by Device Type
- 10.3.3. Market size and forecast, by Component
- 10.3.4. Market size and forecast, by Connectivity
- 10.3.5. Market size and forecast, by Operating System
- 10.3.6. Market size and forecast, by Distribution channel
- 10.3.7. Market size and forecast, by Application
- 10.3.8. Market analysis, by country
  - 10.3.8.1. Germany
    - 10.3.8.1.1. Market size and forecast, by Device Type
    - 10.3.8.1.2. Market size and forecast, by Component
    - 10.3.8.1.3. Market size and forecast, by Connectivity
    - 10.3.8.1.4. Market size and forecast, by Operating System
    - 10.3.8.1.5. Market size and forecast, by Distribution channel
    - 10.3.8.1.6. Market size and forecast, by Application
  - 10.3.8.2. France
    - 10.3.8.2.1. Market size and forecast, by Device Type
    - 10.3.8.2.2. Market size and forecast, by Component
    - 10.3.8.2.3. Market size and forecast, by Connectivity
    - 10.3.8.2.4. Market size and forecast, by Operating System
    - 10.3.8.2.5. Market size and forecast, by Distribution channel
    - 10.3.8.2.6. Market size and forecast, by Application
  - 10.3.8.3. UK
    - 10.3.8.3.1. Market size and forecast, by Device Type
    - 10.3.8.3.2. Market size and forecast, by Component
    - 10.3.8.3.3. Market size and forecast, by Connectivity
    - 10.3.8.3.4. Market size and forecast, by Operating System
    - 10.3.8.3.5. Market size and forecast, by Distribution channel
    - 10.3.8.3.6. Market size and forecast, by Application
  - 10.3.8.4. Italy
    - 10.3.8.4.1. Market size and forecast, by Device Type
    - 10.3.8.4.2. Market size and forecast, by Component
    - 10.3.8.4.3. Market size and forecast, by Connectivity
    - 10.3.8.4.4. Market size and forecast, by Operating System
    - 10.3.8.4.5. Market size and forecast, by Distribution channel
    - 10.3.8.4.6. Market size and forecast, by Application
  - 10.3.8.5. Rest Of Europe
    - 10.3.8.5.1. Market size and forecast, by Device Type
    - 10.3.8.5.2. Market size and forecast, by Component
    - 10.3.8.5.3. Market size and forecast, by Connectivity

- 10.3.8.5.4. Market size and forecast, by Operating System
- 10.3.8.5.5. Market size and forecast, by Distribution channel
- 10.3.8.5.6. Market size and forecast, by Application

#### 10.4. Asia-Pacific

- 10.4.1. Key market trends, growth factors, and opportunities
- 10.4.2. Market size and forecast, by Device Type
- 10.4.3. Market size and forecast, by Component
- 10.4.4. Market size and forecast, by Connectivity
- 10.4.5. Market size and forecast, by Operating System
- 10.4.6. Market size and forecast, by Distribution channel
- 10.4.7. Market size and forecast, by Application
- 10.4.8. Market analysis, by country
  - 10.4.8.1. China
    - 10.4.8.1.1. Market size and forecast, by Device Type
    - 10.4.8.1.2. Market size and forecast, by Component
    - 10.4.8.1.3. Market size and forecast, by Connectivity
    - 10.4.8.1.4. Market size and forecast, by Operating System
    - 10.4.8.1.5. Market size and forecast, by Distribution channel
    - 10.4.8.1.6. Market size and forecast, by Application
  - 10.4.8.2. Japan
    - 10.4.8.2.1. Market size and forecast, by Device Type
    - 10.4.8.2.2. Market size and forecast, by Component
    - 10.4.8.2.3. Market size and forecast, by Connectivity
    - 10.4.8.2.4. Market size and forecast, by Operating System
    - 10.4.8.2.5. Market size and forecast, by Distribution channel
    - 10.4.8.2.6. Market size and forecast, by Application
  - 10.4.8.3. India
    - 10.4.8.3.1. Market size and forecast, by Device Type
    - 10.4.8.3.2. Market size and forecast, by Component
    - 10.4.8.3.3. Market size and forecast, by Connectivity
    - 10.4.8.3.4. Market size and forecast, by Operating System
    - 10.4.8.3.5. Market size and forecast, by Distribution channel
    - 10.4.8.3.6. Market size and forecast, by Application
  - 10.4.8.4. South Korea
    - 10.4.8.4.1. Market size and forecast, by Device Type
    - 10.4.8.4.2. Market size and forecast, by Component
    - 10.4.8.4.3. Market size and forecast, by Connectivity
    - 10.4.8.4.4. Market size and forecast, by Operating System
    - 10.4.8.4.5. Market size and forecast, by Distribution channel

- 10.4.8.4.6. Market size and forecast, by Application
- 10.4.8.5. Rest of Asia-Pacific
  - 10.4.8.5.1. Market size and forecast, by Device Type
  - 10.4.8.5.2. Market size and forecast, by Component
  - 10.4.8.5.3. Market size and forecast, by Connectivity
  - 10.4.8.5.4. Market size and forecast, by Operating System
  - 10.4.8.5.5. Market size and forecast, by Distribution channel
  - 10.4.8.5.6. Market size and forecast, by Application
- 10.5. LAMEA
  - 10.5.1. Key market trends, growth factors, and opportunities
  - 10.5.2. Market size and forecast, by Device Type
  - 10.5.3. Market size and forecast, by Component
  - 10.5.4. Market size and forecast, by Connectivity
  - 10.5.5. Market size and forecast, by Operating System
  - 10.5.6. Market size and forecast, by Distribution channel
  - 10.5.7. Market size and forecast, by Application
  - 10.5.8. Market analysis, by country
    - 10.5.8.1. Latin America
      - 10.5.8.1.1. Market size and forecast, by Device Type
      - 10.5.8.1.2. Market size and forecast, by Component
      - 10.5.8.1.3. Market size and forecast, by Connectivity
      - 10.5.8.1.4. Market size and forecast, by Operating System
      - 10.5.8.1.5. Market size and forecast, by Distribution channel
      - 10.5.8.1.6. Market size and forecast, by Application
    - 10.5.8.2. Middle East
      - 10.5.8.2.1. Market size and forecast, by Device Type
      - 10.5.8.2.2. Market size and forecast, by Component
      - 10.5.8.2.3. Market size and forecast, by Connectivity
      - 10.5.8.2.4. Market size and forecast, by Operating System
      - 10.5.8.2.5. Market size and forecast, by Distribution channel
      - 10.5.8.2.6. Market size and forecast, by Application
    - 10.5.8.3. AFRICA
      - 10.5.8.3.1. Market size and forecast, by Device Type
      - 10.5.8.3.2. Market size and forecast, by Component
      - 10.5.8.3.3. Market size and forecast, by Connectivity
      - 10.5.8.3.4. Market size and forecast, by Operating System
      - 10.5.8.3.5. Market size and forecast, by Distribution channel
      - 10.5.8.3.6. Market size and forecast, by Application

## **CHAPTER 11:COMPETITIVE LANDSCAPE**

- 11.1.Introduction
  - 11.1.1.Market Player Positioning, 2020
- 11.2.Product Mapping of Top 10 Player
- 11.3.Competitive Dashboard
- 11.4.Competitive Heatmap
- 11.5.Key Developments
  - 11.5.1.New Product Launches
  - 11.5.2.Product Expansion
  - 11.5.3.Acquisition
  - 11.5.4.Agreement
  - 11.5.5.Collaboration

## **CHAPTER 12:COMPANY PROFILES**

- 12.1.Apple Inc.
  - 12.1.1.Company overview
  - 12.1.2.Key executives
  - 12.1.3.Company snapshot
  - 12.1.4.Operating business segments
  - 12.1.5.Product portfolio
  - 12.1.6.R&D expenditure
  - 12.1.7.Business performance
  - 12.1.8.Key strategic moves and developments
- 12.2.Fossil Group, Inc.
  - 12.2.1.Company overview
  - 12.2.2.Key executives
  - 12.2.3.Company snapshot
  - 12.2.4.Operating business segments
  - 12.2.5.Product portfolio
  - 12.2.6.R&D expenditure
  - 12.2.7.Business performance
  - 12.2.8.Key strategic moves and developments
- 12.3.Garmin Ltd.
  - 12.3.1.Company overview
  - 12.3.2.Key executives
  - 12.3.3.Company snapshot
  - 12.3.4.Operating business segments

- 12.3.5.Product portfolio
- 12.3.6.R&D expenditure
- 12.3.7.Business performance
- 12.3.8.Key strategic moves and developments
- 12.4.Google LLC (Alphabet Inc.)
  - 12.4.1.Company overview
  - 12.4.2.Key executives
  - 12.4.3.Company snapshot
  - 12.4.4.Operating business segments
  - 12.4.5.Product portfolio
  - 12.4.6.R&D expenditure
  - 12.4.7.Business performance
  - 12.4.8.Key strategic moves and developments
- 12.5.Huawei Technologies Co., Ltd. (Huawei)
  - 12.5.1.Company overview
  - 12.5.2.Key executives
  - 12.5.3.Company snapshot
  - 12.5.4.Operating business segments
  - 12.5.5.Product portfolio
  - 12.5.6.R&D Expenditure
  - 12.5.7.Business performance
  - 12.5.8.Key strategic moves and developments
- 12.6.NIKE, Inc.
  - 12.6.1.Company overview
  - 12.6.2.Key executives
  - 12.6.3.Company snapshot
  - 12.6.4.Operating business segments
  - 12.6.5.Product portfolio
  - 12.6.6.Business performance
  - 12.6.7.Key strategic moves and developments
- 12.7.Samsung Electronics
  - 12.7.1.Company overview
  - 12.7.2.Key executives
  - 12.7.3.Company snapshot
  - 12.7.4.Operating business segments
  - 12.7.5.Product portfolio
  - 12.7.6.R&D expenditure
  - 12.7.7.Business performance
  - 12.7.8.Key strategic moves and developments



## 12.8.Sensoria Inc.

12.8.1.Company overview

12.8.2.Key executives

12.8.3.Company snapshot

12.8.4.Operating business segments

12.8.5.Product portfolio

12.8.6.Key strategic moves and developments

## 12.9.TomTom N.V.

12.9.1.Company overview

12.9.2.Key executives

12.9.3.Company snapshot

12.9.4.Operating business segments

12.9.5.Product portfolio

12.9.6.R&D expenditure

12.9.7.Business performance

## 12.10.Xiaomi Corporation

12.10.1.Company overview

12.10.2.Key executives

12.10.3.Company snapshot

12.10.4.Operating business segments

12.10.5.Product portfolio

12.10.6.R&D expenditure

12.10.7.Business performance

12.10.8.Key strategic moves and developments



## List Of Tables

### LIST OF TABLES

TABLE 01.GLOBAL WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE, 2020-2028 (\$BILLION)

TABLE 02.WEARABLE FITNESS TRACKERS MARKET FOR SMARTWATCHES DEVICE TYPES, BY REGION, 2020–2028 (\$BILLION)

TABLE 03.WEARABLE FITNESS TRACKERS MARKET FOR FITNESS BANDS DEVICE TYPES, BY REGION, 2020–2028 (\$BILLION)

TABLE 04.WEARABLE FITNESS TRACKERS MARKET FOR SMART GLASSES DEVICE TYPES, BY REGION, 2020–2028 (\$BILLION)

TABLE 05.WEARABLE FITNESS TRACKERS MARKET FOR SMART CLOTHING DEVICE TYPES, BY REGION, 2020–2028 (\$BILLION)

TABLE 06.WEARABLE FITNESS TRACKERS MARKET FOR OTHERS DEVICE TYPES, BY REGION, 2020–2028 (\$BILLION)

TABLE 07.GLOBAL WEARABLE FITNESS TRACKERS MARKET REVENUE, BY COMPONENT, 2020-2028 (\$BILLION)

TABLE 08.WEARABLE FITNESS TRACKERS MARKET FOR HARDWARE, BY REGION 2020–2028 (\$BILLION)

TABLE 09.WEARABLE FITNESS TRACKERS MARKET FOR SOFTWARE, BY REGION 2020–2028(\$BILLION)

TABLE 10.GLOBAL WEARABLE FITNESS TRACKERS MARKET, BY CONNECTIVITY, 2020-2028 (\$BILLION)

TABLE 11.WEARABLE FITNESS TRACKERS MARKET FOR BLUETOOTH, BY REGION, 2020–2028 (\$BILLION)

TABLE 12.WEARABLE FITNESS TRACKERS MARKET FOR WI-FI, BY REGION 2020–2028(\$BILLION)

TABLE 13.WEARABLE FITNESS TRACKERS MARKET FOR CELLULAR, BY REGION, 2020–2028 (\$BILLION)

TABLE 14.WEARABLE FITNESS TRACKERS MARKET FOR NFC, BY REGION, 2020–2028 (\$BILLION)

TABLE 15.WEARABLE FITNESS TRACKERS MARKET FOR OTHERS, BY REGION, 2020–2028 (\$BILLION)

TABLE 16.GLOBAL WEARABLE FITNESS TRACKERS MARKET REVENUE, BY OPERATING SYSTEM, 2020-2028 (\$BILLION)

TABLE 17.WEARABLE FITNESS TRACKERS MARKET FOR ANDROID, BY REGION 2020–2028 (\$BILLION)

TABLE 18.WEARABLE FITNESS TRACKERS MARKET FOR IOS, BY REGION

2020–2028(\$BILLION)

TABLE 19.WEARABLE FITNESS TRACKERS MARKET FOR WINDOWS, BY REGION

2020–2028(\$BILLION)

TABLE 20.WEARABLE FITNESS TRACKERS MARKET FOR TIZEN, BY REGION

2020–2028(\$BILLION)

TABLE 21.GLOBAL WEARABLE FITNESS TRACKERS MARKET REVENUE, BY  
DISTRIBUTION CHANNEL, 2020-2028 (\$BILLION)

TABLE 22.WEARABLE FITNESS TRACKERS MARKET FOR ONLINE, BY REGION  
2020–2028 (\$BILLION)

TABLE 23.WEARABLE FITNESS TRACKERS MARKET FOR OFFLINE, BY REGION  
2020–2028(\$BILLION)

TABLE 24.GLOBAL WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION,  
2020-2028 (\$BILLION)

TABLE 25.WEARABLE FITNESS TRACKERS MARKET FOR RUNNING, BY REGION  
2020–2028(\$BILLION)

TABLE 26.WEARABLE FITNESS TRACKERS MARKET FOR CYCLING, BY REGION  
2020–2028(\$BILLION)

TABLE 27.WEARABLE FITNESS TRACKERS MARKET FOR HEART RATE  
TRACKING, BY REGION 2020–2028 (\$BILLION)

TABLE 28.WEARABLE FITNESS TRACKERS MARKET FOR STRESS  
MANAGEMENT, BY REGION 2020–2028(\$BILLION)

TABLE 29.WEARABLE FITNESS TRACKERS MARKET FOR OTHERS, BY REGION  
2020–2028(\$BILLION)

TABLE 30.NORTH AMERICA WEARABLE FITNESS TRACKERS MARKET, BY  
DEVICE TYPE 2020-2028(\$BILLION)

TABLE 31.NORTH AMERICA WEARABLE FITNESS TRACKERS MARKET, BY  
COMPONENT 2020–2028(\$BILLION)

TABLE 32.NORTH AMERICA WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY 2020-2028(\$BILLION)

TABLE 33.NORTH AMERICA WEARABLE FITNESS TRACKERS MARKET, BY  
OPERATING SYSTEM 2020-2028(\$BILLION)

TABLE 34.NORTH AMERICA WEARABLE FITNESS TRACKERS MARKET, BY  
DISTRIBUTION CHANNEL 2020-2028(\$BILLION)

TABLE 35.NORTH AMERICA WEARABLE FITNESS TRACKERS MARKET, BY  
APPLICATION 2020–2028(\$BILLION)

TABLE 36.U.S. WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE  
2020-2028(\$BILLION)

TABLE 37.U.S. WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT  
2020–2028(\$BILLION)

TABLE 38.U.S. WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 39.U.S. WEARABLE FITNESS TRACKERS MARKET, BY OPERATING  
SYSTEM 2020–2028(\$BILLION)

TABLE 40.U.S. WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION  
CHANNEL 2020–2028(\$BILLION)

TABLE 41.U.S. WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION  
2020–2028(\$BILLION)

TABLE 42.CANADA WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE  
2020-2028(\$BILLION)

TABLE 43.CANADA WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT  
2020–2028(\$BILLION)

TABLE 44.CANADA WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 45.CANADA WEARABLE FITNESS TRACKERS MARKET, BY OPERATING  
SYSTEM 2020–2028(\$BILLION)

TABLE 46.CANADA WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION  
CHANNEL 2020–2028(\$BILLION)

TABLE 47.CANADA WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION  
2020–2028(\$BILLION)

TABLE 48.MEXICO WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE  
2020-2028(\$BILLION)

TABLE 49.MEXICO WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT  
2020–2028(\$BILLION)

TABLE 50.MEXICO WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 51.MEXICO WEARABLE FITNESS TRACKERS MARKET, BY OPERATING  
SYSTEM 2020–2028(\$BILLION)

TABLE 52.MEXICO WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION  
CHANNEL 2020–2028(\$BILLION)

TABLE 53.MEXICO WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION  
2020–2028(\$BILLION)

TABLE 54.EUROPE WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE  
2020-2028(\$BILLION)

TABLE 55.EUROPE WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT  
2020–2028(\$BILLION)

TABLE 56.EUROPE WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY 2020-2028(\$BILLION)

TABLE 57.EUROPE WEARABLE FITNESS TRACKERS MARKET, BY OPERATING

SYSTEM 2020-2028(\$BILLION)

TABLE 58.EUROPE WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION CHANNEL 2020-2028(\$BILLION)

TABLE 59.EUROPE WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION 2020–2028(\$BILLION)

TABLE 60.GERMANY WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE 2020-2028(\$BILLION)

TABLE 61.GERMANY WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT 2020–2028(\$BILLION)

TABLE 62.GERMANY WEARABLE FITNESS TRACKERS MARKET, BY CONNECTIVITY2020–2028(\$BILLION)

TABLE 63.GERMANY WEARABLE FITNESS TRACKERS MARKET, BY OPERATING SYSTEM 2020–2028(\$BILLION)

TABLE 64.GERMANY WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION CHANNEL 2020–2028(\$BILLION)

TABLE 65.GERMANY WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION 2020–2028(\$BILLION)

TABLE 66.FRANCE WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE 2020-2028(\$BILLION)

TABLE 67.FRANCE WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT 2020–2028(\$BILLION)

TABLE 68.FRANCE WEARABLE FITNESS TRACKERS MARKET, BY CONNECTIVITY2020–2028(\$BILLION)

TABLE 69.FRANCE WEARABLE FITNESS TRACKERS MARKET, BY OPERATING SYSTEM 2020–2028(\$BILLION)

TABLE 70.FRANCE WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION CHANNEL 2020–2028(\$BILLION)

TABLE 71.FRANCE WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION 2020–2028(\$BILLION)

TABLE 72.UK WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE 2020-2028(\$BILLION)

TABLE 73.UK WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT 2020–2028(\$BILLION)

TABLE 74.UK WEARABLE FITNESS TRACKERS MARKET, BY CONNECTIVITY2020–2028(\$BILLION)

TABLE 75.UK WEARABLE FITNESS TRACKERS MARKET, BY OPERATING SYSTEM 2020–2028(\$BILLION)

TABLE 76.UK WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION CHANNEL 2020–2028(\$BILLION)

TABLE 77.UK WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION  
2020–2028(\$BILLION)

TABLE 78.ITALY WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE  
2020-2028(\$BILLION)

TABLE 79.ITALY WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT  
2020–2028(\$BILLION)

TABLE 80.ITALY WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 81.ITALY WEARABLE FITNESS TRACKERS MARKET, BY OPERATING  
SYSTEM 2020–2028(\$BILLION)

TABLE 82.ITALY WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION  
CHANNEL 2020–2028(\$BILLION)

TABLE 83.ITALY WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION  
2020–2028(\$BILLION)

TABLE 84.REST OF EUROPE WEARABLE FITNESS TRACKERS MARKET, BY  
DEVICE TYPE 2020-2028(\$BILLION)

TABLE 85.REST OF EUROPE WEARABLE FITNESS TRACKERS MARKET, BY  
COMPONENT 2020–2028(\$BILLION)

TABLE 86.REST OF EUROPE WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 87.REST OF EUROPE WEARABLE FITNESS TRACKERS MARKET, BY  
OPERATING SYSTEM 2020–2028(\$BILLION)

TABLE 88.REST OF EUROPE WEARABLE FITNESS TRACKERS MARKET, BY  
DISTRIBUTION CHANNEL 2020–2028(\$BILLION)

TABLE 89.REST OF EUROPE WEARABLE FITNESS TRACKERS MARKET, BY  
APPLICATION 2020–2028(\$BILLION)

TABLE 90.ASIA-PACIFIC WEARABLE FITNESS TRACKERS MARKET, BY DEVICE  
TYPE 2020-2028(\$BILLION)

TABLE 91.ASIA-PACIFIC WEARABLE FITNESS TRACKERS MARKET, BY  
COMPONENT 2020–2028(\$BILLION)

TABLE 92.ASIA-PACIFIC WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY 2020-2028(\$BILLION)

TABLE 93.ASIA-PACIFIC WEARABLE FITNESS TRACKERS MARKET, BY  
OPERATING SYSTEM 2020-2028(\$BILLION)

TABLE 94.ASIA-PACIFIC WEARABLE FITNESS TRACKERS MARKET, BY  
DISTRIBUTION CHANNEL 2020-2028(\$BILLION)

TABLE 95.ASIA-PACIFIC WEARABLE FITNESS TRACKERS MARKET, BY  
APPLICATION 2020–2028(\$BILLION)

TABLE 96.CHINA WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE

2020-2028(\$BILLION)

TABLE 97.CHINA WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT  
2020–2028(\$BILLION)

TABLE 98.CHINA WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 99.CHINA WEARABLE FITNESS TRACKERS MARKET, BY OPERATING  
SYSTEM 2020–2028(\$BILLION)

TABLE 100.CHINA WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION  
CHANNEL 2020–2028(\$BILLION)

TABLE 101.CHINA WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION  
2020–2028(\$BILLION)

TABLE 102.JAPAN WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE  
2020-2028(\$BILLION)

TABLE 103.JAPAN WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT  
2020–2028(\$BILLION)

TABLE 104.JAPAN WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 105.JAPAN WEARABLE FITNESS TRACKERS MARKET, BY OPERATING  
SYSTEM 2020–2028(\$BILLION)

TABLE 106.JAPAN WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION  
CHANNEL 2020–2028(\$BILLION)

TABLE 107.JAPAN WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION  
2020–2028(\$BILLION)

TABLE 108.INDIA WEARABLE FITNESS TRACKERS MARKET, BY DEVICE TYPE  
2020-2028(\$BILLION)

TABLE 109.INDIA WEARABLE FITNESS TRACKERS MARKET, BY COMPONENT  
2020–2028(\$BILLION)

TABLE 110.INDIA WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 111.INDIA WEARABLE FITNESS TRACKERS MARKET, BY OPERATING  
SYSTEM 2020–2028(\$BILLION)

TABLE 112.INDIA WEARABLE FITNESS TRACKERS MARKET, BY DISTRIBUTION  
CHANNEL 2020–2028(\$BILLION)

TABLE 113.INDIA WEARABLE FITNESS TRACKERS MARKET, BY APPLICATION  
2020–2028(\$BILLION)

TABLE 114.SOUTH KOREA WEARABLE FITNESS TRACKERS MARKET, BY  
DEVICE TYPE 2020-2028(\$BILLION)

TABLE 115.SOUTH KOREA WEARABLE FITNESS TRACKERS MARKET, BY  
COMPONENT 2020–2028(\$BILLION)



TABLE 116.SOUTH KOREA WEARABLE FITNESS TRACKERS MARKET, BY  
CONNECTIVITY2020–2028(\$BILLION)

TABLE 117.SOUTH KOREA WEARABLE FITNESS TRACKERS MARKET, BY  
OPERATING SYSTEM 2020–2028(\$BILLION)

TABLE 118.SOUTH KOREA WEARABLE FITNESS TRACKERS MARKET, BY  
DISTRIBUTION CHANNEL 2020–2028(\$BILLION)

TABLE 119.SOUTH KOREA WEARABLE FITNESS TRACKERS MARKET, BY  
APPLICATION 2020–2028(\$BILLION)

TABLE 120.REST OF ASIA-PACIFIC WEARABLE FITNESS TRACKERS MARKET,

## I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/W0598226A0ABEN.html>

Price: US\$ 4,935.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W0598226A0ABEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms



& Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970