

# **Global Fitness Tracker Market Size Study & Forecast, by Type (Smart Watches, Smart Bands, Smart Clothing, Others), by Distribution channel (Online, Offline), by Application (Heart Rate Tracking, Sleep Monitoring, Glucose Monitoring, Sports, Running Tracking, Cycling Tracking, Others), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Fitness Tracker Market is valued at approximately USD 44.8 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 17.6% over the forecast period 2023-2030. A fitness tracker, also known as an activity tracker or fitness band, is a wearable device designed to monitor and track various health and fitness metrics of the wearer. These devices are typically worn on the wrist and come with sensors that can measure and record data related to physical activity, exercise, sleep patterns, and other health-related information. The primary purpose of fitness trackers is to help individuals stay informed about their daily activities, motivate them to maintain an active lifestyle and support their fitness goals. The increasing focus on health and fitness, the rising prevalence of chronic diseases such as obesity, diabetes and heart diseases, the expanding e-commerce sector, along with a robust presence of distributor networks, and retail partnerships of the industry players are the factors that are primarily attributing to the market growth during the estimated period.

The rising inclination toward the adoption of wearable technology is positively influencing market growth across the globe. Wearable technology, including fitness trackers, smartwatches, and other health-monitoring devices, has contributed to the increasing popularity of fitness trackers. Consumers are embracing the convenience and versatility of wearable devices that seamlessly integrate into their daily lives.

According to Statista, the number of connected wearable devices worldwide was valued at 593 million in 2018, which is projected to reach 1,105 million devices by the end of 2022. Thus, these aforementioned factors are propelling the growth of the fitness tracker market during the estimated period. Moreover, the rising advancements in sensor technology, as well as the growing penetration of the internet and smartphone sector present various lucrative opportunities over the forecast years. However, the rising safety and privacy concerns and the lack of accuracy and reliability are challenging the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Fitness Tracker Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the rise in awareness and adoption of fitness trackers and increasing focus on health and fitness. Additionally, the regional market growth is driven by an increase in health problems linked to sedentary lifestyles, the introduction of novel goods by major market participants, and the proliferation of smartphones and the internet in North America. Whereas, Asia Pacific is expected to grow at the highest CAGR over the forecast years. The widespread use of fitness trackers among working-class people as a result of population increase, consistent economic growth, and technological improvements are the key factors contributing to market growth. Fitness trackers are gaining high traction because of a surge in fitness awareness among the population. The rise in the number of fitness enthusiasts, changes in the level of life, and an increase in the number of young people are the main factors propelling the growth of the fitness trackers market in the APAC region.

Major market players included in this report are:

Garmin Ltd.

Apple Inc

Fitbit, Inc.

Huawei Technologies Co., Ltd.

Pebble Technology Corp

Samsung Electronics Co Ltd

Google LLC

Xiaomi Technology Co., Ltd.

Jawbone

Nike Inc.

#### Recent Developments in the Market:

In September 2022, Apple released Apple Watch Ultra featuring a distinctive design that ensures a comfortable fit for every excursion. A wide range of functions, such as exercises, backtracking, a fitness tracker, and other features are added to the watch.

In March 2023, Garmin Singapore unveiled the Forerunner 265 series and Forerunner 965 smartwatches with vivid AMOLED screens. The watch provides innovative features to assist athletes in pushing the envelope by organising, preparing, and monitoring their exercise regimen.

#### Global Fitness Tracker Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Distribution channel, Application, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Smart Watches

Smart Bands

Smart Clothing

Others

By Distribution channel:

Online

Offline

By Application:

Heart Rate Tracking

Sleep Monitoring

Glucose Monitoring

Sports

Running Tracking

Cycling Tracking

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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