

Global Running Watches Market Size Study, by Type (Pedometer Watches, GPS Watches, Heart Rate Watches, Multi-Sport Watches), by End User (Men, Women), by Price Point (Premium, Medium, Economy), by Distribution Channel (Online Retail, Hypermarkets and Supermarkets, Specialty Stores, Others), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G4AFEC4AF846EN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G4AFEC4AF846EN

Abstracts

Global Running Watches Market is valued at approximately USD 2.0 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 5.6% over the forecast period 2024-2032. Running watches, also known as GPS watches or sports watches, are wearable devices specifically designed to track and monitor various aspects of running and other physical activities. These watches are typically equipped with GPS technology to accurately track distance, speed, and route during outdoor runs. They play a crucial role in providing real-time data and insights that enable users to monitor their performance, set fitness goals, and optimize their training routines.

The increase in health awareness significantly drives the growth of the running watch market by instilling a greater emphasis on fitness and well-being among consumers. As individuals become more conscious of the importance of leading a healthy lifestyle, they seek tools and technologies to aid them in their fitness journey. Running watches offer a comprehensive solution by providing real-time tracking of various metrics such as distance coverage, calories burned, and heart rate, empowering users to monitor their progress and set achievable fitness goals. This heightened awareness fosters a growing demand for running watches as essential companions for both seasoned athletes and fitness beginners, thus driving market growth. However, high initial investment and limited accessibility in developing regions are the key factors that are

hampering the market growth globally during the estimated period of 2024-2032. Moreover, the integration of health awareness into various aspects of daily life prompts individuals to invest in running watches as a means of proactively managing their health. By offering features such as sleep tracking, stress monitoring, and guided workouts, running watches cater to the holistic health needs of consumers, further fueling market growth. As health consciousness continues to rise, the running watch market is poised to expand, driven by the increased demand for convenient and effective tools to support an active lifestyle.

The rise in sports participation has become a significant factor in the growth of the running watches market. As more individuals engage in various sports activities, there is a rise in demand for tools and technologies that enhance performance tracking and aid in achieving fitness goals. Running watches, equipped with features such as GPS tracking, heart rate monitoring, and performance analytics, cater to the needs of athletes and fitness enthusiasts. These devices provide valuable insights into distance covered, pace, heart rate zones, and other essential metrics, empowering users to optimize their training routines and monitor progress effectively.

Advancements in technology play a pivotal role in driving the running watches market growth by continuously enhancing the functionality and capabilities of these devices. With innovations such as GPS tracking, heart rate monitoring, and advanced analytics, running watches offer users a comprehensive suite of features to track and optimize their workouts. These technological advancements provide users with real-time data and insights into their performance, enabling them to set and achieve their fitness goals more effectively. For instance, GPS tracking allows runners to accurately measure their distance, pace, and route, while heart rate monitoring provides valuable information about their cardiovascular health and intensity levels during exercise.

The key regions considered for the global Running Watches Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Running Watches Market in terms of revenue. The market growth in the region is being attributed to factors including increasing consumers' awareness of fitness and health, as well as their rising use of wearable technologies to measure and monitor their physical activity. Also, the demand for sophisticated features like GPS tracking, heart rate monitoring, and performance analysis will continue to grow as more people in North America emphasize an active lifestyle and want to increase their level of fitness. Furthermore, the advent of wristwatch features like music playing, contactless payments, and smartphone connectivity broadens the gadgets' appeal to a larger market. Whereas, the market in Asia Pacific is anticipated to grow at the fastest

rate over the forecast period fueled by rising health and wellness concerns, increasing disposable income, and rising shift towards smartwatches.

Major market players included in this report are:

Garmin Ltd.

Apple Inc.

Fitbit Inc.

Samsung Electronics Co., Ltd.

Polar Electro Oy

Suunto Oy

Timex Group USA, Inc.

Coros Wearables Inc.

Amazfit (Zepp Health)

Huawei Technologies Co., Ltd.

TomTom International BV

Withings

CASIO Computer Co., Ltd.

Fossil Group, Inc.

Xiaomi Corporation

The detailed segments and sub-segment of the market are explained below:

By Type:

Pedometer Watches

GPS Watches

Heart Rate Watches

Multi-Sport Watches

By End User:

Men

Women

By Price Point:

Premium

Medium

Economy

By Distribution Channel:

Online Retail

Hypermarkets and Supermarkets

Specialty Stores

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

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

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