

# Global Fitness Wearable Device Market: Size, Trends & Forecasts (2016-2020)

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## Abstracts

### Scope of the Report

The report titled “Global Fitness Wearable Device Market: Size, Trends & Forecasts (2016-2020)”, provides an in-depth analysis of the global fitness wearable market by value. The report also gives an insight of the global fitness equipment market by segments, etc.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global fitness wearable device market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the global fitness wearable device market is dominated by the four big players Fitbit, Inc., Garmin Ltd., Xiaomi, Inc., and Jawbone, Inc. Further, key players of the fitness wearable device market are also profiled with their financial information and respective business strategies.

### Company Coverage

Fitbit, Inc.

Garmin Ltd.

Xiaomi, Inc.

Jawbone, Inc.

## **Executive Summary**

A fitness wearable is a device for tracking and monitoring fitness-related metrics, such as distance walked or run, calorie consumption, and in some cases heartbeat and quality of sleep. Chest straps, Smart garments, Sports watches, Wristbands, Other fitness monitor are different types of fitness wearable.

The global fitness wearable market has increased at a significant CAGR during the years 2014-2015 and projections are made that the market would rise in the next four years i.e. 2016-2020 tremendously. The fitness wearable market is expected to increase due to increased outbreak of chronic diseases such as obesity and diabetes, increased number of health fitness clubs, rising GDP per-capita increased healthcare expenditure, etc. Yet the market faces some challenges such as, inability to keep people interested, availability of substitutes, technical difficulties, unaddressed regulatory and policy issues, the cost of inactivity.

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