

# Global GPS Running Watches Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global GPS Running Watches market size is expected to reach \$ 5227 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

A GPS Running Watch is a professional wearable device integrating satellite positioning, motion sensing, heart rate monitoring and intelligent algorithms. Centered on multi-constellation positioning such as GPS and BeiDou, it captures real-time motion data including running trajectory, distance, pace and cadence. Equipped with accelerometers, gyroscopes and heart rate sensors, the device monitors motion status and physiological indicators, supporting multi-scenario training such as road running, trail running and marathons. Positioning algorithms enhance anti-occlusion and anti-drift performance to ensure accurate trajectory and distance measurement, while some models adopt AI compensation algorithms for continuous recording in weak-signal areas like tunnels. It also supports data synchronization, training planning and sports review, balancing lightweight design, long battery life and durability. By providing scientific, accurate and reliable training monitoring and data analysis, it serves as core intelligent equipment for professional running and daily fitness. In 2025, the global sales volume of GPS Running Watches will reach approximately 9.5 million units, with an average price of 390 US dollars per unit and an average industry gross margin of around 35%.

GPS Running Watches are evolving toward four major directions: more accurate positioning, more professional functions, deeper health monitoring, and lighter weight with longer battery life. The integration of multi-constellation and multi-frequency GNSS with AI positioning algorithms significantly improves trajectory stability in complex scenarios such as urban areas, canyons and tunnels. Functionally, they shift from basic data recording to AI adaptive training guidance, injury risk warning and recovery

analysis. Health monitoring continues to upgrade, integrating quasi-medical indicators such as ECG, blood oxygen and lactate threshold. Product design is moving toward extreme lightweight and high-strength materials, while low-power chips, intelligent power saving and solar charging technologies greatly extend GPS battery life. In addition, product segmentation is accelerating, with three clear product lines: professional racing, all-around outdoor and smart commuting. Ecosystem and subscription services have become core brand competitiveness.

This report studies the global GPS Running Watches production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for GPS Running Watches and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of GPS Running Watches that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global GPS Running Watches total production and demand, 2021-2032, (K Units)

Global GPS Running Watches total production value, 2021-2032, (USD Million)

Global GPS Running Watches production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global GPS Running Watches consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: GPS Running Watches domestic production, consumption, key domestic manufacturers and share

Global GPS Running Watches production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global GPS Running Watches production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global GPS Running Watches production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global GPS Running Watches market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Garmin, COROS, Suunto, Huawei, Apple, Xiaomi, Samsung, Polar, Casio, Zepp Health, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World GPS Running Watches market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

### Global GPS Running Watches Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

### Global GPS Running Watches Market, Segmentation by Type:

Entry-level GPS Running Watch

Advanced GPS Running Watch

## Elite Professional GPS Running Watch

### Global GPS Running Watches Market, Segmentation by Application:

Running

Biking

Climbing

Cardio Training

Others

### Companies Profiled:

Garmin

COROS

Suunto

Huawei

Apple

Xiaomi

Samsung

Polar

Casio

Zepp Health

OnePlus

## OPPO

### **Key Questions Answered:**

1. How big is the global GPS Running Watches market?
2. What is the demand of the global GPS Running Watches market?
3. What is the year over year growth of the global GPS Running Watches market?
4. What is the production and production value of the global GPS Running Watches market?
5. Who are the key producers in the global GPS Running Watches market?
6. What are the growth factors driving the market demand?

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