

Global Smart Sports GPS Watches Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Smart Sports GPS Watches market size was valued at US\$ 37229 million in 2025 and is forecast to a readjusted size of US\$ 89372 million by 2032 with a CAGR of 13.3% during review period.

In 2025, global Smart Sports GPS Watches production reached approximately 120 million units, with an average global market price of around US\$300 per unit.

Smart sports GPS watches are wearable devices that integrate global navigation satellite systems (GNSS) with multiple sensors such as heart rate monitors, accelerometers, and barometers for tracking fitness activities, health metrics, and outdoor navigation. Equipped with multi-system positioning (e.g., GPS, GLONASS, Galileo), these devices provide accurate location tracking while analyzing performance metrics such as pace, distance, calories burned, and physiological indicators. They connect with smartphones and cloud platforms via Bluetooth for data synchronization and advanced analytics, making them essential wearable devices that combine sports science, digital health, and smart hardware technologies.

The upstream of the smart sports GPS watch industry includes suppliers of GNSS chips, microcontrollers, sensors (optical heart rate, MEMS), display panels (AMOLED), batteries, and structural materials, with key companies such as Qualcomm, Sony, STMicroelectronics, and Samsung Display. The midstream consists of device manufacturers responsible for hardware integration and software algorithm development, including Garmin, Apple, Huawei, and Suunto. Downstream applications target consumer markets and professional users such as fitness enthusiasts, outdoor

athletes, and professional sports communities. The industry structure is characterized by component-driven upstream, system integration-focused midstream, and brand- and ecosystem-driven downstream.

The smart sports GPS watch market is transitioning from basic activity tracking devices to comprehensive health and smart wearable platforms. Functions are expanding from simple positioning and step counting to multi-dimensional health monitoring, including heart rate, blood oxygen, sleep tracking, and performance analytics, alongside smart features such as notifications, payments, and ecosystem services. Growing health awareness and the popularity of outdoor activities continue to drive demand, particularly in high-end sports and adventure segments. Key technological advancements focus on multi-system positioning, long battery life, and high-precision sensors. However, the industry faces challenges such as increasing product homogenization, pricing pressure, and competition from multifunctional smartphones. Overall, the market is expected to evolve toward premiumization, specialization, and ecosystem integration.

This report is a detailed and comprehensive analysis for global Smart Sports GPS Watches market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Smart Sports GPS Watches market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Smart Sports GPS Watches market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Smart Sports GPS Watches market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Smart Sports GPS Watches market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Smart Sports GPS Watches

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Smart Sports GPS Watches market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Suunto, Garmin, Apple, Casio, Coros, Polar, Tissot, Elliot Brown, Samsung, Honor, etc.

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

Market Segmentation

Smart Sports GPS Watches market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Solar Charging

No Solar Charging

Market segment by Screen Technology

AMOLED

MIP

Others

Market segment by Materials

Stainless Steel

Titanium Alloy

Market segment by Application

Online Sales

Offline Sales

Major players covered

Suunto

Garmin

Apple

Casio

Coros

Polar

Tissot

Elliot Brown

Samsung

Honor

Amazfit

Xiaomi

Huawei

OPPO

Vivo

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Smart Sports GPS Watches product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Smart Sports GPS Watches, with price, sales quantity, revenue, and global market share of Smart Sports GPS Watches from 2021 to 2026.

Chapter 3, the Smart Sports GPS Watches competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Smart Sports GPS Watches breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Smart Sports GPS Watches market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Smart Sports GPS Watches.

Chapter 14 and 15, to describe Smart Sports GPS Watches sales channel, distributors, customers, research findings and conclusion.

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