

Global Smart Sports GPS Watches Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Smart Sports GPS Watches market size is expected to reach \$ 89372 million by 2032, rising at a market growth of 13.3% CAGR during the forecast period (2026-2032).

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 studies the global Smart Sports GPS Watches production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Smart Sports GPS 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 Smart Sports GPS Watches that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

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

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

This report profiles key players in the global Smart Sports GPS 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 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Smart Sports GPS 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 Smart Sports GPS Watches Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Smart Sports GPS Watches Market, Segmentation by Type:

Solar Charging

No Solar Charging

Global Smart Sports GPS Watches Market, Segmentation by Screen Technology:

AMOLED

MIP

Others

Global Smart Sports GPS Watches Market, Segmentation by Materials:

Stainless Steel

Titanium Alloy

Global Smart Sports GPS Watches Market, Segmentation by Application:

Online Sales

Offline Sales

Companies Profiled:

Suunto

Garmin

Apple

Casio

Coros

Polar

Tissot

Elliot Brown

Samsung

Honor

Amazfit

Xiaomi

Huawei

OPPO

Vivo

Key Questions Answered:

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

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