

# **Fitness Tracker Market Size, Share & Trends Analysis Report By Type (Smart Watches, Smart Bands, Smart Clothing), By Application, By Wearing Type, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/FDABF8F20BC3EN.html>

Date: December 2024

Pages: 150

Price: US\$ 5,950.00 (Single User License)

ID: FDABF8F20BC3EN

## **Abstracts**

This report can be delivered to the clients within 3 Business Days

### **Fitness Tracker Market Growth & Trends**

The global fitness tracker market size is estimated to reach USD 162.8 billion by 2030, registering growth at a CAGR of 18.0% from 2025 to 2030 according to a new report by Grand View Research, Inc. The increasing prevalence of chronic diseases such as obesity, diabetes and heart diseases is one of the major drivers of the fitness tracker market. According to World Health Organization (WHO), approximately more than 1 billion people in the world are obese, and they estimate that by 2050, the number of less healthy people would increase up to 1.67 billion.

In September 2022, Fitbit Inc. launched Sense 2 and Versa 4, both are compatible with android and iOS. The advanced features include PPG algorithm and FitBit ECG app which can detect atrial fibrillation, heart rate variability, and blood glucose tracking.

The pandemic of COVID-19 has impacted the market positively. It has led to awareness with respect to health and fitness, thereby resulting in an increase in the adoption of fitness trackers. Furthermore, the market players had introduced specific tracking indications during the pandemic to capture the growing market demand and changing consumer requirements. For instance, Fitbit, Inc., in 2020, launched Sense with ECG monitor, SpO2 level monitor and stress management features for catering to the growing

demand.

## Fitness Tracker Market Report Highlights

The smartwatch segment accounted for the largest revenue share of 48.5% in 2024. Modern smartwatches have advanced sensors, including gyroscopes, accelerometers, GPS, electrocardiogram (ECG) capabilities, and heart rate monitors.

In 2024, the online distribution channel segment dominated the global market with a share of 65.1%.

In 2024, North America held the highest revenue share of 41.7% owing to the rise in awareness and adoption of fitness trackers.

Asia Pacific, on the other hand, is anticipated to have the highest rate of growth in the regional market from 2025 to 2030 as a result of the high adoption of fitness trackers in the working-class population.

The running application segment held the maximum revenue share of 22.8% in 2024. High competition and consumer preferences have led to the availability of most of these applications in the majority of fitness tracking.

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
  - 1.1.1. Segment scope
  - 1.1.2. Regional scope
  - 1.1.3. Estimates and forecast timeline
- 1.2. Research Methodology
- 1.3. Information Procurement
  - 1.3.1. Purchased database
  - 1.3.2. GVR's internal database
  - 1.3.3. Secondary sources
  - 1.3.4. Primary research
  - 1.3.5. Details of primary research
- 1.4. Information or Data Analysis
  - 1.4.1. Data analysis models
- 1.5. Market Formulation & Validation
- 1.6. Model Details
- 1.7. Research Assumptions
- 1.8. List of Secondary Sources
- 1.9. List of Primary Sources

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook
  - 2.2.1. Type outlook
  - 2.2.2. Application outlook
  - 2.2.3. Wearing Type outlook
  - 2.2.4. Distribution Channel outlook
  - 2.2.5. Regional outlook
- 2.3. Competitive Insights

### CHAPTER 3. FITNESS TRACKER MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent market outlook
  - 3.1.2. Ancillary market outlook

- 3.2. Market Dynamics
  - 3.2.1. Market driver analysis
  - 3.2.2. Market restraint analysis
- 3.3. Fitness Tracker: Market Analysis Tools
  - 3.3.1. Industry Analysis - Porter's
  - 3.3.2. PESTLE Analysis

## **CHAPTER 4. FITNESS TRACKER MARKET SEGMENT ANALYSIS, BY TYPE, 2018 - 2030 (USD MILLION)**

- 4.1. Definition and Scope
- 4.2. Type Market Share Analysis, 2024 & 2030
- 4.3. Segment Dashboard
- 4.4. Global Fitness Tracker Market, by Type, 2018 to 2030
- 4.5. Smart Watches
  - 4.5.1. Smart Watches market estimates and forecasts, 2018 to 2030 (USD Million)
- 4.6. Smart Bands
  - 4.6.1. Smart Bands market estimates and forecasts, 2018 to 2030 (USD Million)
- 4.7. Smart Clothing
  - 4.7.1. Smart Clothing market estimates and forecasts, 2018 to 2030 (USD Million)
- 4.8. Others
  - 4.8.1. Others market estimates and forecasts, 2018 to 2030 (USD Million)

## **CHAPTER 5. FITNESS TRACKER MARKET SEGMENT ANALYSIS, BY APPLICATION, 2018 - 2030 (USD MILLION)**

- 5.1. Definition and Scope
- 5.2. Application Market Share Analysis, 2024 & 2030
- 5.3. Segment Dashboard
- 5.4. Global Fitness Tracker Market, by Application, 2018 to 2030
- 5.5. Heart Rate Tracking
  - 5.5.1. Heart Rate Tracking market estimates and forecasts, 2018 to 2030 (USD million)
- 5.6. Sleep Monitoring
  - 5.6.1. Sleep Monitoring market estimates and forecasts, 2018 to 2030 (USD Million)
- 5.7. Glucose Monitoring
  - 5.7.1. Glucose Monitoring market estimates and forecasts, 2018 to 2030 (USD Million)
- 5.8. Sports
  - 5.8.1. Sports market estimates and forecasts, 2018 to 2030 (USD Million)

## 5.9. Running Tracking

5.9.1. Running Tracking market estimates and forecasts, 2018 to 2030 (USD Million)

## 5.10. Cycling Tracking

5.10.1. Cycling Tracking market estimates and forecasts, 2018 to 2030 (USD Million)

## 5.11. Others

5.11.1. Others market estimates and forecasts, 2018 to 2030 (USD Million)

# **CHAPTER 6. FITNESS TRACKER MARKET SEGMENT ANALYSIS, BY WEARING TYPE, 2018 - 2030 (USD MILLION)**

## 6.1. Definition and Scope

6.2. Wearing Type Market Share Analysis, 2024 & 2030

## 6.3. Segment Dashboard

6.4. Global Fitness Tracker Market, by Wearing Type, 2018 to 2030

## 6.5. Hand Wear

6.5.1. Hand Wear market estimates and forecasts, 2018 to 2030 (USD Million)

## 6.6. Leg Wear

6.6.1. Leg Wear market estimates and forecasts, 2018 to 2030 (USD Million)

## 6.7. Head Wear

6.7.1. Head Wear market estimates and forecasts, 2018 to 2030 (USD Million)

## 6.8. Others

6.8.1. Others market estimates and forecasts, 2018 to 2030 (USD Million)

# **CHAPTER 7. FITNESS TRACKER MARKET SEGMENT ANALYSIS, BY DISTRIBUTION CHANNEL, 2018 - 2030 (USD MILLION)**

## 7.1. Definition and Scope

7.2. Distribution Channel Market Share Analysis, 2024 & 2030

## 7.3. Segment Dashboard

7.4. Global Fitness Tracker Market, by Distribution Channel, 2018 to 2030

## 7.5. Online

7.5.1. Online market estimates and forecasts, 2018 to 2030 (USD million)

## 7.6. Offline

7.6.1. Offline market estimates and forecasts, 2018 to 2030 (USD Million)

# **CHAPTER 8. FITNESS TRACKER MARKET SEGMENT ANALYSIS, BY REGION, 2018- 2030 (USD MILLION)**

## 8.1. Regional Market Share Analysis, 2024 & 2030

## 8.2. Regional Market Dashboard

## 8.3. Regional Market Snapshot

## 8.4. Fitness Tracker Market Share by Region, 2024 & 2030:

### 8.5. North America

#### 8.5.1. North America fitness tracker market, 2018 - 2030 (USD Million)

#### 8.5.2. U.S.

##### 8.5.2.1. U.S. fitness tracker market, 2018 - 2030 (USD Million)

#### 8.5.3. Canada

##### 8.5.3.1. Canada fitness tracker market, 2018 - 2030 (USD Million)

#### 8.5.4. Mexico

##### 8.5.4.1. Mexico fitness tracker market, 2018 - 2030 (USD Million)

### 8.6. Europe

#### 8.6.1. Europe fitness tracker market, 2018 - 2030 (USD Million)

#### 8.6.2. UK

##### 8.6.2.1. UK fitness tracker market, 2018 - 2030 (USD Million)

#### 8.6.3. Germany

##### 8.6.3.1. Germany fitness tracker market, 2018 - 2030 (USD Million)

#### 8.6.4. France

##### 8.6.4.1. France fitness tracker market, 2018 - 2030 (USD Million)

#### 8.6.5. Italy

##### 8.6.5.1. Italy fitness tracker market, 2018 - 2030 (USD Million)

#### 8.6.6. Spain

##### 8.6.6.1. Spain fitness tracker market, 2018 - 2030 (USD Million)

#### 8.6.7. Norway

##### 8.6.7.1. Norway fitness tracker market, 2018 - 2030 (USD Million)

#### 8.6.8. Sweden

##### 8.6.8.1. Sweden fitness tracker market, 2018 - 2030 (USD Million)

#### 8.6.9. Denmark

##### 8.6.9.1. Denmark fitness tracker market, 2018 - 2030 (USD Million)

### 8.7. Asia Pacific

#### 8.7.1. Japan

##### 8.7.1.1. Japan fitness tracker market, 2018 - 2030 (USD Million)

#### 8.7.2. China

##### 8.7.2.1. China fitness tracker market, 2018 - 2030 (USD Million)

#### 8.7.3. India

##### 8.7.3.1. India fitness tracker market, 2018 - 2030 (USD Million)

#### 8.7.4. Australia

##### 8.7.4.1. Australia fitness tracker market, 2018 - 2030 (USD Million)

#### 8.7.5. South Korea

- 8.7.5.1. South Korea fitness tracker market, 2018 - 2030 (USD Million)
- 8.7.6. Thailand
  - 8.7.6.1. Thailand fitness tracker market, 2018 - 2030 (USD Million)
- 8.8. Latin America
  - 8.8.1. Brazil
    - 8.8.1.1. Brazil fitness tracker market, 2018 - 2030 (USD Million)
  - 8.8.2. Argentina
    - 8.8.2.1. Argentina fitness tracker market, 2018 - 2030 (USD Million)
- 8.9. MEA
  - 8.9.1. South Africa
    - 8.9.1.1. South Africa fitness tracker market, 2018 - 2030 (USD Million)
  - 8.9.2. Saudi Arabia
    - 8.9.2.1. Saudi Arabia fitness tracker market, 2018 - 2030 (USD Million)
  - 8.9.3. UAE
    - 8.9.3.1. UAE fitness tracker market, 2018 - 2030 (USD Million)
  - 8.9.4. Kuwait
    - 8.9.4.1. Kuwait fitness tracker market, 2018 - 2030 (USD Million)

## **CHAPTER 9. COMPETITIVE LANDSCAPE**

- 9.1. Recent Developments & Impact Analysis, By Key Market Participants
- 9.2. Company Categorization
- 9.3. Company Profiles
  - 9.3.1. Apple, Inc.
    - 9.3.1.1. Company overview
    - 9.3.1.2. Financial performance
    - 9.3.1.3. Product benchmarking
    - 9.3.1.4. Strategic initiatives
  - 9.3.2. Google (Fitbit, Inc.)
    - 9.3.2.1. Company overview
    - 9.3.2.2. Financial performance
    - 9.3.2.3. Product benchmarking
    - 9.3.2.4. Strategic initiatives
  - 9.3.3. Garmin Ltd.
    - 9.3.3.1. Company overview
    - 9.3.3.2. Financial performance
    - 9.3.3.3. Product benchmarking
    - 9.3.3.4. Strategic initiatives
  - 9.3.4. HYPE

- 9.3.4.1. Company overview
- 9.3.4.2. Financial performance
- 9.3.4.3. Product benchmarking
- 9.3.4.4. Strategic initiatives
- 9.3.5. SAMSUNG
  - 9.3.5.1. Company overview
  - 9.3.5.2. Financial performance
  - 9.3.5.3. Product benchmarking
  - 9.3.5.4. Strategic initiatives
- 9.3.6. Fossil Group
  - 9.3.6.1. Company overview
  - 9.3.6.2. Financial performance
  - 9.3.6.3. Product benchmarking
  - 9.3.6.4. Strategic initiatives
- 9.3.7. Huawei Technologies Co., Ltd.
  - 9.3.7.1. Company overview
  - 9.3.7.2. Financial performance
  - 9.3.7.3. Product benchmarking
  - 9.3.7.4. Strategic initiatives

## I would like to order

Product name: Fitness Tracker Market Size, Share & Trends Analysis Report By Type (Smart Watches, Smart Bands, Smart Clothing), By Application, By Wearing Type, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

Product link: <https://marketpublishers.com/r/FDABF8F20BC3EN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FDABF8F20BC3EN.html>