

Smart Scale Market Size, Share & Trends Analysis Report By Product Type (Body Composition Smart Scales/ Smart Monitors, BMI Smart Scales), By Connectivity (Wi-Fi, Bluetooth, multi-connectivity), By Application, By Distribution Channel, By End-use, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global smart scale market size was estimated at USD 1.80 billion in 2025 and is projected to reach USD 3.42 billion by 2033, growing at a CAGR of 8.4% from 2026 to 2033. This growth is attributed to increasing consumer focus on preventive healthcare and fitness tracking, rising adoption of connected health devices, integration with mobile applications and wearable ecosystems, and growing awareness regarding obesity and lifestyle-related disorders.

The rising focus on preventive healthcare and self-monitoring is driven by increasing awareness of lifestyle-related diseases and the need for early detection and continuous health tracking. Consumers are increasingly adopting smart scales to monitor parameters such as body weight, BMI, body fat, and muscle mass in real time. These devices, integrated with mobile apps and digital health platforms, enable users to track progress, gain actionable insights, and make informed lifestyle decisions, supporting a shift from reactive treatment to proactive health management.

In addition, rising prevalence of obesity is a significant factor driving the growth of the smart scales market, as individuals increasingly seek tools to monitor and manage their health. According to the Centers for Disease Control and Prevention, the prevalence of obesity among adults was 40.3% during August 2021-August 2023, with higher rates observed among individuals aged 40-59 and no significant difference between men and

women. This growing health concern is accelerating the adoption of smart scales, which enable users to track weight and body composition metrics, supporting informed lifestyle changes and preventive health management.

Moreover, technological advancements in smart scales are increasingly focused on expanding beyond basic weight measurement to comprehensive health monitoring through advanced sensors and analytics. The integration of multi-frequency bioelectrical impedance analysis and connectivity with digital health platforms is enhancing accuracy and user engagement. For instance, on January 5, 2026, Withings unveiled a USD 600 smart scale, Body Scan 2, capable of tracking hypertension risk, heart pumping efficiency, and metabolic health using advanced biomarker analysis. Such innovations highlight the shift toward multi-parameter devices that provide automated health insights during routine use, enhancing the role of smart scales in home-based preventive healthcare.

Global Smart Scales Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global smart scales market report based on product type, connectivity, application, end use, distribution channel, and region:

Product Type Outlook (Revenue, USD Million, 2021 - 2033)

Body Composition Smart Scales/ Smart Monitors

BMI Smart Scales

Connectivity Outlook (Revenue, USD Million, 2021 - 2033)

Multi-connectivity

Bluetooth Connectivity

Wi-Fi Connectivity

Application Outlook (Revenue, USD Million, 2021 - 2033)

Personal Health Monitoring

Sports & Athlete Monitoring

Clinical Health Monitoring

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Homecare Settings

Fitness Centers & Gyms

Healthcare Providers

Sports Institutes

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Online Channels

Offline Channels

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

China

Japan

India

South Korea

Australia

Thailand

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

Saudi Arabia

UAE

Kuwait

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

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