

Europe Fitness Tracker Market Analysis (2017-2023)

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Abstracts

Fitness tracker is used to record and monitor fitness-related body activities such as steps taken, distance walked, sleep duration, heartbeat monitoring, and others. These devices are used in conjunction with smartphone or computers via wireless connectivity platforms. The growth of the fitness trackers market is driven due to growing trends of wearable technology, especially among the youth. Nonetheless, older population is also inclined toward the use of these devices due to the need to retire healthy. High-end activity tracking features and interactive operating systems are a part of the devices, which adds to the demand for these devices.

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