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Global Fitness Tracker Market Analysis (2017-2023)

https://marketpublishers.com/r/G86BCDBCC36EN.html
Date: April 2018
Pages: 228
Price: US$ 3,600.00 (Single User License)
ID: G86BCDBCC36EN

Abstracts

The Global Fitness Tracker Market size is expected to reach $55.8 billion by 2023, rising at a market growth of 18.3% CAGR during the forecast period. Fitness trackers are devices used in recording, monitoring, and storing fitness-related data of the consumers. Fitness band and smartwatches are among the most widely accepted fitness trackers as they are totally customizable. The clip on and fitness straps are mostly used as hidden trackers by fashion enthusiasts. The fitness data monitoring in smartwatches is appealing, due to the color display available in these devices. Better living standards and growing awareness about fitness are the factors that would drive the growth of the fitness trackers during the forecasted period. Growing disposable income and rapid penetration of internet of things would add to the market growth.

Based on Device Type, the Fitness Tracker market segments the market into Smartwatch, Fitness Bands, and Others. Based on Compatibility Mode, the market report segments the market into android, iOS, and others. Based on Sales Channel, the Fitness Tracker market segments the market into Offline Mode and Online Mode. Based on Display Type, the market report segments the market into Monochrome Display and Coloured Display. Based on Regions, the Fitness Tracker market segments the market into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The market research report covers the competition analysis of key stake holders of the Global Fitness Tracker Market. Key companies profiled in the report include Adidas AG, Apple Inc., Fitbit, Inc., Garmin Ltd., Jawbone, Xiaomi Inc., Lumo Bodytech Inc., Moov Inc., Nike, Inc., and Samsung Electronics Co. Ltd.

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