

North America Fitness Tracker Market Analysis (2017-2023)

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Abstracts

The North America Fitness Tracker Market would witness market growth of 17.2% CAGR during the forecast period (2017 – 2023). Wristbands and smartwatches are the most popular devices within the fitness tracker market. Live data monitoring, easy accessibility of smartphone features, and compatibility with wide range of operating systems are some of the factors contributing to the demand for wristband and smartwatch devices. Other fitness trackers such as clip-ons and fitness straps are also used to count total distance covered while walking and running. Smartwatch segment is the dominant segment, in terms of value, as smartwatches are most popular, due to advantages such as smartphone notifications monitoring, customizable user interface, and activity tracking features.

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 Countries, the Fitness Tracker market segments the market into US, Mexico, Canada, and Rest of North America.

The market research report covers the competition analysis of key stake holders of the North America 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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