

# Global Fitness Watches Market Growth 2026-2032

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## Abstracts

The global Fitness Watches market size is predicted to grow from US\$ 9799 million in 2025 to US\$ 14325 million in 2032; it is expected to grow at a CAGR of 5.6% from 2026 to 2032.

A Fitness Watch is a feature-rich, wrist-worn smart electronic device that integrates high-precision motion sensors, multi-modal biometric detection modules, built-in GPS, low-power wireless connectivity, and AI-driven sports analytics technology, serving as a specialized upgrade from basic smart fitness trackers and a core wearable for fitness enthusiasts, casual exercisers, and users with proactive health and sports management needs. Designed with a robust, watch-style chassis featuring a full interactive touch display and durable, sport-optimized materials (waterproof, sweat-resistant, shockproof), it combines professional sports tracking capabilities with comprehensive health monitoring and basic smart functionality, automatically identifying dozens of sports modes (running, cycling, swimming, yoga, hiking, strength training, etc.) to real-time capture and quantify granular athletic data including pace, distance, cadence, calorie burn, workout duration, and lap times?with built-in GPS eliminating the need for a paired mobile device for outdoor activity tracking. It simultaneously delivers accurate monitoring of core physiological health indicators such as real-time heart rate, blood oxygen saturation, sleep stages (deep/light/REM), resting heart rate, and heart rate variability, with high-end professional models adding advanced metrics like stress levels, body composition analysis, lactate threshold, and recovery time estimation, all synced via Bluetooth/WiFi to a dedicated mobile app for cloud storage, visual trend analysis, and personalized fitness goal setting and progress tracking.

In 2025, global Fitness Watches production reached approximately 35,775 K units, with an average global market price of around US\$ 280 per unit.

The supply chain of Fitness Watches features a brand-driven, vertically collaborative

light-asset layout centered on hardware integration and professional algorithm R&D: upstream includes suppliers of high-precision core electronic components, suppliers of sport-optimized structural materials, R&D service providers of AI-driven sports analytics and health data interpretation algorithms, as well as supporting suppliers for mold design, component packaging and firmware development; the midstream is dominated by brand enterprises, which integrate ODM/OEM manufacturers to complete industrial design, hardware assembly, firmware burning and debugging, while undertaking core work such as professional algorithm iteration, product quality control and industry compliance certification (waterproof, EMC, etc.), with leading brands independently developing core hardware and exclusive algorithms; the downstream covers online and offline sales channels (e-commerce platforms, 3C stores, sports specialty stores, official brand websites), end users including fitness enthusiasts, amateur exercisers, semi-professional/professional athletes and daily health management users, and supporting third-party service providers for mobile APP operation, health data cloud storage, after-sales maintenance and accessory sales.

The cost structure of Fitness Watches is dominated by hardware components with significant differentiation by product grade, and fixed costs can be effectively amortized through large-scale production: core high-precision electronic components account for the largest proportion (45%-60%) of total production costs, with high-end motion/GPS/biometric sensors, low-power chips and built-in GPS modules as the core cost drivers, and this proportion rises further for professional models with advanced detection functions; followed by sport-optimized structural materials and manufacturing assembly costs (20%-30%), including high-performance waterproof/sweat-resistant structural parts, skin-friendly wearable materials, precision assembly processes and quality control/ waterproof detection fees, with professional outdoor models having higher costs due to high-protection-grade materials and processes; R&D and compliance certification costs account for 8%-15%, covering industrial design, exclusive sports/health algorithm iteration, firmware development and global product compliance, protection grade and industry certification fees, with higher independent R&D proportion for head brands; the remaining costs include marketing and channel operation costs (5%-10%, including channel commissions, brand promotion and online operation) and miscellaneous costs such as logistics, after-sales maintenance and administrative management (2%-5%).

LP Information, Inc. (LPI) ' newest research report, the "Fitness Watches Industry Forecast" looks at past sales and reviews total world Fitness Watches sales in 2025, providing a comprehensive analysis by region and market sector of projected Fitness Watches sales for 2026 through 2032. With Fitness Watches sales broken down by

region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Fitness Watches industry.

This Insight Report provides a comprehensive analysis of the global Fitness Watches landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Fitness Watches portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Fitness Watches market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Fitness Watches and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Fitness Watches.

This report presents a comprehensive overview, market shares, and growth opportunities of Fitness Watches market by product type, application, key manufacturers and key regions and countries.

#### Segmentation by Type:

Pedometer Watches

GPS Watches

Heart Rate Watches

GPS +HRM Watches

#### Segmentation by Core Function Positioning:

Basic Activity Tracking Type

Comprehensive Health Monitoring Type

Other

Segmentation by Battery Life Endurance Grade:

Short Daily Grade

Medium Standard Grade

Long Ultra-endurance Grade

Segmentation by Application:

Online Retail

Offline Retail

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Apple

Samsung

Google

HUAWEI

Xiaomi

Oppo

Decathlon

Motorola

Casio

Garmin

Timex

Amazfit

Polar Electro

Suunto

Withings

WHOOP

Coros

EZON

Letsfit

OnePlus

HONOR

realme

## Key Questions Addressed in this Report

What is the 10-year outlook for the global Fitness Watches market?

What factors are driving Fitness Watches market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Fitness Watches market opportunities vary by end market size?

How does Fitness Watches break out by Type, by Application?

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Fitness Watches Annual Sales 2021-2032
  - 2.1.2 World Current & Future Analysis for Fitness Watches by Geographic Region, 2021, 2025 & 2032
  - 2.1.3 World Current & Future Analysis for Fitness Watches by Country/Region, 2021, 2025 & 2032
- 2.2 Fitness Watches Segment by Type
  - 2.2.1 Pedometer Watches
  - 2.2.2 GPS Watches
  - 2.2.3 Heart Rate Watches
  - 2.2.4 GPS +HRM Watches
  - 2.2.5 Fitness Watches Sales by Type
    - 2.2.5.1 Global Fitness Watches Sales Market Share by Type (2021-2026)
    - 2.2.5.2 Global Fitness Watches Revenue and Market Share by Type (2021-2026)
    - 2.2.5.3 Global Fitness Watches Sale Price by Type (2021-2026)
- 2.3 Fitness Watches Segment by Core Function Positioning
  - 2.3.1 Basic Activity Tracking Type
  - 2.3.2 Comprehensive Health Monitoring Type
  - 2.3.3 Other
  - 2.3.4 Fitness Watches Sales by Core Function Positioning
    - 2.3.4.1 Global Fitness Watches Sales Market Share by Core Function Positioning (2021-2026)
    - 2.3.4.2 Global Fitness Watches Revenue and Market Share by Core Function Positioning (2021-2026)

- 2.3.4.3 Global Fitness Watches Sale Price by Core Function Positioning (2021-2026)
- 2.4 Fitness Watches Segment by Battery Life Endurance Grade
  - 2.4.1 Short Daily Grade
  - 2.4.2 Medium Standard Grade
  - 2.4.3 Long Ultra-endurance Grade
  - 2.4.4 Fitness Watches Sales by Battery Life Endurance Grade
    - 2.4.4.1 Global Fitness Watches Sales Market Share by Battery Life Endurance Grade (2021-2026)
    - 2.4.4.2 Global Fitness Watches Revenue and Market Share by Battery Life Endurance Grade (2021-2026)
    - 2.4.4.3 Global Fitness Watches Sale Price by Battery Life Endurance Grade (2021-2026)
- 2.5 Fitness Watches Segment by Application
  - 2.5.1 Online Retail
  - 2.5.2 Offline Retail
  - 2.5.3 Fitness Watches Sales by Application
    - 2.5.3.1 Global Fitness Watches Sale Market Share by Application (2021-2026)
    - 2.5.3.2 Global Fitness Watches Revenue and Market Share by Application (2021-2026)
    - 2.5.3.3 Global Fitness Watches Sale Price by Application (2021-2026)

### **3 GLOBAL BY COMPANY**

- 3.1 Global Fitness Watches Breakdown Data by Company
  - 3.1.1 Global Fitness Watches Annual Sales by Company (2021-2026)
  - 3.1.2 Global Fitness Watches Sales Market Share by Company (2021-2026)
- 3.2 Global Fitness Watches Annual Revenue by Company (2021-2026)
  - 3.2.1 Global Fitness Watches Revenue by Company (2021-2026)
  - 3.2.2 Global Fitness Watches Revenue Market Share by Company (2021-2026)
- 3.3 Global Fitness Watches Sale Price by Company
- 3.4 Key Manufacturers Fitness Watches Producing Area Distribution, Sales Area, Product Type
  - 3.4.1 Key Manufacturers Fitness Watches Product Location Distribution
  - 3.4.2 Players Fitness Watches Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

## **4 WORLD HISTORIC REVIEW FOR FITNESS WATCHES BY GEOGRAPHIC REGION**

- 4.1 World Historic Fitness Watches Market Size by Geographic Region (2021-2026)
  - 4.1.1 Global Fitness Watches Annual Sales by Geographic Region (2021-2026)
  - 4.1.2 Global Fitness Watches Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Fitness Watches Market Size by Country/Region (2021-2026)
  - 4.2.1 Global Fitness Watches Annual Sales by Country/Region (2021-2026)
  - 4.2.2 Global Fitness Watches Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Fitness Watches Sales Growth
- 4.4 APAC Fitness Watches Sales Growth
- 4.5 Europe Fitness Watches Sales Growth
- 4.6 Middle East & Africa Fitness Watches Sales Growth

## **5 AMERICAS**

- 5.1 Americas Fitness Watches Sales by Country
  - 5.1.1 Americas Fitness Watches Sales by Country (2021-2026)
  - 5.1.2 Americas Fitness Watches Revenue by Country (2021-2026)
- 5.2 Americas Fitness Watches Sales by Type (2021-2026)
- 5.3 Americas Fitness Watches Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Fitness Watches Sales by Region
  - 6.1.1 APAC Fitness Watches Sales by Region (2021-2026)
  - 6.1.2 APAC Fitness Watches Revenue by Region (2021-2026)
- 6.2 APAC Fitness Watches Sales by Type (2021-2026)
- 6.3 APAC Fitness Watches Sales by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India

6.9 Australia

6.10 China Taiwan

## **7 EUROPE**

7.1 Europe Fitness Watches by Country

7.1.1 Europe Fitness Watches Sales by Country (2021-2026)

7.1.2 Europe Fitness Watches Revenue by Country (2021-2026)

7.2 Europe Fitness Watches Sales by Type (2021-2026)

7.3 Europe Fitness Watches Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## **8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa Fitness Watches by Country

8.1.1 Middle East & Africa Fitness Watches Sales by Country (2021-2026)

8.1.2 Middle East & Africa Fitness Watches Revenue by Country (2021-2026)

8.2 Middle East & Africa Fitness Watches Sales by Type (2021-2026)

8.3 Middle East & Africa Fitness Watches Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## **10 MANUFACTURING COST STRUCTURE ANALYSIS**

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Fitness Watches

10.3 Manufacturing Process Analysis of Fitness Watches

10.4 Industry Chain Structure of Fitness Watches

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Fitness Watches Distributors

11.3 Fitness Watches Customer

## **12 WORLD FORECAST REVIEW FOR FITNESS WATCHES BY GEOGRAPHIC REGION**

12.1 Global Fitness Watches Market Size Forecast by Region

12.1.1 Global Fitness Watches Forecast by Region (2027-2032)

12.1.2 Global Fitness Watches Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Fitness Watches Forecast by Type (2027-2032)

12.7 Global Fitness Watches Forecast by Application (2027-2032)

## **13 KEY PLAYERS ANALYSIS**

13.1 Apple

13.1.1 Apple Company Information

13.1.2 Apple Fitness Watches Product Portfolios and Specifications

13.1.3 Apple Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Apple Main Business Overview

13.1.5 Apple Latest Developments

13.2 Samsung

13.2.1 Samsung Company Information

13.2.2 Samsung Fitness Watches Product Portfolios and Specifications

13.2.3 Samsung Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 Samsung Main Business Overview

13.2.5 Samsung Latest Developments

### 13.3 Google

#### 13.3.1 Google Company Information

#### 13.3.2 Google Fitness Watches Product Portfolios and Specifications

#### 13.3.3 Google Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.3.4 Google Main Business Overview

#### 13.3.5 Google Latest Developments

### 13.4 HUAWEI

#### 13.4.1 HUAWEI Company Information

#### 13.4.2 HUAWEI Fitness Watches Product Portfolios and Specifications

#### 13.4.3 HUAWEI Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.4.4 HUAWEI Main Business Overview

#### 13.4.5 HUAWEI Latest Developments

### 13.5 Xiaomi

#### 13.5.1 Xiaomi Company Information

#### 13.5.2 Xiaomi Fitness Watches Product Portfolios and Specifications

#### 13.5.3 Xiaomi Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.5.4 Xiaomi Main Business Overview

#### 13.5.5 Xiaomi Latest Developments

### 13.6 Oppo

#### 13.6.1 Oppo Company Information

#### 13.6.2 Oppo Fitness Watches Product Portfolios and Specifications

#### 13.6.3 Oppo Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.6.4 Oppo Main Business Overview

#### 13.6.5 Oppo Latest Developments

### 13.7 Decathlon

#### 13.7.1 Decathlon Company Information

#### 13.7.2 Decathlon Fitness Watches Product Portfolios and Specifications

#### 13.7.3 Decathlon Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.7.4 Decathlon Main Business Overview

#### 13.7.5 Decathlon Latest Developments

### 13.8 Motorola

#### 13.8.1 Motorola Company Information

#### 13.8.2 Motorola Fitness Watches Product Portfolios and Specifications

#### 13.8.3 Motorola Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

#### 13.8.4 Motorola Main Business Overview

#### 13.8.5 Motorola Latest Developments

## 13.9 Casio

### 13.9.1 Casio Company Information

### 13.9.2 Casio Fitness Watches Product Portfolios and Specifications

### 13.9.3 Casio Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.9.4 Casio Main Business Overview

### 13.9.5 Casio Latest Developments

## 13.10 Garmin

### 13.10.1 Garmin Company Information

### 13.10.2 Garmin Fitness Watches Product Portfolios and Specifications

### 13.10.3 Garmin Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.10.4 Garmin Main Business Overview

### 13.10.5 Garmin Latest Developments

## 13.11 Timex

### 13.11.1 Timex Company Information

### 13.11.2 Timex Fitness Watches Product Portfolios and Specifications

### 13.11.3 Timex Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.11.4 Timex Main Business Overview

### 13.11.5 Timex Latest Developments

## 13.12 Amazfit

### 13.12.1 Amazfit Company Information

### 13.12.2 Amazfit Fitness Watches Product Portfolios and Specifications

### 13.12.3 Amazfit Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.12.4 Amazfit Main Business Overview

### 13.12.5 Amazfit Latest Developments

## 13.13 Polar Electro

### 13.13.1 Polar Electro Company Information

### 13.13.2 Polar Electro Fitness Watches Product Portfolios and Specifications

### 13.13.3 Polar Electro Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.13.4 Polar Electro Main Business Overview

### 13.13.5 Polar Electro Latest Developments

## 13.14 Suunto

### 13.14.1 Suunto Company Information

### 13.14.2 Suunto Fitness Watches Product Portfolios and Specifications

### 13.14.3 Suunto Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)

### 13.14.4 Suunto Main Business Overview

- 13.14.5 Suunto Latest Developments
- 13.15 Withings
  - 13.15.1 Withings Company Information
  - 13.15.2 Withings Fitness Watches Product Portfolios and Specifications
  - 13.15.3 Withings Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.15.4 Withings Main Business Overview
  - 13.15.5 Withings Latest Developments
- 13.16 WHOOP
  - 13.16.1 WHOOP Company Information
  - 13.16.2 WHOOP Fitness Watches Product Portfolios and Specifications
  - 13.16.3 WHOOP Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.16.4 WHOOP Main Business Overview
  - 13.16.5 WHOOP Latest Developments
- 13.17 Coros
  - 13.17.1 Coros Company Information
  - 13.17.2 Coros Fitness Watches Product Portfolios and Specifications
  - 13.17.3 Coros Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.17.4 Coros Main Business Overview
  - 13.17.5 Coros Latest Developments
- 13.18 EZON
  - 13.18.1 EZON Company Information
  - 13.18.2 EZON Fitness Watches Product Portfolios and Specifications
  - 13.18.3 EZON Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.18.4 EZON Main Business Overview
  - 13.18.5 EZON Latest Developments
- 13.19 Letsfit
  - 13.19.1 Letsfit Company Information
  - 13.19.2 Letsfit Fitness Watches Product Portfolios and Specifications
  - 13.19.3 Letsfit Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.19.4 Letsfit Main Business Overview
  - 13.19.5 Letsfit Latest Developments
- 13.20 OnePlus
  - 13.20.1 OnePlus Company Information
  - 13.20.2 OnePlus Fitness Watches Product Portfolios and Specifications
  - 13.20.3 OnePlus Fitness Watches Sales, Revenue, Price and Gross Margin (2021-2026)
  - 13.20.4 OnePlus Main Business Overview

13.20.5 OnePlus Latest Developments

**13.21 HONOR**

13.21.1 HONOR Company Information

13.21.2 HONOR Fitness Watches Product Portfolios and Specifications

13.21.3 HONOR Fitness Watches Sales, Revenue, Price and Gross Margin  
(2021-2026)

13.21.4 HONOR Main Business Overview

13.21.5 HONOR Latest Developments

**13.22 realme**

13.22.1 realme Company Information

13.22.2 realme Fitness Watches Product Portfolios and Specifications

13.22.3 realme Fitness Watches Sales, Revenue, Price and Gross Margin  
(2021-2026)

13.22.4 realme Main Business Overview

13.22.5 realme Latest Developments

**14 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

Table 1. Fitness Watches Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Fitness Watches Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Pedometer Watches

Table 4. Major Players of GPS Watches

Table 5. Major Players of Heart Rate Watches

Table 6. Major Players of GPS +HRM Watches

Table 7. Global Fitness Watches Sales by Type (2021-2026) & (K Units)

Table 8. Global Fitness Watches Sales Market Share by Type (2021-2026)

Table 9. Global Fitness Watches Revenue by Type (2021-2026) & (\$ million)

Table 10. Global Fitness Watches Revenue Market Share by Type (2021-2026)

Table 11. Global Fitness Watches Sale Price by Type (2021-2026) & (US\$/Unit)

Table 12. Major Players of Basic Activity Tracking Type

Table 13. Major Players of Comprehensive Health Monitoring Type

Table 14. Major Players of Other

Table 15. Global Fitness Watches Sales by Core Function Positioning (2021-2026) & (K Units)

Table 16. Global Fitness Watches Sales Market Share by Core Function Positioning (2021-2026)

Table 17. Global Fitness Watches Revenue by Core Function Positioning (2021-2026) & (\$ million)

Table 18. Global Fitness Watches Revenue Market Share by Core Function Positioning (2021-2026)

Table 19. Global Fitness Watches Sale Price by Core Function Positioning (2021-2026) & (US\$/Unit)

Table 20. Major Players of Short Daily Grade

Table 21. Major Players of Medium Standard Grade

Table 22. Major Players of Long Ultra-endurance Grade

Table 23. Global Fitness Watches Sales by Battery Life Endurance Grade (2021-2026) & (K Units)

Table 24. Global Fitness Watches Sales Market Share by Battery Life Endurance Grade (2021-2026)

Table 25. Global Fitness Watches Revenue by Battery Life Endurance Grade (2021-2026) & (\$ million)

Table 26. Global Fitness Watches Revenue Market Share by Battery Life Endurance Grade (2021-2026)

Table 27. Global Fitness Watches Sale Price by Battery Life Endurance Grade (2021-2026) & (US\$/Unit)

Table 28. Global Fitness Watches Sale by Application (2021-2026) & (K Units)

Table 29. Global Fitness Watches Sale Market Share by Application (2021-2026)

Table 30. Global Fitness Watches Revenue by Application (2021-2026) & (\$ million)

Table 31. Global Fitness Watches Revenue Market Share by Application (2021-2026)

Table 32. Global Fitness Watches Sale Price by Application (2021-2026) & (US\$/Unit)

Table 33. Global Fitness Watches Sales by Company (2021-2026) & (K Units)

Table 34. Global Fitness Watches Sales Market Share by Company (2021-2026)

Table 35. Global Fitness Watches Revenue by Company (2021-2026) & (\$ millions)

Table 36. Global Fitness Watches Revenue Market Share by Company (2021-2026)

Table 37. Global Fitness Watches Sale Price by Company (2021-2026) & (US\$/Unit)

Table 38. Key Manufacturers Fitness Watches Producing Area Distribution and Sales Area

Table 39. Players Fitness Watches Products Offered

Table 40. Fitness Watches Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 41. New Products and Potential Entrants

Table 42. Market M&A Activity & Strategy

Table 43. Global Fitness Watches Sales by Geographic Region (2021-2026) & (K Units)

Table 44. Global Fitness Watches Sales Market Share Geographic Region (2021-2026)

Table 45. Global Fitness Watches Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 46. Global Fitness Watches Revenue Market Share by Geographic Region (2021-2026)

Table 47. Global Fitness Watches Sales by Country/Region (2021-2026) & (K Units)

Table 48. Global Fitness Watches Sales Market Share by Country/Region (2021-2026)

Table 49. Global Fitness Watches Revenue by Country/Region (2021-2026) & (\$ millions)

Table 50. Global Fitness Watches Revenue Market Share by Country/Region (2021-2026)

Table 51. Americas Fitness Watches Sales by Country (2021-2026) & (K Units)

Table 52. Americas Fitness Watches Sales Market Share by Country (2021-2026)

Table 53. Americas Fitness Watches Revenue by Country (2021-2026) & (\$ millions)

Table 54. Americas Fitness Watches Sales by Type (2021-2026) & (K Units)

Table 55. Americas Fitness Watches Sales by Application (2021-2026) & (K Units)

Table 56. APAC Fitness Watches Sales by Region (2021-2026) & (K Units)

Table 57. APAC Fitness Watches Sales Market Share by Region (2021-2026)

|                                                                                                        |
|--------------------------------------------------------------------------------------------------------|
| Table 58. APAC Fitness Watches Revenue by Region (2021-2026) & (\$ millions)                           |
| Table 59. APAC Fitness Watches Sales by Type (2021-2026) & (K Units)                                   |
| Table 60. APAC Fitness Watches Sales by Application (2021-2026) & (K Units)                            |
| Table 61. Europe Fitness Watches Sales by Country (2021-2026) & (K Units)                              |
| Table 62. Europe Fitness Watches Revenue by Country (2021-2026) & (\$ millions)                        |
| Table 63. Europe Fitness Watches Sales by Type (2021-2026) & (K Units)                                 |
| Table 64. Europe Fitness Watches Sales by Application (2021-2026) & (K Units)                          |
| Table 65. Middle East & Africa Fitness Watches Sales by Country (2021-2026) & (K Units)                |
| Table 66. Middle East & Africa Fitness Watches Revenue Market Share by Country (2021-2026)             |
| Table 67. Middle East & Africa Fitness Watches Sales by Type (2021-2026) & (K Units)                   |
| Table 68. Middle East & Africa Fitness Watches Sales by Application (2021-2026) & (K Units)            |
| Table 69. Key Market Drivers & Growth Opportunities of Fitness Watches                                 |
| Table 70. Key Market Challenges & Risks of Fitness Watches                                             |
| Table 71. Key Industry Trends of Fitness Watches                                                       |
| Table 72. Fitness Watches Raw Material                                                                 |
| Table 73. Key Suppliers of Raw Materials                                                               |
| Table 74. Fitness Watches Distributors List                                                            |
| Table 75. Fitness Watches Customer List                                                                |
| Table 76. Global Fitness Watches Sales Forecast by Region (2027-2032) & (K Units)                      |
| Table 77. Global Fitness Watches Revenue Forecast by Region (2027-2032) & (\$ millions)                |
| Table 78. Americas Fitness Watches Sales Forecast by Country (2027-2032) & (K Units)                   |
| Table 79. Americas Fitness Watches Annual Revenue Forecast by Country (2027-2032) & (\$ millions)      |
| Table 80. APAC Fitness Watches Sales Forecast by Region (2027-2032) & (K Units)                        |
| Table 81. APAC Fitness Watches Annual Revenue Forecast by Region (2027-2032) & (\$ millions)           |
| Table 82. Europe Fitness Watches Sales Forecast by Country (2027-2032) & (K Units)                     |
| Table 83. Europe Fitness Watches Revenue Forecast by Country (2027-2032) & (\$ millions)               |
| Table 84. Middle East & Africa Fitness Watches Sales Forecast by Country (2027-2032) & (K Units)       |
| Table 85. Middle East & Africa Fitness Watches Revenue Forecast by Country (2027-2032) & (\$ millions) |
| Table 86. Global Fitness Watches Sales Forecast by Type (2027-2032) & (K Units)                        |

Table 87. Global Fitness Watches Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 88. Global Fitness Watches Sales Forecast by Application (2027-2032) & (K Units)

Table 89. Global Fitness Watches Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 90. Apple Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 91. Apple Fitness Watches Product Portfolios and Specifications

Table 92. Apple Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 93. Apple Main Business

Table 94. Apple Latest Developments

Table 95. Samsung Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 96. Samsung Fitness Watches Product Portfolios and Specifications

Table 97. Samsung Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 98. Samsung Main Business

Table 99. Samsung Latest Developments

Table 100. Google Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 101. Google Fitness Watches Product Portfolios and Specifications

Table 102. Google Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 103. Google Main Business

Table 104. Google Latest Developments

Table 105. HUAWEI Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 106. HUAWEI Fitness Watches Product Portfolios and Specifications

Table 107. HUAWEI Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 108. HUAWEI Main Business

Table 109. HUAWEI Latest Developments

Table 110. Xiaomi Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 111. Xiaomi Fitness Watches Product Portfolios and Specifications

Table 112. Xiaomi Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 113. Xiaomi Main Business

Table 114. Xiaomi Latest Developments

Table 115. Oppo Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 116. Oppo Fitness Watches Product Portfolios and Specifications

Table 117. Oppo Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 118. Oppo Main Business

Table 119. Oppo Latest Developments

Table 120. Decathlon Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 121. Decathlon Fitness Watches Product Portfolios and Specifications

Table 122. Decathlon Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 123. Decathlon Main Business

Table 124. Decathlon Latest Developments

Table 125. Motorola Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 126. Motorola Fitness Watches Product Portfolios and Specifications

Table 127. Motorola Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 128. Motorola Main Business

Table 129. Motorola Latest Developments

Table 130. Casio Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 131. Casio Fitness Watches Product Portfolios and Specifications

Table 132. Casio Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 133. Casio Main Business

Table 134. Casio Latest Developments

Table 135. Garmin Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

Table 136. Garmin Fitness Watches Product Portfolios and Specifications

Table 137. Garmin Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 138. Garmin Main Business

Table 139. Garmin Latest Developments

Table 140. Timex Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors

|                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------|
| Table 141. Timex Fitness Watches Product Portfolios and Specifications                                                         |
| Table 142. Timex Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)         |
| Table 143. Timex Main Business                                                                                                 |
| Table 144. Timex Latest Developments                                                                                           |
| Table 145. Amazfit Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                       |
| Table 146. Amazfit Fitness Watches Product Portfolios and Specifications                                                       |
| Table 147. Amazfit Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)       |
| Table 148. Amazfit Main Business                                                                                               |
| Table 149. Amazfit Latest Developments                                                                                         |
| Table 150. Polar Electro Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                 |
| Table 151. Polar Electro Fitness Watches Product Portfolios and Specifications                                                 |
| Table 152. Polar Electro Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026) |
| Table 153. Polar Electro Main Business                                                                                         |
| Table 154. Polar Electro Latest Developments                                                                                   |
| Table 155. Suunto Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                        |
| Table 156. Suunto Fitness Watches Product Portfolios and Specifications                                                        |
| Table 157. Suunto Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)        |
| Table 158. Suunto Main Business                                                                                                |
| Table 159. Suunto Latest Developments                                                                                          |
| Table 160. Withings Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                      |
| Table 161. Withings Fitness Watches Product Portfolios and Specifications                                                      |
| Table 162. Withings Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)      |
| Table 163. Withings Main Business                                                                                              |
| Table 164. Withings Latest Developments                                                                                        |
| Table 165. WHOOP Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                         |
| Table 166. WHOOP Fitness Watches Product Portfolios and Specifications                                                         |
| Table 167. WHOOP Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)         |
| Table 168. WHOOP Main Business                                                                                                 |

|                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------|
| Table 169. WHOOP Latest Developments                                                                                     |
| Table 170. Coros Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                   |
| Table 171. Coros Fitness Watches Product Portfolios and Specifications                                                   |
| Table 172. Coros Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)   |
| Table 173. Coros Main Business                                                                                           |
| Table 174. Coros Latest Developments                                                                                     |
| Table 175. EZON Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                    |
| Table 176. EZON Fitness Watches Product Portfolios and Specifications                                                    |
| Table 177. EZON Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)    |
| Table 178. EZON Main Business                                                                                            |
| Table 179. EZON Latest Developments                                                                                      |
| Table 180. Letsfit Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                 |
| Table 181. Letsfit Fitness Watches Product Portfolios and Specifications                                                 |
| Table 182. Letsfit Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026) |
| Table 183. Letsfit Main Business                                                                                         |
| Table 184. Letsfit Latest Developments                                                                                   |
| Table 185. OnePlus Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                 |
| Table 186. OnePlus Fitness Watches Product Portfolios and Specifications                                                 |
| Table 187. OnePlus Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026) |
| Table 188. OnePlus Main Business                                                                                         |
| Table 189. OnePlus Latest Developments                                                                                   |
| Table 190. HONOR Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                   |
| Table 191. HONOR Fitness Watches Product Portfolios and Specifications                                                   |
| Table 192. HONOR Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)   |
| Table 193. HONOR Main Business                                                                                           |
| Table 194. HONOR Latest Developments                                                                                     |
| Table 195. realme Basic Information, Fitness Watches Manufacturing Base, Sales Area and Its Competitors                  |
| Table 196. realme Fitness Watches Product Portfolios and Specifications                                                  |

Table 197. realme Fitness Watches Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 198. realme Main Business

Table 199. realme Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Fitness Watches
- Figure 2. Fitness Watches Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Fitness Watches Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Fitness Watches Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Fitness Watches Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Fitness Watches Sales Market Share by Country/Region (2025)
- Figure 10. Fitness Watches Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Pedometer Watches
- Figure 12. Product Picture of GPS Watches
- Figure 13. Product Picture of Heart Rate Watches
- Figure 14. Product Picture of GPS +HRM Watches
- Figure 15. Global Fitness Watches Sales Market Share by Type in 2026
- Figure 16. Global Fitness Watches Revenue Market Share by Type (2021-2026)
- Figure 17. Product Picture of Basic Activity Tracking Type
- Figure 18. Product Picture of Comprehensive Health Monitoring Type
- Figure 19. Product Picture of Other
- Figure 20. Global Fitness Watches Sales Market Share by Core Function Positioning in 2026
- Figure 21. Global Fitness Watches Revenue Market Share by Core Function Positioning (2021-2026)
- Figure 22. Product Picture of Short Daily Grade
- Figure 23. Product Picture of Medium Standard Grade
- Figure 24. Product Picture of Long Ultra-endurance Grade
- Figure 25. Global Fitness Watches Sales Market Share by Battery Life Endurance Grade in 2026
- Figure 26. Global Fitness Watches Revenue Market Share by Battery Life Endurance Grade (2021-2026)
- Figure 27. Fitness Watches Consumed in Online Retail
- Figure 28. Global Fitness Watches Market: Online Retail (2021-2026) & (K Units)
- Figure 29. Fitness Watches Consumed in Offline Retail

Figure 30. Global Fitness Watches Market: Offline Retail (2021-2026) & (K Units)

Figure 31. Global Fitness Watches Sale Market Share by Application (2025)

Figure 32. Global Fitness Watches Revenue Market Share by Application in 2026

Figure 33. Fitness Watches Sales by Company in 2026 (K Units)

Figure 34. Global Fitness Watches Sales Market Share by Company in 2026

Figure 35. Fitness Watches Revenue by Company in 2026 (\$ millions)

Figure 36. Global Fitness Watches Revenue Market Share by Company in 2026

Figure 37. Global Fitness Watches Sales Market Share by Geographic Region (2021-2026)

Figure 38. Global Fitness Watches Revenue Market Share by Geographic Region in 2026

Figure 39. Americas Fitness Watches Sales 2021-2026 (K Units)

Figure 40. Americas Fitness Watches Revenue 2021-2026 (\$ millions)

Figure 41. APAC Fitness Watches Sales 2021-2026 (K Units)

Figure 42. APAC Fitness Watches Revenue 2021-2026 (\$ millions)

Figure 43. Europe Fitness Watches Sales 2021-2026 (K Units)

Figure 44. Europe Fitness Watches Revenue 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Fitness Watches Sales 2021-2026 (K Units)

Figure 46. Middle East & Africa Fitness Watches Revenue 2021-2026 (\$ millions)

Figure 47. Americas Fitness Watches Sales Market Share by Country in 2026

Figure 48. Americas Fitness Watches Revenue Market Share by Country (2021-2026)

Figure 49. Americas Fitness Watches Sales Market Share by Type (2021-2026)

Figure 50. Americas Fitness Watches Sales Market Share by Application (2021-2026)

Figure 51. United States Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 52. Canada Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 53. Mexico Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 54. Brazil Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 55. APAC Fitness Watches Sales Market Share by Region in 2026

Figure 56. APAC Fitness Watches Revenue Market Share by Region (2021-2026)

Figure 57. APAC Fitness Watches Sales Market Share by Type (2021-2026)

Figure 58. APAC Fitness Watches Sales Market Share by Application (2021-2026)

Figure 59. China Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 60. Japan Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 61. South Korea Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 62. Southeast Asia Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 63. India Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 64. Australia Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 65. China Taiwan Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 66. Europe Fitness Watches Sales Market Share by Country in 2026

Figure 67. Europe Fitness Watches Revenue Market Share by Country (2021-2026)

Figure 68. Europe Fitness Watches Sales Market Share by Type (2021-2026)

Figure 69. Europe Fitness Watches Sales Market Share by Application (2021-2026)

Figure 70. Germany Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 71. France Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 72. UK Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 73. Italy Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 74. Russia Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 75. Middle East & Africa Fitness Watches Sales Market Share by Country (2021-2026)

Figure 76. Middle East & Africa Fitness Watches Sales Market Share by Type (2021-2026)

Figure 77. Middle East & Africa Fitness Watches Sales Market Share by Application (2021-2026)

Figure 78. Egypt Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 79. South Africa Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 80. Israel Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 81. Turkey Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 82. GCC Countries Fitness Watches Revenue Growth 2021-2026 (\$ millions)

Figure 83. Manufacturing Cost Structure Analysis of Fitness Watches in 2026

Figure 84. Manufacturing Process Analysis of Fitness Watches

Figure 85. Industry Chain Structure of Fitness Watches

Figure 86. Channels of Distribution

Figure 87. Global Fitness Watches Sales Market Forecast by Region (2027-2032)

Figure 88. Global Fitness Watches Revenue Market Share Forecast by Region (2027-2032)

Figure 89. Global Fitness Watches Sales Market Share Forecast by Type (2027-2032)

Figure 90. Global Fitness Watches Revenue Market Share Forecast by Type (2027-2032)

Figure 91. Global Fitness Watches Sales Market Share Forecast by Application (2027-2032)

Figure 92. Global Fitness Watches Revenue Market Share Forecast by Application (2027-2032)

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