

# Digital Fitness Market: Trends, Opportunities and Competitive Analysis [2024-2030]

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## Abstracts

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### Digital Fitness Market Trends and Forecast

The future of the digital fitness market looks good with opportunities in smart wearable fitness devices and smart wearable sports devices. The global digital fitness market is expected to reach an estimated \$4,25.6 billion by 2030, and it is forecast to grow at a CAGR of 39.2% from 2024 to 2030. The major drivers for market growth are increasing awareness on fitness, rising demand of user-friendly and self-monitoring devices.

### Emerging Trends in the Digital Fitness Market

Emerging trends, which have a direct impact on the dynamics of the digital fitness industry, include integration and cross-compatibility of personal health data and introduction of cross over products.

A total of 102 figures / charts and 60 tables are provided in this 202-page report to help in your business decisions. Sample figures with some insights are shown below.

### Digital Fitness Market by Segment

In this market, smart wearable fitness device is the largest application market, whereas fitness wristband is largest in product. Growth in various segment of the digital fitness market are given below:

The study includes a trend and forecast for the digital fitness market by product,

category, application, and region as follows:

Digital Fitness Market by Product Type [Volume (Thousand Units) and Value (\$ Million) from 2018 to 2030]:

Smartwatches

iOS

Android

Tizen

Others

Fitness wristbands

Smart clothing

Smart shoes

Others

Digital Fitness Market by Category [Value (\$ Million) from 2018 to 2030]:

Hand wear

Leg wear

Head wear

Others

Digital Fitness Market by Application [Value (\$ Million) from 2018 to 2030]:

Smart wearable fitness devices

## Smart wearable sports devices

Digital Fitness Market by Region [Value (\$ Million) from 2018 to 2030]:

North America

United States

Mexico

Canada

Europe

United Kingdom

Germany

France

Spain

APAC

China

Japan

India

ROW

Brazil

Argentina

## List of Digital Fitness Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies digital fitness companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base.

Some of the digital fitness companies profiled in this report includes:

Fitbit Inc.

Apple, Inc.

Garmin Ltd.

Samsung Electronics Co. Ltd.

Adidas AG.

## Digital Fitness Market Insights

Lucintel forecasts that the smartwatch segment is expected to witness significant growth during the forecast period due to their versatile features as a wristband.

Within global digital fitness market, fitness wristband is expected to remain the largest segment by product type. Increasing health awareness and fitness wristband's properties, like 24/7 heart rate monitoring and providing useful insights about the user's health, will drive the demand for fitness wristbands over the forecast period.

North America is expected to remain the largest region due to an increasing obesity rate and growing awareness on physical fitness with the availability of a more sophisticated digital wearable fitness device.

## Features of Digital Fitness Market

**Market Size Estimates:** Digital fitness market size estimation in terms of value (\$M).

**Trend and Forecast Analysis:** Market trends (2018-2023) and forecast (2024-2030) by various segments and regions.

**Segmentation Analysis:** Digital fitness market size by various segments, such as product, category, and application.

**Regional Analysis:** Digital fitness market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different application, function, end use product, category, application, and regions for digital fitness market.

**Strategic Analysis:** This includes M&A and competitive landscape for the digital fitness.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model.**

## FAQ

**Q1. What is the digital fitness market size?**

**Answer:**The global digital fitness market is expected to reach an estimated \$4,25.6 billion by 2030.

**Q2. What is the growth forecast for digital fitness market?**

**Answer:**The digital fitness market is expected to grow at a CAGR of 39.2% from 2024 to 2030.

**Q3. What are the major drivers influencing the growth of the digital fitness market?**

**Answer:** The major drivers for this market are increasing awareness on fitness, rising demand of user-friendly and self-monitoring devices.

Q4. What are the major applications or end use industries for digital fitness?

Answer: Smart wearable fitness devices and smart wearable sports devices are the major application for digital fitness.

Q5. What are the emerging trends in digital fitness market?

Answer: Emerging trends, which have a direct impact on the dynamics of the industry, include integration and cross-compatibility of personal health data and introduction of cross over products.

Q6. Who are the key digital fitness companies?

Answer: Some of the key digital fitness companies are as follows:

Fitbit Inc.

Apple, Inc.

Garmin Ltd.

Samsung Electronics Co. Ltd.

Adidas AG.

Q7. Which digital fitness product segment will be the largest in future?

Answer: Lucintel forecasts that smartwatch segment is expected to witness significant growth during the forecast period due to their versatile features as a wristband.

Q8: In digital fitness market, which region is expected to be the largest in next 5 years?

Answer: North America is expected to remain the largest region due to an increasing obesity rate and growing awareness on physical fitness with the availability of a more sophisticated digital wearable fitness device.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1 What are some of the most promising potential, high-growth opportunities for the digital fitness market by product (smartwatch, fitness wristband, smart clothing, smart shoe, and other), category (hand wear, head wear, leg wear and others), application (smart wearable fitness device and smart wearable sports devices), and region (North America, Europe, Asia Pacific (APAC), and the Rest of the World (ROW))?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the digital fitness market?

Q.5 What are the business risks and threats to the digital fitness market?

Q.6 What are emerging trends in this digital fitness market and the reasons behind them?

Q.7 What are some changing demands of customers in the digital fitness market?

Q.8 What are the new developments in the digital fitness market? Which companies are leading these developments?

Q.9 Who are the major players in the digital fitness market? What strategic initiatives are being implemented by key players for business growth?

Q.10 What are some of the competitive products and processes in the digital fitness market, and how big of a threat do they pose for loss of market share via material or product substitution?

Q.11 What M&A activities did take place in the last five years in the digital fitness market?

For any questions related to digital fitness market or related to digital fitness companies,

digital fitness market size, digital fitness market share, digital fitness market growth,  
digital fitness market research, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com)  
we will be glad to get back to you soon.



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