

Global Fitness Tracker Market Report 2019, Competitive Landscape, Trends and Opportunities

<https://marketpublishers.com/r/G3AF73996726EN.html>

Date: June 2019

Pages: 116

Price: US\$ 2,950.00 (Single User License)

ID: G3AF73996726EN

Abstracts

The Fitness Tracker market has witnessed growth from USD XX million to USD XX million from 2014 to 2019. With the CAGR of X.X%, this market is estimated to reach USD XX million in 2026.

The report mainly studies the size, recent trends and development status of the Fitness Tracker market, as well as investment opportunities, government policy, market dynamics (drivers, restraints, opportunities), supply chain and competitive landscape. Technological innovation and advancement will further optimize the performance of the product, making it more widely used in downstream applications. Moreover, Porter's Five Forces Analysis (potential entrants, suppliers, substitutes, buyers, industry competitors) provides crucial information for knowing the Fitness Tracker market.

Major players in the global Fitness Tracker market include:

Samsung

Lumo Bodytech Inc.

Sony Corporation

Jawbone

Polar

Misfit

Epson

Suunto

Apple

Moov Inc.

Under Armour

Casio

Garmin

Adidas AG

Fitbit

Nike

Fitbit, Inc.

XiaoMi

On the basis of types, the Fitness Tracker market is primarily split into:

Smart

Basic

On the basis of applications, the market covers:

Online

Offline

Geographically, the report includes the research on production, consumption, revenue, market share and growth rate, and forecast (2014-2026) of the following regions:

United States

Europe (Germany, UK, France, Italy, Spain, Russia, Poland)

China

Japan

India

Southeast Asia (Malaysia, Singapore, Philippines, Indonesia, Thailand, Vietnam)

Central and South America (Brazil, Mexico, Colombia)

Middle East and Africa (Saudi Arabia, United Arab Emirates, Turkey, Egypt, South Africa, Nigeria)

Other Regions

Chapter 1 provides an overview of Fitness Tracker market, containing global revenue, global production, sales, and CAGR. The forecast and analysis of Fitness Tracker market by type, application, and region are also presented in this chapter.

Chapter 2 is about the market landscape and major players. It provides competitive situation and market concentration status along with the basic information of these players.

Chapter 3 provides a full-scale analysis of major players in Fitness Tracker industry. The basic information, as well as the profiles, applications and specifications of products market performance along with Business Overview are offered.

Chapter 4 gives a worldwide view of Fitness Tracker market. It includes production, market share revenue, price, and the growth rate by type.

Chapter 5 focuses on the application of Fitness Tracker, by analyzing the consumption and its growth rate of each application.

Chapter 6 is about production, consumption, export, and import of Fitness Tracker in each region.

Chapter 7 pays attention to the production, revenue, price and gross margin of Fitness Tracker in markets of different regions. The analysis on production, revenue, price and gross margin of the global market is covered in this part.

Chapter 8 concentrates on manufacturing analysis, including key raw material analysis, cost structure analysis and process analysis, making up a comprehensive analysis of manufacturing cost.

Chapter 9 introduces the industrial chain of Fitness Tracker. Industrial chain analysis, raw material sources and downstream buyers are analyzed in this chapter.

Chapter 10 provides clear insights into market dynamics.

Chapter 11 prospects the whole Fitness Tracker market, including the global production and revenue forecast, regional forecast. It also foresees the Fitness Tracker market by type and application.

Chapter 12 concludes the research findings and refines all the highlights of the study.

Chapter 13 introduces the research methodology and sources of research data for your understanding.

Years considered for this report:

Historical Years: 2014-2018

Base Year: 2019

Estimated Year: 2019

Forecast Period: 2019-2026

Contents

1 FITNESS TRACKER MARKET OVERVIEW

- 1.1 Product Overview and Scope of Fitness Tracker
- 1.2 Fitness Tracker Segment by Type
 - 1.2.1 Global Fitness Tracker Production and CAGR (%) Comparison by Type (2014-2026)
 - 1.2.2 The Market Profile of Smart
 - 1.2.3 The Market Profile of Basic
- 1.3 Global Fitness Tracker Segment by Application
 - 1.3.1 Fitness Tracker Consumption (Sales) Comparison by Application (2014-2026)
 - 1.3.2 The Market Profile of Online
 - 1.3.3 The Market Profile of Offline
- 1.4 Global Fitness Tracker Market by Region (2014-2026)
 - 1.4.1 Global Fitness Tracker Market Size (Value) and CAGR (%) Comparison by Region (2014-2026)
 - 1.4.2 United States Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.3 Europe Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.3.1 Germany Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.3.2 UK Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.3.3 France Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.3.4 Italy Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.3.5 Spain Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.3.6 Russia Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.3.7 Poland Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.4 China Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.5 Japan Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.6 India Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.7 Southeast Asia Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.7.1 Malaysia Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.7.2 Singapore Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.7.3 Philippines Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.7.4 Indonesia Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.7.5 Thailand Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.7.6 Vietnam Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.8 Central and South America Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.8.1 Brazil Fitness Tracker Market Status and Prospect (2014-2026)

- 1.4.8.2 Mexico Fitness Tracker Market Status and Prospect (2014-2026)
- 1.4.8.3 Colombia Fitness Tracker Market Status and Prospect (2014-2026)
- 1.4.9 Middle East and Africa Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.9.1 Saudi Arabia Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.9.2 United Arab Emirates Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.9.3 Turkey Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.9.4 Egypt Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.9.5 South Africa Fitness Tracker Market Status and Prospect (2014-2026)
 - 1.4.9.6 Nigeria Fitness Tracker Market Status and Prospect (2014-2026)
- 1.5 Global Market Size (Value) of Fitness Tracker (2014-2026)
 - 1.5.1 Global Fitness Tracker Revenue Status and Outlook (2014-2026)
 - 1.5.2 Global Fitness Tracker Production Status and Outlook (2014-2026)

2 GLOBAL FITNESS TRACKER MARKET LANDSCAPE BY PLAYER

- 2.1 Global Fitness Tracker Production and Share by Player (2014-2019)
- 2.2 Global Fitness Tracker Revenue and Market Share by Player (2014-2019)
- 2.3 Global Fitness Tracker Average Price by Player (2014-2019)
- 2.4 Fitness Tracker Manufacturing Base Distribution, Sales Area and Product Type by Player
- 2.5 Fitness Tracker Market Competitive Situation and Trends
 - 2.5.1 Fitness Tracker Market Concentration Rate
 - 2.5.2 Fitness Tracker Market Share of Top 3 and Top 6 Players
 - 2.5.3 Mergers & Acquisitions, Expansion

3 PLAYERS PROFILES

- 3.1 Samsung
 - 3.1.1 Samsung Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.1.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.1.3 Samsung Fitness Tracker Market Performance (2014-2019)
 - 3.1.4 Samsung Business Overview
- 3.2 Lumo Bodytech Inc.
 - 3.2.1 Lumo Bodytech Inc. Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.2.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.2.3 Lumo Bodytech Inc. Fitness Tracker Market Performance (2014-2019)
 - 3.2.4 Lumo Bodytech Inc. Business Overview

3.3 Sony Corporation

3.3.1 Sony Corporation Basic Information, Manufacturing Base, Sales Area and Competitors

3.3.2 Fitness Tracker Product Profiles, Application and Specification

3.3.3 Sony Corporation Fitness Tracker Market Performance (2014-2019)

3.3.4 Sony Corporation Business Overview

3.4 Jawbone

3.4.1 Jawbone Basic Information, Manufacturing Base, Sales Area and Competitors

3.4.2 Fitness Tracker Product Profiles, Application and Specification

3.4.3 Jawbone Fitness Tracker Market Performance (2014-2019)

3.4.4 Jawbone Business Overview

3.5 Polar

3.5.1 Polar Basic Information, Manufacturing Base, Sales Area and Competitors

3.5.2 Fitness Tracker Product Profiles, Application and Specification

3.5.3 Polar Fitness Tracker Market Performance (2014-2019)

3.5.4 Polar Business Overview

3.6 Misfit

3.6.1 Misfit Basic Information, Manufacturing Base, Sales Area and Competitors

3.6.2 Fitness Tracker Product Profiles, Application and Specification

3.6.3 Misfit Fitness Tracker Market Performance (2014-2019)

3.6.4 Misfit Business Overview

3.7 Epson

3.7.1 Epson Basic Information, Manufacturing Base, Sales Area and Competitors

3.7.2 Fitness Tracker Product Profiles, Application and Specification

3.7.3 Epson Fitness Tracker Market Performance (2014-2019)

3.7.4 Epson Business Overview

3.8 Suunto

3.8.1 Suunto Basic Information, Manufacturing Base, Sales Area and Competitors

3.8.2 Fitness Tracker Product Profiles, Application and Specification

3.8.3 Suunto Fitness Tracker Market Performance (2014-2019)

3.8.4 Suunto Business Overview

3.9 Apple

3.9.1 Apple Basic Information, Manufacturing Base, Sales Area and Competitors

3.9.2 Fitness Tracker Product Profiles, Application and Specification

3.9.3 Apple Fitness Tracker Market Performance (2014-2019)

3.9.4 Apple Business Overview

3.10 Moov Inc.

3.10.1 Moov Inc. Basic Information, Manufacturing Base, Sales Area and Competitors

3.10.2 Fitness Tracker Product Profiles, Application and Specification

- 3.10.3 Moov Inc. Fitness Tracker Market Performance (2014-2019)
- 3.10.4 Moov Inc. Business Overview
- 3.11 Under Armour
 - 3.11.1 Under Armour Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.11.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.11.3 Under Armour Fitness Tracker Market Performance (2014-2019)
 - 3.11.4 Under Armour Business Overview
- 3.12 Casio
 - 3.12.1 Casio Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.12.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.12.3 Casio Fitness Tracker Market Performance (2014-2019)
 - 3.12.4 Casio Business Overview
- 3.13 Garmin
 - 3.13.1 Garmin Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.13.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.13.3 Garmin Fitness Tracker Market Performance (2014-2019)
 - 3.13.4 Garmin Business Overview
- 3.14 Adidas AG
 - 3.14.1 Adidas AG Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.14.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.14.3 Adidas AG Fitness Tracker Market Performance (2014-2019)
 - 3.14.4 Adidas AG Business Overview
- 3.15 Fitbit
 - 3.15.1 Fitbit Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.15.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.15.3 Fitbit Fitness Tracker Market Performance (2014-2019)
 - 3.15.4 Fitbit Business Overview
- 3.16 Nike
 - 3.16.1 Nike Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.16.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.16.3 Nike Fitness Tracker Market Performance (2014-2019)
 - 3.16.4 Nike Business Overview
- 3.17 Fitbit, Inc.
 - 3.17.1 Fitbit, Inc. Basic Information, Manufacturing Base, Sales Area and Competitors
 - 3.17.2 Fitness Tracker Product Profiles, Application and Specification
 - 3.17.3 Fitbit, Inc. Fitness Tracker Market Performance (2014-2019)
 - 3.17.4 Fitbit, Inc. Business Overview
- 3.18 XiaoMi

- 3.18.1 XiaoMi Basic Information, Manufacturing Base, Sales Area and Competitors
- 3.18.2 Fitness Tracker Product Profiles, Application and Specification
- 3.18.3 XiaoMi Fitness Tracker Market Performance (2014-2019)
- 3.18.4 XiaoMi Business Overview

4 GLOBAL FITNESS TRACKER PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE

- 4.1 Global Fitness Tracker Production and Market Share by Type (2014-2019)
- 4.2 Global Fitness Tracker Revenue and Market Share by Type (2014-2019)
- 4.3 Global Fitness Tracker Price by Type (2014-2019)
- 4.4 Global Fitness Tracker Production Growth Rate by Type (2014-2019)
 - 4.4.1 Global Fitness Tracker Production Growth Rate of Smart (2014-2019)
 - 4.4.2 Global Fitness Tracker Production Growth Rate of Basic (2014-2019)

5 GLOBAL FITNESS TRACKER MARKET ANALYSIS BY APPLICATION

- 5.1 Global Fitness Tracker Consumption and Market Share by Application (2014-2019)
- 5.2 Global Fitness Tracker Consumption Growth Rate by Application (2014-2019)
 - 5.2.1 Global Fitness Tracker Consumption Growth Rate of Online (2014-2019)
 - 5.2.2 Global Fitness Tracker Consumption Growth Rate of Offline (2014-2019)

6 GLOBAL FITNESS TRACKER PRODUCTION, CONSUMPTION, EXPORT, IMPORT BY REGION (2014-2019)

- 6.1 Global Fitness Tracker Consumption by Region (2014-2019)
- 6.2 United States Fitness Tracker Production, Consumption, Export, Import (2014-2019)
- 6.3 Europe Fitness Tracker Production, Consumption, Export, Import (2014-2019)
- 6.4 China Fitness Tracker Production, Consumption, Export, Import (2014-2019)
- 6.5 Japan Fitness Tracker Production, Consumption, Export, Import (2014-2019)
- 6.6 India Fitness Tracker Production, Consumption, Export, Import (2014-2019)
- 6.7 Southeast Asia Fitness Tracker Production, Consumption, Export, Import (2014-2019)
- 6.8 Central and South America Fitness Tracker Production, Consumption, Export, Import (2014-2019)
- 6.9 Middle East and Africa Fitness Tracker Production, Consumption, Export, Import (2014-2019)

7 GLOBAL FITNESS TRACKER PRODUCTION, REVENUE (VALUE) BY REGION

(2014-2019)

- 7.1 Global Fitness Tracker Production and Market Share by Region (2014-2019)
- 7.2 Global Fitness Tracker Revenue (Value) and Market Share by Region (2014-2019)
- 7.3 Global Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)
- 7.4 United States Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)
- 7.5 Europe Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)
- 7.6 China Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)
- 7.7 Japan Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)
- 7.8 India Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)
- 7.9 Southeast Asia Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)
- 7.10 Central and South America Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)
- 7.11 Middle East and Africa Fitness Tracker Production, Revenue, Price and Gross Margin (2014-2019)

8 FITNESS TRACKER MANUFACTURING ANALYSIS

- 8.1 Fitness Tracker Key Raw Materials Analysis
 - 8.1.1 Key Raw Materials Introduction
 - 8.1.2 Price Trend of Key Raw Materials
 - 8.1.3 Key Suppliers of Raw Materials
 - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Manufacturing Cost Analysis
 - 8.2.1 Labor Cost Analysis
 - 8.2.2 Manufacturing Cost Structure Analysis
- 8.3 Manufacturing Process Analysis of Fitness Tracker

9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 9.1 Fitness Tracker Industrial Chain Analysis
- 9.2 Raw Materials Sources of Fitness Tracker Major Players in 2018
- 9.3 Downstream Buyers

10 MARKET DYNAMICS

- 10.1 Drivers

10.2 Restraints

10.3 Opportunities

10.3.1 Advances in Innovation and Technology for Fitness Tracker

10.3.2 Increased Demand in Emerging Markets

10.4 Challenges

10.4.1 The Performance of Alternative Product Type is Getting Better and Better

10.4.2 Price Variance Caused by Fluctuations in Raw Material Prices

10.5 Porter's Five Forces Analysis

10.5.1 Threat of New Entrants

10.5.2 Threat of Substitutes

10.5.3 Bargaining Power of Suppliers

10.5.4 Bargaining Power of Buyers

10.5.5 Intensity of Competitive Rivalry

11 GLOBAL FITNESS TRACKER MARKET FORECAST (2019-2026)

11.1 Global Fitness Tracker Production, Revenue Forecast (2019-2026)

11.1.1 Global Fitness Tracker Production and Growth Rate Forecast (2019-2026)

11.1.2 Global Fitness Tracker Revenue and Growth Rate Forecast (2019-2026)

11.1.3 Global Fitness Tracker Price and Trend Forecast (2019-2026)

11.2 Global Fitness Tracker Production, Consumption, Export and Import Forecast by Region (2019-2026)

11.2.1 United States Fitness Tracker Production, Consumption, Export and Import Forecast (2019-2026)

11.2.2 Europe Fitness Tracker Production, Consumption, Export and Import Forecast (2019-2026)

11.2.3 China Fitness Tracker Production, Consumption, Export and Import Forecast (2019-2026)

11.2.4 Japan Fitness Tracker Production, Consumption, Export and Import Forecast (2019-2026)

11.2.5 India Fitness Tracker Production, Consumption, Export and Import Forecast (2019-2026)

11.2.6 Southeast Asia Fitness Tracker Production, Consumption, Export and Import Forecast (2019-2026)

11.2.7 Central and South America Fitness Tracker Production, Consumption, Export and Import Forecast (2019-2026)

11.2.8 Middle East and Africa Fitness Tracker Production, Consumption, Export and Import Forecast (2019-2026)

11.3 Global Fitness Tracker Production, Revenue and Price Forecast by Type

(2019-2026)

11.4 Global Fitness Tracker Consumption Forecast by Application (2019-2026)

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

13.1 Methodology

13.2 Research Data Source

I would like to order

Product name: Global Fitness Tracker Market Report 2019, Competitive Landscape, Trends and Opportunities

Product link: <https://marketpublishers.com/r/G3AF73996726EN.html>

Price: US\$ 2,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G3AF73996726EN.html>