

Wearable Fitness Technology Market by Product (Smartwatch, Wristband, Shoe, Shirt, Headband), Category (Handwear, Torsowear, Legwear, Headwear), Component (Display, Processor, Memory, Power, Networking, Interface, Sensor) & Geography - Global Forecast to 2022

<https://marketpublishers.com/r/WE0145D071CEN.html>

Date: March 2016

Pages: 165

Price: US\$ 5,650.00 (Single User License)

ID: WE0145D071CEN

Abstracts

“Increasing awareness about fitness and rise in disposable incomes in developing economies is driving the market”

The wearable fitness technology market is expected to reach USD 12.44 billion by 2022, at a CAGR of 13.7% between 2016 and 2022. There is an increasing demand for wearable fitness technology products such as wristbands and smartwatches because of consumer preference for smart gadgets, increasing popularity of wearable fitness and medical devices, increasing awareness about fitness, and a rise in disposable incomes in developing economies.

“Displays held the largest share of the wearable fitness technology market in 2015”

A display being the most expensive part of a wearable device, its market size is larger than other components. Also, display technology is evolving day by day, and new technologies such as organic light-emitting diode (OLED), active-matrix organic light-emitting diode (AMOLED), tactile/haptic touch, and more are being incorporated in new products by companies.

In the process of determining and verifying the market size for several segments and sub-segments gathered through the secondary research, extensive primary interviews

were conducted with key people. Breakup of the profile of primary participants is given below:

By Company Type: Tier 1 – 35%, Tier 2 – 40% and Tier 3 – 25%

By Designation: C-level – 35%, Director level – 25%, Others – 40%

By Region: Americas – 43%, Europe – 19%, APAC – 29%, RoW – 9%

Various key market players profiled in the report are as follows:

Adidas AG (Germany)

Apple, Inc. (U.S.)

Fitbit, Inc. (U.S.)

Garmin, Ltd. (Switzerland)

Google, Inc. (U.S.)

Jawbone, Inc. (U.S.)

LG Electronics Inc. (South Korea)

Nike, Inc. (U.S.)

Pebble Technology Corp. (U.S.)

Qualcomm, Inc. (U.S.)

Samsung Electronics Co., Ltd. (South Korea)

Sony Corporation (Japan)

Xiaomi Technology Co., Ltd. (China)

The report will help the companies in this market in the following ways:

The report segments the wearable fitness technology market comprehensively and provides the closest approximations of the size of the overall market and the subsegments across regions.

The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to better understand the competitor and gain more insights to better their position in the business.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 MARKET STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTRODUCTION
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key Industry Insights
 - 2.1.2.3 Breakdown of primary interviews
- 2.2 FACTOR ANALYSIS
 - 2.2.1 INTRODUCTION
 - 2.2.2 DEMAND-SIDE ANALYSIS
 - 2.2.2.1 Large growth of the smartphones market
 - 2.2.3 SUPPLY-SIDE ANALYSIS
 - 2.2.3.1 Innovation in technology
- 2.3 MARKET SIZE ESTIMATION
 - 2.3.1 BOTTOM-UP APPROACH
 - 2.3.2 TOP-DOWN APPROACH
- 2.4 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.5 ASSUMPTIONS OF THE STUDY

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 WEARABLE FITNESS TECHNOLOGY MARKET OPPORTUNITIES

Wearable Fitness Technology Market by Product (Smartwatch, Wristband, Shoe, Shirt, Headband), Category (Handwe...

4.2 WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT CATEGORY

4.3 GEOGRAPHIC SNAPSHOT OF THE WEARABLE FITNESS TECHNOLOGY MARKET

4.4 WEARABLE FITNESS TECHNOLOGY MARKET, BY COMPONENT, 2014–2022 (USD MILLION)

4.5 WEARABLE FITNESS TECHNOLOGY MARKET, BY GEOGRAPHY, 2016 VS. 2020 (USD MILLION)

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.2.1 MARKET, BY PRODUCT

5.2.2 MARKET, BY PRODUCT CATEGORY

5.2.3 MARKET, BY COMPONENT

5.2.4 MARKET, BY GEOGRAPHY

5.3 MARKET EVOLUTION

5.3.1 EVENTS IN THE WEARABLE FITNESS TECHNOLOGY MARKET TILL 2000

5.3.2 WEARABLE 2.0

5.3.3 NEXT-GENERATION WEARABLE DEVICES

5.4 MARKET DYNAMICS

5.4.1 DRIVERS

5.4.1.1 Consumer preference towards smart gadgets

5.4.1.2 Increasing demand for wearable fitness and medical devices

5.4.1.3 Increasing awareness about fitness and rise in disposable incomes in developing economies

5.4.2 RESTRAINTS

5.4.2.1 Power consumption and limited battery life of wearable devices

5.4.2.2 High initial and production costs

5.4.2.3 Fast-paced development in the electronics industry

5.4.3 OPPORTUNITIES

5.4.3.1 Use of smart textiles and e-textiles in wearable fitness devices

5.4.3.2 Development of key enabling technologies

5.4.3.3 Increasing demand for connected devices

5.4.4 CHALLENGES

5.4.4.1 Dimension constraints

5.4.4.2 Failure to achieve long-term engagement

5.4.4.3 Unaddressed regulatory issues

6 INDUSTRY ANALYSIS

- 6.1 INTRODUCTION
- 6.2 INDUSTRY TRENDS
- 6.3 MARKET LIFE CYCLE ANALYSIS
- 6.4 SUPPLY CHAIN ANALYSIS
 - 6.4.1 CORE INDUSTRY SEGMENTS
 - 6.4.2 SUPPORTING INDUSTRY SEGMENTS
- 6.5 VALUE CHAIN ANALYSIS
- 6.6 PORTER'S FIVE FORCES ANALYSIS
 - 6.6.1 INTENSITY OF COMPETITIVE RIVALRY
 - 6.6.2 THREAT OF SUBSTITUTES
 - 6.6.3 BARGAINING POWER OF BUYERS
 - 6.6.4 BARGAINING POWER OF SUPPLIERS
 - 6.6.5 THREAT OF NEW ENTRANTS

7 MARKET, BY PRODUCT

- 7.1 INTRODUCTION
- 7.2 SMARTWATCH
- 7.3 WRISTBAND (SMART BRACELET)
- 7.4 SMARTSHOE
- 7.5 SMART SHIRT/JACKET
- 7.6 HEADBAND/SMARTCAP
- 7.7 OTHERS

8 MARKET, BY PRODUCT CATEGORY

- 8.1 INTRODUCTION
- 8.2 HANDWEAR
- 8.3 TORSOWEAR
- 8.4 LEGWEAR
- 8.5 HEADWEAR
- 8.6 OTHERS

9 MARKET, BY COMPONENT

- 9.1 INTRODUCTION
 - 9.1.1 DISPLAY

- 9.1.2 PROCESSOR
- 9.1.3 MEMORY CHIP
- 9.1.4 POWER MANAGEMENT COMPONENTS
- 9.1.5 NETWORKING COMPONENTS
- 9.1.6 USER INTERFACE COMPONENTS
- 9.1.7 SENSORS
- 9.1.8 MECHANICAL COMPONENTS
- 9.1.9 OTHERS

10 MARKET, BY TECHNOLOGY

- 10.1 INTRODUCTION
- 10.2 COMPUTING TECHNOLOGIES (WEARABLE COMPUTERS)
- 10.3 DISPLAY TECHNOLOGIES (HUD, HMD, AMOLED, AND AUGMENTED REALITY)
- 10.4 NETWORKING TECHNOLOGIES (BLUETOOTH, NFC, ANT+, AND WI-FI)
- 10.5 POSITIONING TECHNOLOGIES (GPS AND DIGITAL COMPASS)
- 10.6 SENSOR TECHNOLOGIES (ACCELEROMETERS AND MEMS)
- 10.7 SPEECH RECOGNITION TECHNOLOGIES

11 WEARABLE FITNESS TECHNOLOGY, BY ACTIVITY TRACKING

- 11.1 INTRODUCTION
- 11.2 HEART RATE
- 11.3 SLEEP
- 11.4 STEPS
- 11.5 CALORIES
- 11.6 OTHERS

12 WEARABLE FITNESS TECHNOLOGY, BY SOFTWARE AND SERVICES

- 12.1 INTRODUCTION
- 12.2 SOFTWARE
 - 12.2.1 OPERATING SYSTEM (OS)
 - 12.2.1.1 Android Wear OS
 - 12.2.1.2 Tizen for Wearable
 - 12.2.1.3 Pebble OS
 - 12.2.1.4 WebOS
 - 12.2.1.5 WatchOS
 - 12.2.1.6 LinkIt OS

12.2.1.7 Others

12.2.2 APPS (APPLICATIONS)

12.3 SERVICES

12.3.1 PERSONAL COACH

12.3.2 CLOUD COMPUTING AND DATA ANALYTICS

12.3.3 OTHERS

13 GEOGRAPHIC ANALYSIS

13.1 INTRODUCTION

13.2 AMERICAS

13.2.1.1 U.S.

13.2.1.2 CANADA

13.2.1.3 MEXICO

13.2.1.4 OTHERS

13.3 EUROPE

13.3.1.1 U.K.

13.3.1.2 GERMANY

13.3.1.3 FRANCE

13.3.1.4 OTHERS

13.4 ASIA-PACIFIC

13.4.1.1 CHINA

13.4.1.2 JAPAN

13.4.1.3 SOUTH KOREA

13.4.1.4 INDIA

13.4.1.5 OTHERS

13.5 REST OF THE WORLD

13.5.1.1 MIDDLE EAST

13.5.1.2 AFRICA

14 COMPETITIVE LANDSCAPE

14.1 OVERVIEW

14.2 MARKET SHARE ANALYSIS OF THE WEARABLE FITNESS TECHNOLOGY, 2015

14.3 COMPETITIVE SITUATION AND TRENDS

14.3.1 NEW PRODUCT LAUNCHES

14.3.2 AGREEMENTS, COLLABORATIONS, CONTRACTS, & PARTNERSHIPS

14.3.3 ACQUISITIONS

14.3.4 EXPANSIONS AND INVESTMENTS

15 COMPANY PROFILES

(Overview, Products and Services, Financials, Strategy & Development)*

15.1 INTRODUCTION

15.2 FITBIT INC.

15.3 APPLE INC.

15.4 XIAOMI TECHNOLOGY CO. LTD.

15.5 GARMIN LTD.

15.6 SAMSUNG ELECTRONICS CO. LTD.

15.7 ADIDAS AG

15.8 LG ELECTRONICS INC.

15.9 NIKE INC.

15.10 QUALCOMM INC.

15.11 SONY CORP.

15.12 JAWBONE INC.

15.13 PEBBLE TECHNOLOGY CORP.

*Details on Overview, Products and Services, Financials, Strategy & Development might not be Captured in case of Unlisted Companies

16 APPENDIX

16.1 INSIGHTS OF INDUSTRY EXPERTS

16.2 DISCUSSION GUIDE

16.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

16.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE

16.5 AVAILABLE CUSTOMIZATIONS

16.6 RELATED REPORT

List Of Tables

LIST OF TABLES

Table 1 THE NEED FOR SOPHISTICATED DEVICES PROPELS THE GROWTH OF THE WEARABLE FITNESS TECHNOLOGY MARKET

Table 2 NEED OF SELF-POWERING DEVICES RESTRAINS THE GROWTH OF THE WEARABLE FITNESS TECHNOLOGY MARKET

Table 3 INCREASING OPPORTUNITIES IN MULTIPLE APPLICATIONS AND TECHNOLOGICAL ADVANCEMENTS PAVE THE GROWTH AVENUE FOR PLAYERS IN THE WEARABLES MARKET

Table 4 SIZE CONSTRAINTS OF WEARABLE PRODUCTS PRESENT A MAJOR CHALLENGE FOR DESIGNERS

Table 5 THE PORTER'S FIVE FORCES ANALYSIS: BARGAINING POWER OF SUPPLIERS HAD THE LOWEST IMPACT ON THE OVERALL MARKET

Table 6 GLOBAL WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 7 GLOBAL WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 8 SMARTWATCH WEARABLE FITNESS TECHNOLOGY MARKET, BY REGION, 2014–2022 (USD MILLION)

Table 9 SMARTWATCH WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY GEOGRAPHY, 2014–2022 (THOUSAND UNITS)

Table 10 SMARTWATCH WEARABLE FITNESS TECHNOLOGY MARKET, BY COMPONENT, 2014–2022 (USD MILLION)

Table 11 WRISTBAND WEARABLE FITNESS TECHNOLOGY MARKET, BY REGION, 2014–2022 (USD MILLION)

Table 12 WRISTBAND WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY GEOGRAPHY, 2014–2022 (THOUSAND UNITS)

Table 13 WRISTBAND WEARABLE FITNESS TECHNOLOGY MARKET, BY COMPONENT, 2014–2022 (USD MILLION)

Table 14 SMARTSHOE WEARABLE FITNESS TECHNOLOGY MARKET, BY REGION, 2014–2022 (USD MILLION)

Table 15 SMARTSHOE WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY REGION, 2014–2022 (THOUSAND UNITS)

Table 16 SMARTSHOE WEARABLE FITNESS TECHNOLOGY MARKET, BY COMPONENT, 2014–2022 (USD MILLION)

Table 17 SMART SHIRT/JACKET WEARABLE FITNESS TECHNOLOGY MARKET, BY REGION, 2014–2022 (USD MILLION)

Table 18 SMART SHIRT/JACKET WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY REGION, 2014–2022 (THOUSAND UNITS)

Table 19 SMART SHIRT/JACKET WEARABLE FITNESS TECHNOLOGY MARKET, BY COMPONENT, 2014–2022 (USD MILLION)

Table 20 HEADBAND/SMARTCAP WEARABLE FITNESS TECHNOLOGY MARKET, BY REGION, 2014–2022 (USD MILLION)

Table 21 HEADBAND/SMARTCAP WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY REGION, 2014–2022 (THOUSAND UNITS)

Table 22 HEADBAND/SMARTCAP WEARABLE FITNESS TECHNOLOGY MARKET, BY COMPONENT, 2014–2022 (USD MILLION)

Table 23 OTHERS WEARABLE FITNESS TECHNOLOGY MARKET, BY REGION, 2014–2022 (USD MILLION)

Table 24 OTHERS WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY REGION, 2014–2022 (THOUSAND UNITS)

Table 25 OTHERS WEARABLE FITNESS TECHNOLOGY MARKET, BY COMPONENT, 2014–2022 (USD MILLION)

Table 26 WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT CATEGORY, 2014–2022 (USD MILLION)

Table 27 WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY PRODUCT CATEGORY, 2014–2022 (THOUSAND UNITS)

Table 28 HANDWEAR WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 29 HANDWEAR WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 30 TORSOWEAR WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 31 TORSOWEAR WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 32 LEGWEAR WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 33 LEGWEAR WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 34 HEADWEAR WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 35 HEADWEAR WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 36 OTHER WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT CATEGORY, 2014–2022 (USD MILLION)

Table 37 OTHER WEARABLE FITNESS TECHNOLOGY MARKET SIZE, BY

PRODUCT CATEGORY, 2014–2022 (THOUSAND UNITS)

Table 38 WEARABLE FITNESS TECHNOLOGY MARKET, BY COMPONENT, 2014–2022 (USD MILLION)

Table 39 DISPLAY IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 40 PROCESSOR IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 41 MEMORY CHIP IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 42 POWER MANAGEMENT COMPONENTS IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 43 NETWORKING COMPONENTS IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 44 USER INTERFACE COMPONENTS IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 45 SENSORS IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 46 MECHANICAL COMPONENTS IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 47 OTHER COMPONENTS IN WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT, 2014–2022 (USD MILLION)

Table 48 WEARABLE FITNESS TECHNOLOGY MARKET, BY REGION, 2014–2022 (USD MILLION)

Table 49 WEARABLE FITNESS TECHNOLOGY MARKET, BY REGION, 2014–2022 (THOUSAND UNITS)

Table 50 WEARABLE FITNESS TECHNOLOGY MARKET IN THE AMERICAS, BY COUNTRY, 2014–2022 (USD MILLION)

Table 51 WEARABLE FITNESS TECHNOLOGY MARKET IN THE AMERICAS, BY COUNTRY, 2014–2022 (THOUSAND UNITS)

Table 52 WEARABLE FITNESS TECHNOLOGY MARKET IN THE AMERICAS, BY PRODUCT, 2014–2022 (USD MILLION)

Table 53 WEARABLE FITNESS TECHNOLOGY MARKET SIZE IN THE AMERICAS, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 54 WEARABLE FITNESS TECHNOLOGY MARKET IN EUROPE, BY COUNTRY, 2014–2022 (USD MILLION)

Table 55 WEARABLE FITNESS TECHNOLOGY MARKET IN EUROPE, BY COUNTRY, 2014–2022 (THOUSAND UNITS)

Table 56 WEARABLE FITNESS TECHNOLOGY MARKET IN EUROPE, BY PRODUCT, 2014–2022 (USD MILLION)

Table 57 WEARABLE FITNESS TECHNOLOGY MARKET IN EUROPE, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 58 WEARABLE FITNESS TECHNOLOGY MARKET IN APAC, BY COUNTRY, 2014–2022 (USD MILLION)

Table 59 WEARABLE FITNESS TECHNOLOGY MARKET IN APAC, BY COUNTRY, 2014–2022 (THOUSAND UNITS)

Table 60 WEARABLE FITNESS TECHNOLOGY MARKET IN APAC, BY PRODUCT, 2014–2022 (USD MILLION)

Table 61 WEARABLE FITNESS TECHNOLOGY MARKET IN APAC, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 62 WEARABLE FITNESS TECHNOLOGY MARKET IN ROW, BY REGION, 2014–2022 (USD MILLION)

Table 63 WEARABLE FITNESS TECHNOLOGY MARKET IN ROW, BY REGION, 2014–2022 (THOUSAND UNITS)

Table 64 WEARABLE FITNESS TECHNOLOGY MARKET IN ROW, BY PRODUCT, 2014–2022 (USD MILLION)

Table 65 WEARABLE FITNESS TECHNOLOGY MARKET IN ROW, BY PRODUCT, 2014–2022 (THOUSAND UNITS)

Table 66 NEW PRODUCT LAUNCHES, 2012–2015

Table 67 AGREEMENTS, COLLABORATIONS, CONTRACTS, & PARTNERSHIPS, 2012–2015

Table 68 ACQUISITIONS, 2012–2015

Table 69 EXPANSIONS AND INVESTMENTS, 2012–2015

List Of Figures

LIST OF FIGURES

Figure 1 WEARABLE FITNESS TECHNOLOGY MARKET: RESEARCH DESIGN

Figure 2 GLOBAL SMARTPHONE SHIPMENTS IN MILLION UNITS, 2013–2018

Figure 3 BOTTOM-UP APPROACH

Figure 4 TOP-DOWN APPROACH

Figure 5 DATA TRIANGULATION METHODOLOGY

Figure 6 MARKET FOR SMARTWATCHES EXPECTED TO GROW AT THE HIGHEST CAGR (2016 VS. 2022)

Figure 7 MARKET FOR DISPLAYS FOR WEARABLE FITNESS TECHNOLOGY WOULD BE THE LARGEST DURING THE FORECAST PERIOD

Figure 8 HANDWEAR MARKET EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 9 AMERICAS ACCOUNTED FOR THE LARGEST MARKET SHARE, 2015

Figure 10 WEARABLE FITNESS TECHNOLOGY MARKET TO EXHIBIT LUCRATIVE GROWTH OPPORTUNITIES

Figure 11 HANDWEAR ACCOUNTED FOR THE LARGEST MARKET SHARE IN 2015

Figure 12 MARKET IN THE AMERICAS TO GROW AT THE HIGHEST RATE DURING THE FORECAST PERIOD

Figure 13 DISPLAYS TO EXHIBIT HIGHEST GROWTH DURING THE FORECAST PERIOD

Figure 14 AMERICAS EXPECTED TO WITNESS HIGHEST GROWTH DURING THE FORECAST PERIOD

Figure 15 EVENTS IN THE WEARABLE FITNESS TECHNOLOGY MARKET TILL 2000

Figure 16 WEARABLE 2.0 AND FUTURE TECHNOLOGY

Figure 17 MARKET DYNAMICS: OVERVIEW

Figure 18 SMARTWATCH SHIPMENTS BY COMPANY, 2014

Figure 19 U.S.: PERCENTAGE OF WEARABLE DEVICE USERS IN MEDICAL AND HEALTHCARE IN 2014

Figure 20 PER CAPITA INCOME IN INDIA AND CHINA (USD) (2013 AND 2014)

Figure 21 SMARTPHONE APPS AND ADVANCED DATA ANALYSIS ARE THE MAJOR TRENDS IN WEARABLE FITNESS TECHNOLOGY MARKET

Figure 22 LIFE CYCLE OF WEARABLE PRODUCTS, 2015

Figure 23 WEARABLE FITNESS TECHNOLOGY MARKET: SUPPLY CHAIN

Figure 24 VALUE CHAIN ANALYSIS (2015): MAJOR VALUE IS ADDED DURING ASSEMBLY AND DISTRIBUTION PHASES

Figure 25 THE PORTER'S FIVE FORCES ANALYSIS (2015):

Figure 26 WEARABLE FITNESS TECHNOLOGY MARKET: PORTER'S FIVE FORCES ANALYSIS, 2015

Figure 27 INTENSITY OF COMPETITIVE RIVALRY: HIGH COMPETITION IN THE MARKET DUE TO NEW PRODUCT LAUNCHES AND INNOVATIONS

Figure 28 THREAT OF SUBSTITUTES WOULD BE HIGH DUE TO THE AVAILABILITY OF SUBSTITUTE PRODUCTS

Figure 29 BARGAINING POWER OF BUYERS: AS THE ADOPTION RATE OF BUYERS IS HIGH, THEY WOULD HAVE A HIGH BARGAINING POWER

Figure 30 BARGAINING POWER OF SUPPLIERS: TECHNOLOGICAL ADVANCEMENTS IN WEARABLES WOULD DRIVE THE MARKET FOR SUPPLIERS DURING THE FORECAST PERIOD

Figure 31 THREAT OF NEW ENTRANTS: WITH INNOVATIVE PRODUCT DEVELOPMENTS, NEW ENTRANTS LIKELY TO ENTER THIS MARKET

Figure 32 WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT

Figure 33 WEARABLE FITNESS TECHNOLOGY MARKET, BY PRODUCT CATEGORY

Figure 34 WEARABLE TECHNOLOGY MARKET, BY COMPONENT

Figure 35 WEARABLE FITNESS TECHNOLOGY MARKET, BY TECHNOLOGY

Figure 36 WEARABLE FITNESS TECHNOLOGY, BY ACTIVITY TRACKING

Figure 37 WEARABLE FITNESS TECHNOLOGY MARKET, BY SOFTWARE AND SERVICES

Figure 38 GEOGRAPHIC SNAPSHOT: WEARABLE FITNESS TECHNOLOGY MARKET

Figure 39 AMERICAS: MARKET SNAPSHOT

Figure 40 EUROPE: MARKET SNAPSHOT

Figure 41 ASIA-PACIFIC: MARKET SNAPSHOT

Figure 42 ROW: MARKET SNAPSHOT

Figure 43 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AS THE KEY GROWTH STRATEGY OVER THE LAST FOUR YEARS (2012–2015)

Figure 44 GEOGRAPHIC REVENUE MIX OF MAJOR MARKET PLAYERS

Figure 45 FITBIT INC.: SWOT ANALYSIS

Figure 46 APPLE INC.: COMPANY SNAPSHOT

Figure 47 APPLE INC.: SWOT ANALYSIS

Figure 48 XIAOMI TECHNOLOGY CO. LTD.: SWOT ANALYSIS

Figure 49 GARMIN LTD.: COMPANY SNAPSHOT

Figure 50 GARMIN LTD.: SWOT ANALYSIS

Figure 51 SAMSUNG ELECTRONICS CO. LTD.: COMPANY SNAPSHOT

Figure 52 SAMSUNG ELECTRONICS CO. LTD.: SWOT ANALYSIS

Figure 53 ADIDAS AG: COMPANY SNAPSHOT

Figure 54 LG ELECTRONICS INC.: COMPANY SNAPSHOT

Figure 55 NIKE INC.:COMPANY SNAPSHOT

Figure 56 QUALCOMM INC.: COMPANY SNAPSHOT

Figure 57 SONY CORP.: COMPANY SNAPSHOT

Figure 58 MARKETSANDMARKETS KNOWLEDGE STORE SNAPSHOT

Figure 59 MARKETSANDMARKETS KNOWLEDGE STORE: SEMICONDUCTOR &
ELECTRONICS INDUSTRY SNAPSHOT

I would like to order

Product name: Wearable Fitness Technology Market by Product (Smartwatch, Wristband, Shoe, Shirt, Headband), Category (Handwear, Torsowear, Legwear, Headwear), Component (Display, Processor, Memory, Power, Networking, Interface, Sensor) & Geography - Global Forecast to 2022

Product link: <https://marketpublishers.com/r/WE0145D071CEN.html>

Price: US\$ 5,650.00 (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/WE0145D071CEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970