

Fitness Bands-China Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/FFF04EF17ABMEN.html>

Date: February 2018

Pages: 138

Price: US\$ 2,980.00 (Single User License)

ID: FFF04EF17ABMEN

Abstracts

Report Summary

Fitness Bands-China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Fitness Bands industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provide useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Fitness Bands 2013-2017, and development forecast 2018-2023

Main market players of Fitness Bands in China, with company and product introduction, position in the Fitness Bands market

Market status and development trend of Fitness Bands by types and applications

Cost and profit status of Fitness Bands, and marketing status

Market growth drivers and challenges

The report segments the China Fitness Bands market as:

China Fitness Bands Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

Central & South China

Southwest China

Northwest China

China Fitness Bands Market: Product Type Segment Analysis (Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

All-Day Tracker Bands

Training Tracker Bands

China Fitness Bands Market: Application Segment Analysis (Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Running

Biking

Climbing

Cardio training

Other

China Fitness Bands Market: Players Segment Analysis (Company and Product introduction, Fitness Bands Sales Volume, Revenue, Price and Gross Margin):

Garmin

Polar

Jawbone

Misfit

Fitbit

Sony

Apple

Xiaomi

TomTom

Microsoft

Withings

Moov

Nike

Samsung

Mio Alpha

Razer Nabu

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and

individuals interested in the market.

Contents

CHAPTER 1 OVERVIEW OF FITNESS BANDS

- 1.1 Definition of Fitness Bands in This Report
- 1.2 Commercial Types of Fitness Bands
 - 1.2.1 All-Day Tracker Bands
 - 1.2.2 Training Tracker Bands
- 1.3 Downstream Application of Fitness Bands
 - 1.3.1 Running
 - 1.3.2 Biking
 - 1.3.3 Climbing
 - 1.3.4 Cardio training
 - 1.3.5 Other
- 1.4 Development History of Fitness Bands
- 1.5 Market Status and Trend of Fitness Bands 2013-2023
 - 1.5.1 China Fitness Bands Market Status and Trend 2013-2023
 - 1.5.2 Regional Fitness Bands Market Status and Trend 2013-2023

CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS

- 2.1 Market Status of Fitness Bands in China 2013-2017
- 2.2 Consumption Market of Fitness Bands in China by Regions
 - 2.2.1 Consumption Volume of Fitness Bands in China by Regions
 - 2.2.2 Revenue of Fitness Bands in China by Regions
- 2.3 Market Analysis of Fitness Bands in China by Regions
 - 2.3.1 Market Analysis of Fitness Bands in North China 2013-2017
 - 2.3.2 Market Analysis of Fitness Bands in Northeast China 2013-2017
 - 2.3.3 Market Analysis of Fitness Bands in East China 2013-2017
 - 2.3.4 Market Analysis of Fitness Bands in Central & South China 2013-2017
 - 2.3.5 Market Analysis of Fitness Bands in Southwest China 2013-2017
 - 2.3.6 Market Analysis of Fitness Bands in Northwest China 2013-2017
- 2.4 Market Development Forecast of Fitness Bands in China 2018-2023
 - 2.4.1 Market Development Forecast of Fitness Bands in China 2018-2023
 - 2.4.2 Market Development Forecast of Fitness Bands by Regions 2018-2023

CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES

- 3.1 Whole China Market Status by Types

- 3.1.1 Consumption Volume of Fitness Bands in China by Types
- 3.1.2 Revenue of Fitness Bands in China by Types
- 3.2 China Market Status by Types in Major Countries
 - 3.2.1 Market Status by Types in North China
 - 3.2.2 Market Status by Types in Northeast China
 - 3.2.3 Market Status by Types in East China
 - 3.2.4 Market Status by Types in Central & South China
 - 3.2.5 Market Status by Types in Southwest China
 - 3.2.6 Market Status by Types in Northwest China
- 3.3 Market Forecast of Fitness Bands in China by Types

CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY

- 4.1 Demand Volume of Fitness Bands in China by Downstream Industry
- 4.2 Demand Volume of Fitness Bands by Downstream Industry in Major Countries
 - 4.2.1 Demand Volume of Fitness Bands by Downstream Industry in North China
 - 4.2.2 Demand Volume of Fitness Bands by Downstream Industry in Northeast China
 - 4.2.3 Demand Volume of Fitness Bands by Downstream Industry in East China
 - 4.2.4 Demand Volume of Fitness Bands by Downstream Industry in Central & South China
 - 4.2.5 Demand Volume of Fitness Bands by Downstream Industry in Southwest China
 - 4.2.6 Demand Volume of Fitness Bands by Downstream Industry in Northwest China
- 4.3 Market Forecast of Fitness Bands in China by Downstream Industry

CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF FITNESS BANDS

- 5.1 China Economy Situation and Trend Overview
- 5.2 Fitness Bands Downstream Industry Situation and Trend Overview

CHAPTER 6 FITNESS BANDS MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA

- 6.1 Sales Volume of Fitness Bands in China by Major Players
- 6.2 Revenue of Fitness Bands in China by Major Players
- 6.3 Basic Information of Fitness Bands by Major Players
 - 6.3.1 Headquarters Location and Established Time of Fitness Bands Major Players
 - 6.3.2 Employees and Revenue Level of Fitness Bands Major Players
- 6.4 Market Competition News and Trend

- 6.4.1 Merger, Consolidation or Acquisition News
- 6.4.2 Investment or Disinvestment News
- 6.4.3 New Product Development and Launch

CHAPTER 7 FITNESS BANDS MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA

7.1 Garmin

- 7.1.1 Company profile
- 7.1.2 Representative Fitness Bands Product
- 7.1.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Garmin

7.2 Polar

- 7.2.1 Company profile
- 7.2.2 Representative Fitness Bands Product
- 7.2.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Polar

7.3 Jawbone

- 7.3.1 Company profile
- 7.3.2 Representative Fitness Bands Product
- 7.3.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Jawbone

7.4 Misfit

- 7.4.1 Company profile
- 7.4.2 Representative Fitness Bands Product
- 7.4.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Misfit

7.5 Fitbit

- 7.5.1 Company profile
- 7.5.2 Representative Fitness Bands Product
- 7.5.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Fitbit

7.6 Sony

- 7.6.1 Company profile
- 7.6.2 Representative Fitness Bands Product
- 7.6.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Sony

7.7 Apple

- 7.7.1 Company profile
- 7.7.2 Representative Fitness Bands Product
- 7.7.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Apple

7.8 Xiaomi

- 7.8.1 Company profile
- 7.8.2 Representative Fitness Bands Product
- 7.8.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Xiaomi

7.9 TomTom

7.9.1 Company profile

7.9.2 Representative Fitness Bands Product

7.9.3 Fitness Bands Sales, Revenue, Price and Gross Margin of TomTom

7.10 Microsoft

7.10.1 Company profile

7.10.2 Representative Fitness Bands Product

7.10.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Microsoft

7.11 Withings

7.11.1 Company profile

7.11.2 Representative Fitness Bands Product

7.11.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Withings

7.12 Moov

7.12.1 Company profile

7.12.2 Representative Fitness Bands Product

7.12.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Moov

7.13 Nike

7.13.1 Company profile

7.13.2 Representative Fitness Bands Product

7.13.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Nike

7.14 Samsung

7.14.1 Company profile

7.14.2 Representative Fitness Bands Product

7.14.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Samsung

7.15 Mio Alpha

7.15.1 Company profile

7.15.2 Representative Fitness Bands Product

7.15.3 Fitness Bands Sales, Revenue, Price and Gross Margin of Mio Alpha

7.16 Razer Nabu

CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF FITNESS BANDS

8.1 Industry Chain of Fitness Bands

8.2 Upstream Market and Representative Companies Analysis

8.3 Downstream Market and Representative Companies Analysis

CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF FITNESS BANDS

- 9.1 Cost Structure Analysis of Fitness Bands
- 9.2 Raw Materials Cost Analysis of Fitness Bands
- 9.3 Labor Cost Analysis of Fitness Bands
- 9.4 Manufacturing Expenses Analysis of Fitness Bands

CHAPTER 10 MARKETING STATUS ANALYSIS OF FITNESS BANDS

- 10.1 Marketing Channel
 - 10.1.1 Direct Marketing
 - 10.1.2 Indirect Marketing
 - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
 - 10.2.1 Pricing Strategy
 - 10.2.2 Brand Strategy
 - 10.2.3 Target Client
- 10.3 Distributors/Traders List

CHAPTER 11 REPORT CONCLUSION

CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE

- 12.1 Methodology/Research Approach
 - 12.1.1 Research Programs/Design
 - 12.1.2 Market Size Estimation
 - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
 - 12.2.1 Secondary Sources
 - 12.2.2 Primary Sources
- 12.3 Reference

I would like to order

Product name: Fitness Bands-China Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/FFF04EF17ABMEN.html>

Price: US\$ 2,980.00 (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/FFF04EF17ABMEN.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