

# Wearable Fitness Technology-Asia Pacific Market Status and Trend Report 2013-2023

<https://marketpublishers.com/r/WE3889DA521EN.html>

Date: December 2017

Pages: 133

Price: US\$ 3,480.00 (Single User License)

ID: WE3889DA521EN

## Abstracts

### Report Summary

Wearable Fitness Technology-Asia Pacific Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Wearable Fitness Technology 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 provides useful data and information. Key questions answered by this report include:

Whole Asia Pacific and Regional Market Size of Wearable Fitness Technology 2013-2017, and development forecast 2018-2023

Main market players of Wearable Fitness Technology in Asia Pacific, with company and product introduction, position in the Wearable Fitness Technology market

Market status and development trend of Wearable Fitness Technology by types and applications

Cost and profit status of Wearable Fitness Technology, and marketing status

Market growth drivers and challenges

The report segments the Asia Pacific Wearable Fitness Technology market as:

Asia Pacific Wearable Fitness Technology Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

China

Japan

Korea

India  
Southeast Asia  
Australia

Asia Pacific Wearable Fitness Technology Market: Product Type Segment Analysis  
(Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Smartwatch  
Wristband  
Smartshoe  
Smart Shirt/Jacket  
Headband/Smartcap  
Others

Asia Pacific Wearable Fitness Technology Market: Application Segment Analysis  
(Consumption Volume and Market Share 2013-2023; Downstream Customers and Market Analysis)

Handwear  
Torsowear  
Legwear  
Headwear

Asia Pacific Wearable Fitness Technology Market: Players Segment Analysis  
(Company and Product introduction, Wearable Fitness Technology Sales Volume, Revenue, Price and Gross Margin):

Adidas  
Apple  
Fitbit  
Garmin  
Google  
Jawbone  
LG Electronics  
Nike  
Pebble Technology  
Qualcomm  
Samsung Electronics  
Sony Corporation

## Xiaomi Technology

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 WEARABLE FITNESS TECHNOLOGY**

- 1.1 Definition of Wearable Fitness Technology in This Report
- 1.2 Commercial Types of Wearable Fitness Technology
  - 1.2.1 Smartwatch
  - 1.2.2 Wristband
  - 1.2.3 Smartshoe
  - 1.2.4 Smart Shirt/Jacket
  - 1.2.5 Headband/Smartcap
  - 1.2.6 Others
- 1.3 Downstream Application of Wearable Fitness Technology
  - 1.3.1 Handwear
  - 1.3.2 Torsowear
  - 1.3.3 Legwear
  - 1.3.4 Headwear
- 1.4 Development History of Wearable Fitness Technology
- 1.5 Market Status and Trend of Wearable Fitness Technology 2013-2023
  - 1.5.1 Asia Pacific Wearable Fitness Technology Market Status and Trend 2013-2023
  - 1.5.2 Regional Wearable Fitness Technology Market Status and Trend 2013-2023

### **CHAPTER 2 ASIA PACIFIC MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Wearable Fitness Technology in Asia Pacific 2013-2017
- 2.2 Consumption Market of Wearable Fitness Technology in Asia Pacific by Regions
  - 2.2.1 Consumption Volume of Wearable Fitness Technology in Asia Pacific by Regions
  - 2.2.2 Revenue of Wearable Fitness Technology in Asia Pacific by Regions
- 2.3 Market Analysis of Wearable Fitness Technology in Asia Pacific by Regions
  - 2.3.1 Market Analysis of Wearable Fitness Technology in China 2013-2017
  - 2.3.2 Market Analysis of Wearable Fitness Technology in Japan 2013-2017
  - 2.3.3 Market Analysis of Wearable Fitness Technology in Korea 2013-2017
  - 2.3.4 Market Analysis of Wearable Fitness Technology in India 2013-2017
  - 2.3.5 Market Analysis of Wearable Fitness Technology in Southeast Asia 2013-2017
  - 2.3.6 Market Analysis of Wearable Fitness Technology in Australia 2013-2017
- 2.4 Market Development Forecast of Wearable Fitness Technology in Asia Pacific 2018-2023
  - 2.4.1 Market Development Forecast of Wearable Fitness Technology in Asia Pacific

2018-2023

2.4.2 Market Development Forecast of Wearable Fitness Technology by Regions

2018-2023

## **CHAPTER 3 ASIA PACIFIC MARKET STATUS AND FORECAST BY TYPES**

3.1 Whole Asia Pacific Market Status by Types

3.1.1 Consumption Volume of Wearable Fitness Technology in Asia Pacific by Types

3.1.2 Revenue of Wearable Fitness Technology in Asia Pacific by Types

3.2 Asia Pacific Market Status by Types in Major Countries

3.2.1 Market Status by Types in China

3.2.2 Market Status by Types in Japan

3.2.3 Market Status by Types in Korea

3.2.4 Market Status by Types in India

3.2.5 Market Status by Types in Southeast Asia

3.2.6 Market Status by Types in Australia

3.3 Market Forecast of Wearable Fitness Technology in Asia Pacific by Types

## **CHAPTER 4 ASIA PACIFIC MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

4.1 Demand Volume of Wearable Fitness Technology in Asia Pacific by Downstream Industry

4.2 Demand Volume of Wearable Fitness Technology by Downstream Industry in Major Countries

4.2.1 Demand Volume of Wearable Fitness Technology by Downstream Industry in China

4.2.2 Demand Volume of Wearable Fitness Technology by Downstream Industry in Japan

4.2.3 Demand Volume of Wearable Fitness Technology by Downstream Industry in Korea

4.2.4 Demand Volume of Wearable Fitness Technology by Downstream Industry in India

4.2.5 Demand Volume of Wearable Fitness Technology by Downstream Industry in Southeast Asia

4.2.6 Demand Volume of Wearable Fitness Technology by Downstream Industry in Australia

4.3 Market Forecast of Wearable Fitness Technology in Asia Pacific by Downstream Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF WEARABLE FITNESS TECHNOLOGY**

5.1 Asia Pacific Economy Situation and Trend Overview

5.2 Wearable Fitness Technology Downstream Industry Situation and Trend Overview

## **CHAPTER 6 WEARABLE FITNESS TECHNOLOGY MARKET COMPETITION STATUS BY MAJOR PLAYERS IN ASIA PACIFIC**

6.1 Sales Volume of Wearable Fitness Technology in Asia Pacific by Major Players

6.2 Revenue of Wearable Fitness Technology in Asia Pacific by Major Players

6.3 Basic Information of Wearable Fitness Technology by Major Players

6.3.1 Headquarters Location and Established Time of Wearable Fitness Technology Major Players

6.3.2 Employees and Revenue Level of Wearable Fitness Technology 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 WEARABLE FITNESS TECHNOLOGY MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

7.1 Adidas

7.1.1 Company profile

7.1.2 Representative Wearable Fitness Technology Product

7.1.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Adidas

7.2 Apple

7.2.1 Company profile

7.2.2 Representative Wearable Fitness Technology Product

7.2.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Apple

7.3 Fitbit

7.3.1 Company profile

7.3.2 Representative Wearable Fitness Technology Product

7.3.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Fitbit

7.4 Garmin

7.4.1 Company profile

- 7.4.2 Representative Wearable Fitness Technology Product
- 7.4.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Garmin
- 7.5 Google
  - 7.5.1 Company profile
  - 7.5.2 Representative Wearable Fitness Technology Product
  - 7.5.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Google
- 7.6 Jawbone
  - 7.6.1 Company profile
  - 7.6.2 Representative Wearable Fitness Technology Product
  - 7.6.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Jawbone
- 7.7 LG Electronics
  - 7.7.1 Company profile
  - 7.7.2 Representative Wearable Fitness Technology Product
  - 7.7.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of LG Electronics
- 7.8 Nike
  - 7.8.1 Company profile
  - 7.8.2 Representative Wearable Fitness Technology Product
  - 7.8.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Nike
- 7.9 Pebble Technology
  - 7.9.1 Company profile
  - 7.9.2 Representative Wearable Fitness Technology Product
  - 7.9.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Pebble Technology
- 7.10 Qualcomm
  - 7.10.1 Company profile
  - 7.10.2 Representative Wearable Fitness Technology Product
  - 7.10.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Qualcomm
- 7.11 Samsung Electronics
  - 7.11.1 Company profile
  - 7.11.2 Representative Wearable Fitness Technology Product
  - 7.11.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Samsung Electronics
- 7.12 Sony Corporation
  - 7.12.1 Company profile

- 7.12.2 Representative Wearable Fitness Technology Product
- 7.12.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Sony Corporation
- 7.13 Xiaomi Technology
  - 7.13.1 Company profile
  - 7.13.2 Representative Wearable Fitness Technology Product
  - 7.13.3 Wearable Fitness Technology Sales, Revenue, Price and Gross Margin of Xiaomi Technology

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF WEARABLE FITNESS TECHNOLOGY**

- 8.1 Industry Chain of Wearable Fitness Technology
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF WEARABLE FITNESS TECHNOLOGY**

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

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF WEARABLE FITNESS TECHNOLOGY**

- 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: Wearable Fitness Technology-Asia Pacific Market Status and Trend Report 2013-2023

Product link: <https://marketpublishers.com/r/WE3889DA521EN.html>

Price: US\$ 3,480.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WE3889DA521EN.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