

# United States Fitness APP Market Report 2017

<https://marketpublishers.com/r/UE65FE6FCBBEN.html>

Date: January 2017

Pages: 107

Price: US\$ 3,800.00 (Single User License)

ID: UE65FE6FCBBEN

## Abstracts

### Notes:

Sales, means the sales volume of Fitness APP

Revenue, means the sales value of Fitness APP

This report studies sales (consumption) of Fitness APP in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

MapMyFitness Inc

Runtastic GmbH

FitnessKeeper Inc

Azumio Inc

Endomondo ApS

Wahoo

Garmin Ltd

Jawbone

Polar Electro

Pearsports

Azumio

Fitbit

Jawbone

Runkeeper

Under Armour

Market Segment by States, covering

California

Texas

New York

Florida

Illinois

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

HRMs

Running computers

Other

Split by applications, this report focuses on sales, market share and growth rate of Fitness APP in each application, can be divided into

Household

Commercial use

Other

## Contents

### United States Fitness APP Market Report 2017

#### **1 FITNESS APP OVERVIEW**

##### 1.1 Product Overview and Scope of Fitness APP

##### 1.2 Classification of Fitness APP

###### 1.2.1 HRMs

###### 1.2.2 Running computers

###### 1.2.3 Other

##### 1.3 Application of Fitness APP

###### 1.3.1 Household

###### 1.3.2 Commercial use

###### 1.3.3 Other

##### 1.4 United States Market Size Sales (Volume) and Revenue (Value) of Fitness APP (2011-2021)

###### 1.4.1 United States Fitness APP Sales and Growth Rate (2011-2021)

###### 1.4.2 United States Fitness APP Revenue and Growth Rate (2011-2021)

#### **2 UNITED STATES FITNESS APP COMPETITION BY MANUFACTURERS**

##### 2.1 United States Fitness APP Sales and Market Share of Key Manufacturers (2015 and 2016)

##### 2.2 United States Fitness APP Revenue and Share by Manufactures (2015 and 2016)

##### 2.3 United States Fitness APP Average Price by Manufactures (2015 and 2016)

##### 2.4 Fitness APP Market Competitive Situation and Trends

###### 2.4.1 Fitness APP Market Concentration Rate

###### 2.4.2 Fitness APP Market Share of Top 3 and Top 5 Manufacturers

###### 2.4.3 Mergers & Acquisitions, Expansion

#### **3 UNITED STATES FITNESS APP SALES (VOLUME) AND REVENUE (VALUE) BY STATES (2011-2016)**

##### 3.1 United States Fitness APP Sales and Market Share by States (2011-2016)

##### 3.2 United States Fitness APP Revenue and Market Share by States (2011-2016)

##### 3.3 United States Fitness APP Price by States (2011-2016)

#### **4 UNITED STATES FITNESS APP SALES (VOLUME) AND REVENUE (VALUE) BY**

**TYPE (2011-2016)**

- 4.1 United States Fitness APP Sales and Market Share by Type (2011-2016)
- 4.2 United States Fitness APP Revenue and Market Share by Type (2011-2016)
- 4.3 United States Fitness APP Price by Type (2011-2016)
- 4.4 United States Fitness APP Sales Growth Rate by Type (2011-2016)

**5 UNITED STATES FITNESS APP SALES (VOLUME) BY APPLICATION (2011-2016)**

- 5.1 United States Fitness APP Sales and Market Share by Application (2011-2016)
- 5.2 United States Fitness APP Sales Growth Rate by Application (2011-2016)
- 5.3 Market Drivers and Opportunities

**6 UNITED STATES FITNESS APP MANUFACTURERS PROFILES/ANALYSIS****6.1 MapMyFitness Inc**

- 6.1.1 Company Basic Information, Manufacturing Base and Competitors

- 6.1.2 Fitness APP Product Type, Application and Specification

- 6.1.2.1 HRMs

- 6.1.2.2 Running computers

- 6.1.3 MapMyFitness Inc Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)

- 6.1.4 Main Business/Business Overview

**6.2 Runtastic GmbH**

- 6.2.2 Fitness APP Product Type, Application and Specification

- 6.2.2.1 HRMs

- 6.2.2.2 Running computers

- 6.2.3 Runtastic GmbH Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)

- 6.2.4 Main Business/Business Overview

**6.3 FitnessKeeper Inc**

- 6.3.2 Fitness APP Product Type, Application and Specification

- 6.3.2.1 HRMs

- 6.3.2.2 Running computers

- 6.3.3 FitnessKeeper Inc Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)

- 6.3.4 Main Business/Business Overview

**6.4 Azumio Inc**

- 6.4.2 Fitness APP Product Type, Application and Specification

- 6.4.2.1 HRMs
- 6.4.2.2 Running computers
- 6.4.3 Azumio Inc Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)
- 6.4.4 Main Business/Business Overview
- 6.5 Endomondo ApS
  - 6.5.2 Fitness APP Product Type, Application and Specification
    - 6.5.2.1 HRMs
    - 6.5.2.2 Running computers
  - 6.5.3 Endomondo ApS Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.5.4 Main Business/Business Overview
- 6.6 Wahoo
  - 6.6.2 Fitness APP Product Type, Application and Specification
    - 6.6.2.1 HRMs
    - 6.6.2.2 Running computers
  - 6.6.3 Wahoo Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.6.4 Main Business/Business Overview
- 6.7 Garmin Ltd
  - 6.7.2 Fitness APP Product Type, Application and Specification
    - 6.7.2.1 HRMs
    - 6.7.2.2 Running computers
  - 6.7.3 Garmin Ltd Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.7.4 Main Business/Business Overview
- 6.8 Jawbone
  - 6.8.2 Fitness APP Product Type, Application and Specification
    - 6.8.2.1 HRMs
    - 6.8.2.2 Running computers
  - 6.8.3 Jawbone Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.8.4 Main Business/Business Overview
- 6.9 Polar Electro
  - 6.9.2 Fitness APP Product Type, Application and Specification
    - 6.9.2.1 HRMs
    - 6.9.2.2 Running computers
  - 6.9.3 Polar Electro Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)
  - 6.9.4 Main Business/Business Overview
- 6.10 Pearsports
  - 6.10.2 Fitness APP Product Type, Application and Specification
    - 6.10.2.1 HRMs
    - 6.10.2.2 Running computers

6.10.3 Pearsports Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)

6.10.4 Main Business/Business Overview

6.11 Azumio

6.12 Fitbit

6.13 Jawbone

6.14 Runkeeper

6.15 Under Armour

## **7 FITNESS APP MANUFACTURING COST ANALYSIS**

7.1 Fitness APP Key Raw Materials Analysis

7.1.1 Key Raw Materials

7.1.2 Price Trend of Key Raw Materials

7.1.3 Key Suppliers of Raw Materials

7.1.4 Market Concentration Rate of Raw Materials

7.2 Proportion of Manufacturing Cost Structure

7.2.1 Raw Materials

7.2.2 Labor Cost

7.2.3 Manufacturing Expenses

7.3 Manufacturing Process Analysis of Fitness APP

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

8.1 Fitness APP Industrial Chain Analysis

8.2 Upstream Raw Materials Sourcing

8.3 Raw Materials Sources of Fitness APP Major Manufacturers in 2015

8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

9.1 Marketing Channel

9.1.1 Direct Marketing

9.1.2 Indirect Marketing

9.1.3 Marketing Channel Development Trend

9.2 Market Positioning

9.2.1 Pricing Strategy

9.2.2 Brand Strategy

9.2.3 Target Client

9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

### 10.1 Technology Progress/Risk

#### 10.1.1 Substitutes Threat

#### 10.1.2 Technology Progress in Related Industry

### 10.2 Consumer Needs/Customer Preference Change

### 10.3 Economic/Political Environmental Change

## **11 UNITED STATES FITNESS APP MARKET FORECAST (2016-2021)**

### 11.1 United States Fitness APP Sales, Revenue Forecast (2016-2021)

### 11.2 United States Fitness APP Sales Forecast by Type (2016-2021)

### 11.3 United States Fitness APP Sales Forecast by Application (2016-2021)

### 11.4 Fitness APP Price Forecast (2016-2021)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 APPENDIX**

Methodology

Analyst Introduction

Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Fitness APP

Table Classification of Fitness APP

Figure United States Sales Market Share of Fitness APP by Type in 2015

Figure HRMs Picture

Figure Running computers Picture

Figure Other Picture

Table Application of Fitness APP

Figure United States Sales Market Share of Fitness APP by Application in 2015

Figure Household Examples

Figure Commercial use Examples

Figure Other Examples

Figure United States Fitness APP Sales and Growth Rate (2011-2021)

Figure United States Fitness APP Revenue and Growth Rate (2011-2021)

Table United States Fitness APP Sales of Key Manufacturers (2015 and 2016)

Table United States Fitness APP Sales Share by Manufacturers (2015 and 2016)

Figure 2015 Fitness APP Sales Share by Manufacturers

Figure 2016 Fitness APP Sales Share by Manufacturers

Table United States Fitness APP Revenue by Manufacturers (2015 and 2016)

Table United States Fitness APP Revenue Share by Manufacturers (2015 and 2016)

Table 2015 United States Fitness APP Revenue Share by Manufacturers

Table 2016 United States Fitness APP Revenue Share by Manufacturers

Table United States Market Fitness APP Average Price of Key Manufacturers (2015 and 2016)

Figure United States Market Fitness APP Average Price of Key Manufacturers in 2015

Figure Fitness APP Market Share of Top 3 Manufacturers

Figure Fitness APP Market Share of Top 5 Manufacturers

Table United States Fitness APP Sales by States (2011-2016)

Table United States Fitness APP Sales Share by States (2011-2016)

Figure United States Fitness APP Sales Market Share by States in 2015

Table United States Fitness APP Revenue and Market Share by States (2011-2016)

Table United States Fitness APP Revenue Share by States (2011-2016)

Figure Revenue Market Share of Fitness APP by States (2011-2016)

Table United States Fitness APP Price by States (2011-2016)

Table United States Fitness APP Sales by Type (2011-2016)

Table United States Fitness APP Sales Share by Type (2011-2016)

Figure United States Fitness APP Sales Market Share by Type in 2015  
Table United States Fitness APP Revenue and Market Share by Type (2011-2016)  
Table United States Fitness APP Revenue Share by Type (2011-2016)  
Figure Revenue Market Share of Fitness APP by Type (2011-2016)  
Table United States Fitness APP Price by Type (2011-2016)  
Figure United States Fitness APP Sales Growth Rate by Type (2011-2016)  
Table United States Fitness APP Sales by Application (2011-2016)  
Table United States Fitness APP Sales Market Share by Application (2011-2016)  
Figure United States Fitness APP Sales Market Share by Application in 2015  
Table United States Fitness APP Sales Growth Rate by Application (2011-2016)  
Figure United States Fitness APP Sales Growth Rate by Application (2011-2016)  
Table MapMyFitness Inc Basic Information List  
Table MapMyFitness Inc Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Figure MapMyFitness Inc Fitness APP Sales Market Share (2011-2016)  
Table Runtastic GmbH Basic Information List  
Table Runtastic GmbH Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Runtastic GmbH Fitness APP Sales Market Share (2011-2016)  
Table FitnessKeeper Inc Basic Information List  
Table FitnessKeeper Inc Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table FitnessKeeper Inc Fitness APP Sales Market Share (2011-2016)  
Table Azumio Inc Basic Information List  
Table Azumio Inc Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Azumio Inc Fitness APP Sales Market Share (2011-2016)  
Table Endomondo ApS Basic Information List  
Table Endomondo ApS Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Endomondo ApS Fitness APP Sales Market Share (2011-2016)  
Table Wahoo Basic Information List  
Table Wahoo Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Wahoo Fitness APP Sales Market Share (2011-2016)  
Table Garmin Ltd Basic Information List  
Table Garmin Ltd Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Garmin Ltd Fitness APP Sales Market Share (2011-2016)  
Table Jawbone Basic Information List  
Table Jawbone Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Jawbone Fitness APP Sales Market Share (2011-2016)

Table Polar Electro Basic Information List  
Table Polar Electro Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Polar Electro Fitness APP Sales Market Share (2011-2016)  
Table Pearsports Basic Information List  
Table Pearsports Fitness APP Sales, Revenue, Price and Gross Margin (2011-2016)  
Table Pearsports Fitness APP Sales Market Share (2011-2016)  
Table Azumio Basic Information List  
Table Fitbit Basic Information List  
Table Jawbone Basic Information List  
Table Runkeeper Basic Information List  
Table Under Armour Basic Information List  
Table Production Base and Market Concentration Rate of Raw Material  
Figure Price Trend of Key Raw Materials  
Table Key Suppliers of Raw Materials  
Figure Manufacturing Cost Structure of Fitness APP  
Figure Manufacturing Process Analysis of Fitness APP  
Figure Fitness APP Industrial Chain Analysis  
Table Raw Materials Sources of Fitness APP Major Manufacturers in 2015  
Table Major Buyers of Fitness APP  
Table Distributors/Traders List  
Figure United States Fitness APP Production and Growth Rate Forecast (2016-2021)  
Figure United States Fitness APP Revenue and Growth Rate Forecast (2016-2021)  
Table United States Fitness APP Production Forecast by Type (2016-2021)  
Table United States Fitness APP Consumption Forecast by Application (2016-2021)  
Table United States Fitness APP Sales Forecast by States (2016-2021)  
Table United States Fitness APP Sales Share Forecast by States (2016-2021)

## I would like to order

Product name: United States Fitness APP Market Report 2017

Product link: <https://marketpublishers.com/r/UE65FE6FCBBEN.html>

Price: US\$ 3,800.00 (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/UE65FE6FCBBEN.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