

Smart Swim Goggles Market – Global Industry Potential, Trends, Opportunity, and Forecast, 2019-2028F Segmented By Region, Competition

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Abstracts

global smart swim goggles market has the potential to grow in the forecast period. The market can be driven by technological advancement, increasing spendings in AR augmented products, and increasing number of swimmers along with the growing number of swimming pools across the globe. For instance, The Pool & Hot Tub Alliance estimates that there are 10.7 million swimming pools in the United States. There are 10.4 million residential pools and 309,000 public ones. In total, there is roughly one pool for every 31 citizens of the nation. And every year, 91 million Americans over the age of 16 swim in oceans, lakes, and rivers, making up nearly 31% of the population.

Smart swim goggles resemble conventional swim goggles, but they have a number of advanced functions and sensors hidden within. Swimming data like lap count, number of strokes, pace, and total swim time can be tracked and shown. This enables the user to instantly modify and enhance swimming.

Technology for smart swim goggles with a display is relatively new. They can monitor the swimmer's progress while they swim, showing them their statistics and all the information, they require right in front of them. With this information readily available, one can keep an eye on the numbers and make immediate adjustments to their training.

The average cost for a pair of smart swimming goggles with a timer, heads-up display, and access to an app is between USD200 and USD300. But with one of the top brands, customers must pay monthly or yearly subscription fees in order to access all of their products. For example, the Finis smart swim goggle kits, which come with the goggles and access to the app, cost USD199.

Innovative Features are Helping to Expand the Market

Since the demand for smart swim goggles is rising, companies are coming up with innovative technologies in smart swim goggles to expand their consumer base. For instance, Workout Builder, Form's newest feature launched in 2022, enables users to tailor their workouts and program to their specific needs. Complete customization of the workout regimen is possible with Workout Builder. Customers may easily enter their workout information and fine-tune the program using subgroups like distance, stroke, effort level, drills, and equipment. Customers can also modify more than 1,000 programs created by coaches and currently included in the app by using Workout Builder.

High Subscription Cost May Hinder the Market Growth

One of the major challenges in the market could be high subscription cost. Many companies charge a fee from the consumers after a period of time to use the application that is connected to the goggles. For instance, Form charges USD228 for a subscription that lasts a full year and gives users access to their guided workouts, training schedules, video tutorials, swimming app, and FORM swim community, which allows users to communicate with other swimmers online. They also give customers the choice of signing up on a monthly basis for USD15 with a minimum commitment of six months. Since the basic fee is quite high it may act as a hinderance to the market growth.

Technological Advancements to Boost the Market Growth

The key component driving the market expansion is the rise in new product launches and technological developments that result in improved product offerings. For instance, GUANGLI, announced the release of Holoswim 2 - AR Smart Swim Goggles in 2022. Holoswim is an AR-enhanced goggle for swimmers of all skill levels that is designed for smart swimming. Holoswim 2's built-in smart sensors and advanced algorithms precisely detect the live metrics of all stroke types and display real-time data on the goggles whether the consumer is swimming for fitness, setting goals, or simply counting laps. Users can observe their progress while they swim due to the clear and uncomplicated way that the AR data is shown on the transparent OLED holographic display. The parameters that Holoswim 2 tracks, shows, and records include time, distance, pace, calories burned, heart rate, and more. Following a swim, data from the goggle's syncs to the Holoswim App for review and analysis, including SWOLF (a score that measures the swimming efficiency) and pace per 100m, in order to enhance performance and share with friends.

Market Segmentation

The Smart Swim Goggles market is segmented based on region, and competition landscape. Based on regional market segmentation, the market is divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

Form Athletica Inc., Finis, Inc., and Guangli Tech. are among the major market players in the global smart swim goggles market.

Report Scope:

In this report, the Global Smart Swim Goggles market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Smart Swim Goggles Market, By Region:

North America

Europe

Asia-Pacific

South America

Middle East & Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Smart Swim Goggles market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a

company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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