

Wearable Fitness Trackers Market—Global Industry Size, Share, Trends, Competition, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Wrist Wear, Fitness Bands, Footwear), By End User (Sports Person, Patients), By Distribution Channel (Offline Vs. Online), By Region

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Abstracts

The global wearable fitness trackers market is anticipated to grow with an impressive CAGR during the forecast period. The industry is growing as a result of increased funding for plans to develop cutting-edge technology that would benefit healthcare and fitness. A wearable fitness tracker may have multiple activity trackers, depending on the user's needs. These trackers include goal setting, sleep tracking, activity tracking, calorie tracking, heart monitoring, and step counting. Customers can link a wearable fitness tracker to their smartphone or the internet to track their fitness data over time and share it with other fitness lovers.

Monitoring and keeping track of daily fitness activities, such as steps taken, calories burned, distance traveled, and others, is made easy with the help of wearable fitness trackers. Around 533.6 million units of watches, wristbands, and other wearables were shipped globally in 2021. A 20 percent increase year over a year suggests that the market is expanding. Simple Bluetooth or wireless networking connections are available for wearable fitness trackers and smartphones. As a result, one of the most important factors driving the growth of the global market is the rise in demand for wireless sports and fitness equipment.

Currently, there are many international firms competing to provide cutting-edge fitness trackers that will rule the industry. IoT, AI, and wireless connectivity are among the



cutting-edge elements these players implement into their goods. Consumer awareness of health monitoring is widely spread through the use of wearable fitness trackers. These devices provide numerous health advantages, including heart rate monitoring, sleep monitoring, step monitoring, and pulse monitoring.

Technological Advancement Fuels Market Growth

A new device that is frequently used in the present day is the wearable fitness tracker. In an effort to have the edge over others, many international businesses are competing to provide cutting-edge fitness trackers. These companies use cutting-edge features like wireless networking, artificial intelligence, and IoT in their products. Wearable fitness trackers are frequently used to raise consumer awareness of health monitoring. These watches provide a number of health advantages, including the ability to track pulse, steps, sleep, and heart rate. For instance, the Apple Watch Series 8 includes the most third-party apps of any smartwatch, including Runkeeper, Strava, and Nike Run Club, in addition to a comprehensive set of built-in health, fitness, and safety features. Heart rate zone information, a new Multisport tracking option for triathletes, and support for Custom Workouts are all features of its watchOS 9 operating system. It can display real-time power, stride length, ground contact time, and vertical oscillation while tracking a run.

Increasing Mergers & Acquisitions Among Companies Propels Market Growth

In 2021, Google completed the acquisition of Fitbit. Fitbit has aided people all around the world in leading healthier, more active lives for more than ten years. Being a clear pioneer in the field, Fitbit developed a thriving community of over 29 million active users by producing incredible wearable technology and engaging wellness experiences. Fitbit Sense, the brand's most recent and technologically advanced health and fitness wristwatch, has stress-relieving features and fresh methods to manage heart health, like an ECG app to check heart rhythm for indicators of atrial fibrillation (AFib). Additionally, HRX, an Indian fitness company owned by actor Hrithik Roshan and Exceed Entertainment, teams up with Noise. The partnership introduced a line of fitness trackers that were created with the demands of GenZ and millennials in mind. For comprehensive care when traveling, it is furnished with notable features, including a sleep cycle tracker, heart rate and blood pressure monitor, smart DND, and noise health suite. Additionally, it gives noisemakers access to more than 100 cloud-based, customized watch faces.

Product Launches Fuels Market Growth



Companies are launching new products for health-conscious consumers. Consumer demand for these products is rising at a robust pace, which is further prompting companies to expand their product portfolios in order to cater to consumer demand. For instance, the newest generation of Fitbit's fitness wearables will be introduced in India in 2022. The Fitbit company introduced the Fitbit Inspire 3, Fitbit Versa 4, and Fitbit Sense 2 in the nation. The new Fitbit Inspire 3, Versa 4, and Fitbit Sense 2 all have updated designs that make them more comfortable to wear for extended periods of time. This factor is anticipated to further enhance the market growth during the forecast period.

Market Segmentation

The global wearable fitness trackers market is segmented into product type, end user, distribution channel, and region. Based on the product type, the market is segmented into wristwear, fitness bands, and footwear. Based on end-user, the market is segmented as sports persons and patients. Based on the distribution channel, the market is segmented into offline and online.

Company Profile

Apple Inc., Fossil Group Inc, Garmin Ltd., Samsung Electronics Co., Ltd., Google LLC (Alphabet Inc.), Huawei Technologies Co., Ltd., NIKE, Inc., Sensoria Inc., Xiaomi Corporation, TomTom N.V. are the major market players in the global wearable fitness trackers market.

Report Scope:

In this report, the global wearable fitness trackers market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Wearable Fitness Trackers Market, By Product Type:

Wrist Wear

Fitness Bands

Footwear



Wearable Fitness Trackers Market, End User:		
Sports	Person	
Patients		
Wearable Fitness Trackers Market, By Distribution Channel:		
Offline		
Online		
Wearable Fitr	ness Trackers Market, By Region:	
North America	a a constant of the constant o	
	United States	
	Canada	
	Mexico	
Europe		
	Russia	
	France	
	United Kingdom	
	Italy	
	Spain	
Asia-Pacific		
	China	

India



	Japan	
	Indonesia	
	Vietnam	
Middle East &	Africa	
	Saudi Arabia	
	Egypt	
	UAE	
	Turkey	
South America	1	
	Brazil	
	Argentina	
	Colombia	
Competitive Landscap	pe	
Company Profiles: De wearable fitness track	tailed analysis of the major companies present in the global ers market.	
Available Customizati	ons:	
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).



Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMER ANALYSIS (B2C MODEL ANALYSIS)

- 4.1. Sample Size Determination
- 4.2. Respondent Demographics
 - 4.2.1. By Gender
 - 4.2.2. By Age
 - 4.2.3. By Occupation
- 4.3. Brand Awareness
- 4.4. Frequency of Usage
- 4.5. Factors Influencing Purchase Decision
- 4.6. Brand Satisfaction
- 4.7. Customer Satisfaction



4.8. Challenges Faced Post Purchase

5. GLOBAL WEARABLE FITNESS TRACKERS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type Market Share Analysis (Wrist Wear, Fitness Bands, Footwear)
 - 5.2.2. By End User Market Share Analysis (Sports Person, Patients)
 - 5.2.3. By Distribution Channel Market Share Analysis (Offline Vs. Online)
 - 5.2.4. By Regional Market Share Analysis
 - 5.2.4.1. Asia -Pacific Market Analysis
 - 5.2.4.2. North America Market Analysis
 - 5.2.4.3. South America Market Analysis
 - 5.2.4.4. Middle East & Africa Market Analysis
 - 5.2.4.5. Europe Market Analysis
 - 5.2.5. By Company Market Share Analysis
- 5.3. Global Wearable Fitness Trackers Market Mapping & Opportunity Assessment
 - 5.3.1. By Product Type Market Mapping & Opportunity Assessment
 - 5.3.2. By End User Market Mapping & Opportunity Assessment
 - 5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment
 - 5.3.4. By Regional Market Mapping & Opportunity Assessment

6. ASIA-PACIFIC WEARABLE FITNESS TRACKERS MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Product Type Market Share Analysis
 - 6.2.2. By End User Market Share Analysis
 - 6.2.3. By Distribution Channel Market Share Analysis
 - 6.2.4. By Country Market Share Analysis
 - 6.2.4.1. China Wearable Fitness Trackers Market Outlook
 - 6.2.4.1.1. Market Size & Forecast
 - 6.2.4.1.1.1. By Value
 - 6.2.4.1.2. Market Share & Forecast
 - 6.2.4.1.2.1. By Product Type Market Share Analysis
 - 6.2.4.1.2.2. By End User Market Share Analysis
 - 6.2.4.1.2.3. By Distribution Channel Market Share Analysis



- 6.2.4.2. Japan Wearable Fitness Trackers Market Outlook
 - 6.2.4.2.1. Market Size & Forecast
 - 6.2.4.2.1.1. By Value
 - 6.2.4.2.2. Market Share & Forecast
 - 6.2.4.2.2.1. By Product Type Market Share Analysis
 - 6.2.4.2.2. By End User Market Share Analysis
 - 6.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.3. India Wearable Fitness Trackers Market Outlook
 - 6.2.4.3.1. Market Size & Forecast
 - 6.2.4.3.1.1. By Value
 - 6.2.4.3.2. Market Share & Forecast
 - 6.2.4.3.2.1. By Product Type Market Share Analysis
 - 6.2.4.3.2.2. By End User Market Share Analysis
 - 6.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.4. Indonesia Wearable Fitness Trackers Market Outlook
 - 6.2.4.4.1. Market Size & Forecast
 - 6.2.4.4.1.1. By Value
 - 6.2.4.4.2. Market Share & Forecast
 - 6.2.4.4.2.1. By Product Type Market Share Analysis
 - 6.2.4.4.2.2. By End User Market Share Analysis
 - 6.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 6.2.4.5. Vietnam Wearable Fitness Trackers Market Outlook
 - 6.2.4.5.1. Market Size & Forecast
 - 6.2.4.5.1.1. By Value
 - 6.2.4.5.2. Market Share & Forecast
 - 6.2.4.5.2.1. By Product Type Market Share Analysis
 - 6.2.4.5.2.2. By End User Market Share Analysis
 - 6.2.4.5.2.3. By Distribution Channel Market Share Analysis

7. NORTH AMERICA WEARABLE FITNESS TRACKERS MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product Type Market Share Analysis
 - 7.2.2. By End User Market Share Analysis
 - 7.2.3. By Distribution Channel Market Share Analysis
 - 7.2.4. By Country Market Share Analysis
 - 7.2.4.1. United States Wearable Fitness Trackers Market Outlook



- 7.2.4.1.1. Market Size & Forecast
 - 7.2.4.1.1.1 By Value
- 7.2.4.1.2. Market Share & Forecast
 - 7.2.4.1.2.1. By Product Type Market Share Analysis
 - 7.2.4.1.2.2. By End User Market Share Analysis
- 7.2.4.1.2.3. By Distribution Channel Market Share Analysis
- 7.2.4.2. Canada Wearable Fitness Trackers Market Outlook
 - 7.2.4.2.1. Market Size & Forecast
 - 7.2.4.2.1.1. By Value
 - 7.2.4.2.2. Market Share & Forecast
 - 7.2.4.2.2.1. By Product Type Market Share Analysis
 - 7.2.4.2.2. By End User Market Share Analysis
 - 7.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 7.2.4.3. Mexico Wearable Fitness Trackers Market Outlook
 - 7.2.4.3.1. Market Size & Forecast
 - 7.2.4.3.1.1. By Value
 - 7.2.4.3.2. Market Share & Forecast
 - 7.2.4.3.2.1. By Product Type Market Share Analysis
 - 7.2.4.3.2.2. By End User Market Share Analysis
 - 7.2.4.3.2.3. By Distribution Channel Market Share Analysis

8. EUROPE WEARABLE FITNESS TRACKERS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product Type Market Share Analysis
 - 8.2.2. By End User Market Share Analysis
 - 8.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. Russia Wearable Fitness Trackers Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Product Type Market Share Analysis
 - 8.2.4.1.2.2. By End User Market Share Analysis
 - 8.2.4.1.2.3. By Distribution Channel Market Share Analysis
 - 8.2.4.2. Italy Wearable Fitness Trackers Market Outlook
 - 8.2.4.2.1. Market Size & Forecast



- 8.2.4.2.1.1. By Value
- 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Product Type Market Share Analysis
 - 8.2.4.2.2. By End User Market Share Analysis
 - 8.2.4.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.3. France Wearable Fitness Trackers Market Outlook
 - 8.2.4.3.1. Market Size & Forecast
 - 8.2.4.3.1.1. By Value
 - 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Product Type Market Share Analysis
 - 8.2.4.3.2.2. By End User Market Share Analysis
 - 8.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.4. Spain Wearable Fitness Trackers Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Product Type Market Share Analysis
 - 8.2.4.4.2.2. By End User Market Share Analysis
 - 8.2.4.4.2.3. By Distribution Channel Market Share Analysis
- 8.2.4.5. United Kingdom Wearable Fitness Trackers Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast
 - 8.2.4.5.2.1. By Product Type Market Share Analysis
 - 8.2.4.5.2.2. By End User Market Share Analysis
 - 8.2.4.5.2.3. By Distribution Channel Market Share Analysis

9. MIDDLE EAST & AFRICA WEARABLE FITNESS TRACKERS MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Product Type Market Share Analysis
 - 9.2.2. By End User Market Share Analysis
 - 9.2.3. By Distribution Channel Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. Saudi Arabia Wearable Fitness Trackers Market Outlook
 - 9.2.4.1.1. Market Size & Forecast



- 9.2.4.1.1.1. By Value
- 9.2.4.1.2. Market Share & Forecast
 - 9.2.4.1.2.1. By Product Type Market Share Analysis
 - 9.2.4.1.2.2. By End User Market Share Analysis
- 9.2.4.1.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.2. Egypt Wearable Fitness Trackers Market Outlook
 - 9.2.4.2.1. Market Size & Forecast
 - 9.2.4.2.1.1. By Value
 - 9.2.4.2.2. Market Share & Forecast
 - 9.2.4.2.2.1. By Product Type Market Share Analysis
 - 9.2.4.2.2. By End User Market Share Analysis
 - 9.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.3. UAE Wearable Fitness Trackers Market Outlook
- 9.2.4.3.1. Market Size & Forecast
 - 9.2.4.3.1.1. By Value
- 9.2.4.3.2. Market Share & Forecast
 - 9.2.4.3.2.1. By Product Type Market Share Analysis
 - 9.2.4.3.2.2. By End User Market Share Analysis
 - 9.2.4.3.2.3. By Distribution Channel Market Share Analysis
- 9.2.4.4. Turkey Wearable Fitness Trackers Market Outlook
 - 9.2.4.4.1. Market Size & Forecast
 - 9.2.4.4.1.1. By Value
 - 9.2.4.4.2. Market Share & Forecast
 - 9.2.4.4.2.1. By Product Type Market Share Analysis
 - 9.2.4.4.2.2. By End User Market Share Analysis
 - 9.2.4.4.2.3. By Distribution Channel Market Share Analysis

10. SOUTH AMERICA WEARABLE FITNESS TRACKERS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
- 10.2.1. By Product Type Market Share Analysis
- 10.2.2. By End User Market Share Analysis
- 10.2.3. By Distribution Channel Market Share Analysis
- 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Brazil Wearable Fitness Trackers Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value



- 10.2.4.1.2. Market Share & Forecast
- 10.2.4.1.2.1. By Product Type Market Share Analysis
- 10.2.4.1.2.2. By End User Market Share Analysis
- 10.2.4.1.2.3. By Distribution Channel Market Share Analysis
- 10.2.4.2. Argentina Wearable Fitness Trackers Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value
- 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Product Type Market Share Analysis
 - 10.2.4.2.2.2. By End User Market Share Analysis
 - 10.2.4.2.2.3. By Distribution Channel Market Share Analysis
- 10.2.4.3. Colombia Wearable Fitness Trackers Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast
 - 10.2.4.3.2.1. By Product Type Market Share Analysis
 - 10.2.4.3.2.2. By End User Market Share Analysis
 - 10.2.4.3.2.3. By Distribution Channel Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
 - 11.1.1. Increasing consumer awareness regarding health benefits
 - 11.1.2. Increasing internet penetration
 - 11.1.3. Growing partnerships among various companies
 - 11.1.4. New product launches
- 11.2. Challenges
 - 11.2.1. limited battery space
 - 11.2.2. High cost of wearable trackers

12. IMPACT OF COVID-19 ON GLOBAL WEARABLE FITNESS TRACKERS MARKET

- 12.1. Impact Assessment Model
 - 12.1.1. Key Segments Impacted
 - 12.1.2. Key Regions Impacted
 - 12.1.3. Key Countries Impacted
 - 12.1.4. Key Distribution Channel Impacted



13. MARKET TRENDS & DEVELOPMENTS

- 13.1. Increasing fitness trend
- 13.2. Rising demand for activity tracking, calorie tracking, heart monitoring devices
- 13.3. Increasing trend of smart watches

14. SWOT ANALYSIS

- 14.1. Strengths
- 14.2. Weaknesses
- 14.3. Opportunities
- 14.4. Threats

15. PORTER'S FIVE FORCES MODEL

- 15.1. Competitive Rivalry
- 15.2. Bargaining Power of Buyer
- 15.3. Bargaining Power of Supplier
- 15.4. Threat of New Entrants
- 15.5. Threat of Substitutes

16. COMPETITIVE LANDSCAPE

- 16.1. Competition Outlook
- 16.2. Company Profiles
 - 16.2.1. Apple Inc
 - 16.2.1.1. Company Details
 - 16.2.1.2. Products & Services
 - 16.2.1.3. Financials (As Reported)
 - 16.2.1.4. Key Market Focus & Geographical Presence
 - 16.2.1.5. Recent Developments
 - 16.2.1.6. Key Management Personnel
 - 16.2.2. Fossil Group, Inc
 - 16.2.2.1. Company Details
 - 16.2.2.2. Products & Services
 - 16.2.2.3. Financials (As Reported)
 - 16.2.2.4. Key Market Focus & Geographical Presence
 - 16.2.2.5. Recent Developments
 - 16.2.2.6. Key Management Personnel



- 16.2.3. Garmin Ltd.
 - 16.2.3.1. Company Details
 - 16.2.3.2. Products & Services
 - 16.2.3.3. Financials (As Reported)
 - 16.2.3.4. Key Market Focus & Geographical Presence
 - 16.2.3.5. Recent Developments
 - 16.2.3.6. Key Management Personnel
- 16.2.4. Samsung Electronics Co., Ltd.
 - 16.2.4.1. Company Details
 - 16.2.4.2. Products & Services
 - 16.2.4.3. Financials (As Reported)
 - 16.2.4.4. Key Market Focus & Geographical Presence
 - 16.2.4.5. Recent Developments
 - 16.2.4.6. Key Management Personnel
- 16.2.5. Google LLC (Alphabet Inc.)
- 16.2.5.1. Company Details
- 16.2.5.2. Products & Services
- 16.2.5.3. Financials (As Reported)
- 16.2.5.4. Key Market Focus & Geographical Presence
- 16.2.5.5. Recent Developments
- 16.2.5.6. Key Management Personnel
- 16.2.6. Huawei Technologies Co., Ltd.
- 16.2.6.1. Company Details
- 16.2.6.2. Products & Services
- 16.2.6.3. Financials (As Reported)
- 16.2.6.4. Key Market Focus & Geographical Presence
- 16.2.6.5. Recent Developments
- 16.2.6.6. Key Management Personnel
- 16.2.7. Nike, Inc.
 - 16.2.7.1. Company Details
 - 16.2.7.2. Products & Services
 - 16.2.7.3. Financials (As Reported)
 - 16.2.7.4. Key Market Focus & Geographical Presence
 - 16.2.7.5. Recent Developments
 - 16.2.7.6. Key Management Personnel
- 16.2.8. Sensoria Inc.
 - 16.2.8.1. Company Details
 - 16.2.8.2. Products & Services
- 16.2.8.3. Financials (As Reported)



- 16.2.8.4. Key Market Focus & Geographical Presence
- 16.2.8.5. Recent Developments
- 16.2.8.6. Key Management Personnel
- 16.2.9. Xiaomi Corporation.
- 16.2.9.1. Company Details
- 16.2.9.2. Products & Services
- 16.2.9.3. Financials (As Reported)
- 16.2.9.4. Key Market Focus & Geographical Presence
- 16.2.9.5. Recent Developments
- 16.2.9.6. Key Management Personnel
- 16.2.10. TomTom N.V.
- 16.2.10.1. Company Details
- 16.2.10.2. Products & Services
- 16.2.10.3. Financials (As Reported)
- 16.2.10.4. Key Market Focus & Geographical Presence
- 16.2.10.5. Recent Developments
- 16.2.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Regions
- 17.3. Target Product Type
- 17.4. Target End User
- 17.5. Target Distribution Channel

18. ABOUT US & DISCLAIMER

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