North America Wearable Sensors - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The NA Wearable Sensors Market size is estimated at USD 0.75 billion in 2025, and is expected to reach USD 1.39 billion by 2030, at a CAGR of 12.64% during the forecast period (2025-2030).

Key Highlights
- North America is one of the prominent region in the market for wearable sensors. The market in this region is estimated to increase in the coming years because of the increased usage in different sectors like healthcare, travel, military, sports, and fitness, etc. Moreover, due to investments in research and development, the reducing price of the components used to manufacture the wearable sensors is making the wearable devices affordable.
- Innovations in sensor technology are leading to more sophisticated wearable devices. Developments such as lightweight electronic tattoos for heart monitoring and advanced fitness trackers are gaining traction. These technologies enhance user experience by providing accurate data collection and analysis capabilities.
- Moreover, smart wristwear continues to dominate the market, with applications expanding beyond fitness tracking to include features like sleep monitoring and stress management. As consumer electronics evolve, there is a growing trend towards integrating more functionalities into wearable devices, making them essential tools for everyday health management
- The government and sensor manufacturers are playing a major role in encouraging the growth of hybrid electronics in the region, which propels the growth of the market in the region. For instance, recently, the US-based medical technology company, GE Healthcare, launched a set of portable and wireless sensors which can be worn by patients during their hospital stay. These sensors will help clinicians to track patients without routine check-ins. to accelerate sensor and sensor system innovations for new applications in industries including healthcare, automotive, industrial, and defense.
- During the COVID-19 outbreak, the demand for wearable devices' sensors that offer real-time data to frontline healthcare workers and let them quickly screen individuals with a high temperature skyrocketed. However, the ongoing chip shortage is

expected to result in a decline in chip availability. As fewer products become available to buy, and with increasing demands, prices of wearable sensors and wearable sensor-based devices are expected to increase.

North America Wearable Sensors Market Trends

Increase in demand of wearable fitness devices is driving the market

- One of the major markets for wearable sensors in this region is the sports and fitness market. Products like Nike Fuelband, Jawbone UP, Microsoft Band, and Fitbit have come into the market that is there for fitness tracking.
- These devices are worn on the body to track various parameters such as steps taken, distance traveled, calories burned, etc., and can be synced with the phone to track the progress daily. These devices are getting popular in this region because of the serious problem of people being overweight and obese.
- In the USA, according to CDC, 65.5% of adults and around 17% of children are obese. This problem is growing because of the irregular, unhealthy diet and the lack of exercise. As per industry experts, the adoption rate of wearable devices among U.S. consumers has surged dramatically, increasing from 9% to 39% within four years as of 2023. This trend indicates a growing reliance on technology for health and fitness management, particularly as consumers seek solutions for chronic health issues linked to sedentary lifestyles.
- Player such as Garmin revenue is increasing potentially year on year, leaidng to major market growth. Wearable devices are helping the masses to get more fit. The application of wearable devices in sports and fitness is becoming a huge market in the North American region. Many device manufacturers have witnessed growing sales with respect to fitness tracking solutions.
- Overall, North American wearable fitness device market is expected to continue its robust growth, driven by increasing health awareness, technological advancements, and a shift towards preventive healthcare measures. As consumers increasingly integrate these devices into their daily routines, the demand for sophisticated wearable technologies will likely rise further in the coming years

United States to Hold Significant Growth

- The demand for wearable devices increased the competition amongst the vendors in the market, and using different sensors to provide insights has become an imperative factor for differentiation. Temperature sensors for human temperature sensing play a vital part in applications such as smart patches, smartphones, footwear, and others.
- The rise in innovations and product introductions will further increase the adoption of wearable devices in the United States. The US-based company Meta announced it is planning to release its first smart glasses in 2025, and the company also planned to launch augmented glasses in 2027.
- Similarly, recently, Apple announced that its actively constructing two separate hardware platforms; one is a headset, and the other is glasses that will run on their operating system, realityOS. The hardware will be available from 2023, is as powerful as a computer and will be integrated with two 8K displays, one for each eye. The glasses will be built with sensors for 3D space mapping, and gaze, user's identity, and other factors monitoring.
- In the United States, there is a rapid shift to self-care habits driving the demand for temperature sensors in the region, especially during the pandemic. For instance, According to the ValuePenguin survey conducted in March 2023 (1,537 American respondents), 45% of Americans already wear smartwatches regularly, about 20% use Apple Watches and 16% use Fitbits. The devices are popular among Gen Zers, millennials (57%) and women (51%). About 70% of US Gen Z wear smartwatches and 57% of millennials wear smartwatches. 92% of users use smartwatches for health and fitness reasons, and 88% say the watch helped them achieve a fitness goal.

- Further, the consumer perspective towards these wearable devices is increasing towards meeting their expectation with the technology adoption rising. Despite the need for improved functionality, an increasing number of consumers are interested in using wearables. This creates opportunities for manufacturers to diversify their wearables offerings and overcome the issues highlighted by consumers. Moreover, with the growth of IoT, consumers feel that they will be using wearables to exchange information with other devices and physical things around them.

North America Wearable Sensors Industry Overview

The wearable sensors market in North America is dominated by few international players amongst local players and is moderately fragmented. Major vendors of wearable smart bands manufacturers consist of Apple Inc., Huawei Technologies Co. Ltd, Polar Electro Oy, Garmin Ltd, Fitbit Inc., Xiaomi Corporation, and Samsung Electronics Co. Ltd. They keep on updating their products by embedding the latest technologies to retain their market position and share.

The North American wearable sensors market is poised for robust growth driven by technological innovations, increasing health awareness, and a strong focus on fitness and wellness applications. As consumers continue to embrace these technologies for personal health management, the market will likely expand significantly in the coming years.

- March 2020: Some of the vendors in the market are partnering with healthcare institutes to research various sensors which can be embedded within the device to detect various health-related diseases or problems and provide a competitive advantage to their brand of smartwatches. For instance, Fitbit has collaborated with the Scripps Research Institute and Stanford Medicine on research that is aimed at using Fitbit data to help detect, track, and contain infectious diseases like COVID-19.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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