

## **United States Wearable Sensors - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The United States Wearable Sensors Market size is estimated at USD 4.28 billion in 2025, and is expected to reach USD 7.53 billion by 2030, at a CAGR of 11.94% during the forecast period (2025-2030).

#### **Key Highlights**

- The electronics industry has thrived significantly, primarily owing to digitalization, which also drives the demand for wearable technology devices widely used for self-health monitoring applications.
- Wearable sensors are crucial to wearable devices due to consumers' growing interest in tracking real-time motion-sensing activities, such as step counting and walking distance covered. Users can define their goals for fitness and health using the specific results provided by the analysis of the generated data. Wearable technology completely relies on sensors to monitor consumers' health and data and helps to make meaningful decisions. With evolving sensor technology, wearables are becoming smart and gaining popularity among consumers.
- With the growing spending on health and fitness, the demand for health-tracking devices is gaining traction among younger generations. Major companies in the market are constantly investing in various acquisitions, collaborations, and product launches to stay at a competitive edge in the market. For instance, recently, Google Cloud and Fitbit Health Solutions introduced the Device Connect for Fitbit solution, which intends to provide healthcare organizations with a more holistic view of patients outside of clinical settings by utilizing data from wearable devices.
- In addition to this, millennials and Gen-Z are also the most frequent visitors to health and fitness establishments, owing to which the number of clubs associated with fitness has seen steady growth in previous years. According to the data published by IHRSA in 2023, the number of health and fitness clubs in the United States was around 32k in 2023.
- Moreover, spending on consumer electronic products is also stimulating the growth of wearable devices. Further, the increasing urbanization and changing lifestyle of the growing population have raised its health and safety awareness. This has been the

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

major factor stimulating the growth of wearable devices, such as fitness trackers, ear wears, and smartwatches.

- However, the wearable sensors market faces stringent regulations regarding health and safety standards. Compliance with these regulations can increase development costs and time-to-market for new products.
- The COVID-19 pandemic had a favorable effect on the market for wearable sensors and highlighted the necessity of utilizing digital infrastructure for remote patient monitoring. Wearable sensors could help with disease detection and tracking of individual and population health since current viral tests and vaccines take a while to develop. In the United States, post-pandemic, wearables have proven to be popular among consumers, are steadily expanding into new industries, including health care, and have gained significant traction.

## United States 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.
- Wearable performance devices are significantly available to the general population and athletic teams. Advancements in technology have allowed individual endurance athletes, sports teams, and physicians to monitor functional movements, workloads, and biometric markers to increase performance. The increased growth is driving the market.?
- Technology organizations are making significant strides in growing and advertising wearable gadgets for athletic teams. Companies like Zephyr Technology, Viperpod, Smartlife, miCoach, and Catapult are remodeling how athletic coaches make decisions, how sports activities are played, and professional sports players' performance, health, and safety. These technologies are also moving rapidly from the professional sports arena into markets for the general public. 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.
- Moreover, the rise in demand is also encouraging the funding environment. Eight Sleep, maker of a smart mattress that monitors the sleep environment and vital signs through an app, raised USD 40 million, bringing its total equity funding to almost USD 65 million. Whereas Tula Health, the developer of a wearable device that continuously and non-invasively monitors blood glucose, blood pressure, blood oxygen, EKG, and hydration, among other key health metrics, raised USD 2.7 million.
- Furthermore, safety monitoring is increasingly becoming a part of the healthcare sector. Recently, Medtronic plc, a global player in healthcare technology, announced a strategic partnership with BioIntelliSense, a continuous health monitoring and clinical intelligence company, for the exclusive hospital and 30-day post-acute hospital to-home distribution rights of the BioButton multi-parameter wearable for continuous, connected monitoring in the United States.
- The collaboration allows Medtronic Patient Monitoring to provide access to a medical-grade device that offers continuous vital sign assessments of general care patients in-hospital and after discharge. This contributes to the simplicity of care delivery by enabling proactive clinical intervention and addressing the implications of personnel shortages.

Changing consumer perspective towards wearable technology drives the market

- Consumer perspectives towards wearable devices are changing in the last decade owing to features and evolving technology integration that is changing the way consumers interact with the environment, and their popularity is growing.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 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 (1,540 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 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.
- Also, 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.
- Similarly, in partnership with the United States Army Research Laboratory (ARL), FlexTech, a SEMI Strategic Association Partner, provided more than USD 2.3 million in funding for the projects to mature the flexible-hybrid electronics (FHE) technology ecosystem.
- 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.

## United States Wearable Sensors Industry Overview

The United States Wearable Sensors Market 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., and Samsung Electronics Co. Ltd. They keep on updating their products by embedding the latest technologies to retain their market position and share.

In summary, while the U.S. wearable sensors market is on a robust growth path fueled by innovation and demand for health monitoring solutions, it faces several restraints that could impact its expansion. Addressing these challenges will be crucial for stakeholders aiming to capitalize on this burgeoning market.

### Additional Benefits:

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

### Table of Contents:

#### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## 4 MARKET DYNAMICS

### 4.1 Market Overview

### 4.2 Industry Attractiveness - Porter's Five Force Analysis

#### 4.2.1 Threat of New Entrants

#### 4.2.2 Bargaining Power of Buyers

#### 4.2.3 Bargaining Power of Suppliers

#### 4.2.4 Threat of Substitute Products

#### 4.2.5 Intensity of Competitive Rivalry

### 4.3 Market Drivers

#### 4.3.1 Increasing Awareness of Health and Fitness

#### 4.3.2 Increasing Trend of Smart Wearable Devices

### 4.4 Market Restraints

#### 4.4.1 Higher Costs Associated with Gadgets

### 4.5 Industry Value Chain Analysis

### 4.6 Assessment of the Impact of COVID-19 on the Market?

### 4.7 Technology Snapshot

#### 4.7.1 Key technology overview (MEMS, CMOS, etc)

## 5 MARKET SEGMENTATION

### 5.1 By Type

#### 5.1.1 Chemical and Gas

#### 5.1.2 Pressure

#### 5.1.3 Image/Optical

#### 5.1.4 Motion

#### 5.1.5 Others

### 5.2 By Application

#### 5.2.1 Health and Wellness

#### 5.2.2 Safety Monitoring

#### 5.2.3 Sports and Fitness

#### 5.2.4 Others

## 6 COMPETITIVE LANDSCAPE

### 6.1 Company Profiles

#### 6.1.1 STMicroelectronics

#### 6.1.2 Infineon Technologies AG

#### 6.1.3 Texas Instruments Incorporated

#### 6.1.4 Analog Devices Inc.

#### 6.1.5 InvenSense Inc.

#### 6.1.6 Freescale Semiconductor Inc

#### 6.1.7 Panasonic Corporation

#### 6.1.8 NXP Semiconductors N.V.

#### 6.1.9 TE Connectivity Ltd.

#### 6.1.10 Bosch Sensortec GmbH (Robert Bosch GmbH)

## 7 INVESTMENT ANALYSIS

## 8 FUTURE OF THE MARKET

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## United States Wearable Sensors - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-13
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)