

Fitness Tracker Market Growth Analysis Report - Market Size, Share, Forecast Trends and Outlook (2025-2034)

Market Report | 2025-08-11 | 152 pages | EMR Inc.

AVAILABLE LICENSES:

- Single User License \$3599.00
- Five User License \$4249.00
- Corporate License \$5099.00

Report description:

The global fitness tracker market size reached approximately USD 56.87 Billion in 2024. The market is assessed to grow at a CAGR of 17.50% between 2025 and 2034 to attain a value of around USD 285.27 Billion by 2034.

Key Trends in the Market

A fitness tracker refers to a smart gadget that monitors, tracks, and records the physical activity, heart rate, and oxygen level of the wearer. It supports wearers to improve their overall health and can be connected to smartphones for attending calls, viewing notifications, and playing music. Some fitness trackers can also notify users about their movement and skin temperature, among others, to support their fitness goals.

- One of the significant fitness tracker market trends is the rising health consciousness amid the increasing prevalence of various health issues. By tracking movement, steps, pace, heart rate, exercise, sleep quality, calories, and other activities, fitness trackers empower customers to monitor and improve their health and achieve their fitness goals.

- With rising disposable incomes, growing accessibility to high-speed internet, improving standards of living, growing spending on health and wellness, and the robust growth of the wearables market, the demand for fitness trackers is surging.

In addition, research activities have demonstrated the benefits of fitness trackers in promoting goal setting, improving physiological outcomes, surging physical activities, and reducing mental health issues such as anxiety and depression. Hence, in the forecast period, the fitness tracker market demand is expected to grow with the increasing awareness regarding such benefits of the wearable.

- The increasing affordability of the product and the rising trend of preventative healthcare are positively impacting the fitness

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

tracker market demand. These trackers are increasingly utilised to collect physiological data, monitor heart and oxygen rates, and alert individuals about potential health complications.

- The fitness tracker market expansion is being fuelled by the robust growth of the e-commerce sector in both developed and developing countries. Customers increasingly prefer e-commerce platforms to buy fitness trackers as they sell a wide range of wearables at different price points, offer enhanced purchasing convenience, and provide reviews and product specifications to support them in making an informed buying decision.

Moreover, ease of exchange and return, attractive discounts, free delivery options, and extended warranties offered by various online retail platforms to enhance the durability of wearables and ensure their protection against device failures are expected to aid the fitness tracker market sales in the coming years.

- Advancements in sensor technologies are boosting the accuracy of fitness trackers to diagnose health-related issues. Moreover, the development of AI-based sensors that can accurately recognise and adapt to different movements, offer hyper-personalisation, and enable users to automatically track their activities without manual intervention is anticipated to further fuel the fitness tracker market growth in the forecast period.

Market Segmentation

The EMR's report titled "Fitness Tracker Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Smart Watches
- Fitness Bands
- Smart Clothing
- Others

Market Breakup by Application

- Heart Rate Tracking
- Sleep Monitoring
- Glucose Monitoring
- Sports
- Running
- Cycling Tracking

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Region

- North America
- Europe

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- Asia Pacific
- Latin America
- Middle East and Africa

Market Share by Type

Smartwatch accounts for a substantial fitness tracker market share due to its rising affordability, the increasing demand for wearables, and growing spending on smart gadgets. Smartwatches offer features like Bluetooth calling, gesture control, access to notifications, fall detection, and music playing, among others. Such features, coupled with extended battery life and high-quality display, boost the appeal of smartwatches for tracking health. Moreover, there is an increasing deployment of innovative displays such as organic emitting diode (OLED) and AMOLED, fuelling the quality of smartwatches.

In the forecast period, the surging launch of smartwatches with innovative features and enhanced customisability is anticipated to aid the fitness tracker market development. Meanwhile, there is a rising popularity of smart clothing, which is designed using technologies like GPS, biofeedback sensors, and remote controls. This type of clothing is increasingly utilised to measure health metrics such as breathing rate, heart rate, and body composition, among others.

In addition, increasing research and development activities by key players to develop innovative smart clothing that can analyse the sweat of wearers to monitor their vital physiological signals and mental and physical health while tracking health issues like heart diseases are likely to expand the fitness wearables market size in the coming years.

Market Share by Region

As per the fitness tracker market analysis, North America accounts for a significant market share due to rising health concerns and the increasing prevalence of health issues such as obesity and diabetes. The United States boasts one of the highest adoption rates of fitness trackers, especially among the young population. Technological advancements and innovations by key players such as Apple in the region are also favouring the market.

The Asia Pacific also represents a considerable wearable fitness tracker market share, driven by flourishing smartwatch sales in emerging economies. India is one of the leading markets for smartwatches, aided by the increasing number of wearable start-ups offering high-performance and premium fitness trackers at affordable prices. Factors such as growing health concerns and the increasing launches of fitness trackers with innovative features, premium appearances, and different strap finishes, among others, are further positively influencing the market.

In the forecast period, surging investments in research activities by key players in the Asia Pacific to improve features of smartwatches and provide personalised insights and recommendations to users are also expected to bolster the overall fitness tracker market development.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the global fitness tracker market, covering their competitive landscape and latest developments like mergers, acquisitions, investments and expansion plans.

Xiaomi Corporation

Xiaomi Corporation is a smart manufacturing and consumer electronics company that was founded in 2010. The company is

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

headquartered in Beijing, China, and it is listed on the Main Board of the Hong Kong Stock Exchange. It is one of the leading smartphone companies, and through innovations in services, software, and hardware, it aims to become a user-centric mobile company. With a wide presence in over 100 countries, the company also offers a wide range of wearables, ranging from smartwatches to earphones.

Fossil Group, Inc.

Fossil Group, Inc. is a company that is engaged in the manufacturing, designing, distribution, and marketing of lifestyle accessories. Some of its popular offerings include smartwatches, traditional watches, handbags, sunglasses, belts, and jewellery, among others. Headquartered in Texas, the United States, the company owns renowned brands like Michele, Zodiac, Fossil, Skagen, and Relic. Its products are marketed and sold in more than 140 countries.

IMAGINE MARKETING LTD. (BoAt)

IMAGINE MARKETING LTD. (BoAt) is the parent company of boAt, a leading wearable and audio brand. With its headquarters in Maharashtra, India, and founded in 2013, the company offers durable, affordable, and fashionable wearables and audio products. Some of its leading offerings include headphones, speakers, smartwatches, soundbars, and travel chargers, and its products are manufactured in India and China. The company accounts for a major portion of the fitness wearables market share in India.

Other fitness tracker market players include Samsung Electronics Co. Ltd., Huawei Technologies Co. Ltd, Google LLC, Sony Corporation, Moov Inc., LG Corporation, HTC Corporation, and Polar Electro Oy.

Table of Contents:

- 1 Executive Summary
 - 1.1 Market Size 2024-2025
 - 1.2 Market Growth 2025(F)-2034(F)
 - 1.3 Key Demand Drivers
 - 1.4 Key Players and Competitive Structure
 - 1.5 Industry Best Practices
 - 1.6 Recent Trends and Developments
 - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
 - 2.1 Market Trends
 - 2.2 Key Verticals
 - 2.3 Key Regions
 - 2.4 Supplier Power
 - 2.5 Buyer Power
 - 2.6 Key Market Opportunities and Risks
 - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
 - 3.1 GDP Outlook
 - 3.2 GDP Per Capita Growth
 - 3.3 Inflation Trends
 - 3.4 Democracy Index
 - 3.5 Gross Public Debt Ratios

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 3.6 Balance of Payment (BoP) Position
- 3.7 Population Outlook
- 3.8 Urbanisation Trends
- 4 Country Risk Profiles
 - 4.1 Country Risk
 - 4.2 Business Climate
- 5 Global Fitness Tracker Market Analysis
 - 5.1 Key Industry Highlights
 - 5.2 Global Fitness Tracker Historical Market (2018-2024)
 - 5.3 Global Fitness Tracker Market Forecast (2025-2034)
 - 5.4 Global Fitness Tracker Market by Type
 - 5.4.1 Smart Watches
 - 5.4.1.1 Historical Trend (2018-2024)
 - 5.4.1.2 Forecast Trend (2025-2034)
 - 5.4.2 Fitness Bands
 - 5.4.2.1 Historical Trend (2018-2024)
 - 5.4.2.2 Forecast Trend (2025-2034)
 - 5.4.3 Smart Clothing
 - 5.4.3.1 Historical Trend (2018-2024)
 - 5.4.3.2 Forecast Trend (2025-2034)
 - 5.4.4 Others
 - 5.5 Global Fitness Tracker Market by Application
 - 5.5.1 Heart Rate Tracking
 - 5.5.1.1 Historical Trend (2018-2024)
 - 5.5.1.2 Forecast Trend (2025-2034)
 - 5.5.2 Sleep Monitoring
 - 5.5.2.1 Historical Trend (2018-2024)
 - 5.5.2.2 Forecast Trend (2025-2034)
 - 5.5.3 Glucose Monitoring
 - 5.5.3.1 Historical Trend (2018-2024)
 - 5.5.3.2 Forecast Trend (2025-2034)
 - 5.5.4 Sports
 - 5.5.4.1 Historical Trend (2018-2024)
 - 5.5.4.2 Forecast Trend (2025-2034)
 - 5.5.5 Running
 - 5.5.5.1 Historical Trend (2018-2024)
 - 5.5.5.2 Forecast Trend (2025-2034)
 - 5.5.6 Cycling Tracking
 - 5.5.6.1 Historical Trend (2018-2024)
 - 5.5.6.2 Forecast Trend (2025-2034)
 - 5.6 Global Fitness Tracker Market by Distribution Channel
 - 5.6.1 Online
 - 5.6.1.1 Historical Trend (2018-2024)
 - 5.6.1.2 Forecast Trend (2025-2034)
 - 5.6.2 Offline
 - 5.6.2.1 Historical Trend (2018-2024)
 - 5.6.2.2 Forecast Trend (2025-2034)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

5.7 Global Fitness Tracker Market by Region

5.7.1 North America

5.7.1.1 Historical Trend (2018-2024)

5.7.1.2 Forecast Trend (2025-2034)

5.7.2 Europe

5.7.2.1 Historical Trend (2018-2024)

5.7.2.2 Forecast Trend (2025-2034)

5.7.3 Asia Pacific

5.7.3.1 Historical Trend (2018-2024)

5.7.3.2 Forecast Trend (2025-2034)

5.7.4 Latin America

5.7.4.1 Historical Trend (2018-2024)

5.7.4.2 Forecast Trend (2025-2034)

5.7.5 Middle East and Africa

5.7.5.1 Historical Trend (2018-2024)

5.7.5.2 Forecast Trend (2025-2034)

6 North America Fitness Tracker Market Analysis

6.1 United States of America

6.1.1 Historical Trend (2018-2024)

6.1.2 Forecast Trend (2025-2034)

6.2 Canada

6.2.1 Historical Trend (2018-2024)

6.2.2 Forecast Trend (2025-2034)

7 Europe Fitness Tracker Market Analysis

7.1 United Kingdom

7.1.1 Historical Trend (2018-2024)

7.1.2 Forecast Trend (2025-2034)

7.2 Germany

7.2.1 Historical Trend (2018-2024)

7.2.2 Forecast Trend (2025-2034)

7.3 France

7.3.1 Historical Trend (2018-2024)

7.3.2 Forecast Trend (2025-2034)

7.4 Italy

7.4.1 Historical Trend (2018-2024)

7.4.2 Forecast Trend (2025-2034)

7.5 Others

8 Asia Pacific Fitness Tracker Market Analysis

8.1 China

8.1.1 Historical Trend (2018-2024)

8.1.2 Forecast Trend (2025-2034)

8.2 Japan

8.2.1 Historical Trend (2018-2024)

8.2.2 Forecast Trend (2025-2034)

8.3 India

8.3.1 Historical Trend (2018-2024)

8.3.2 Forecast Trend (2025-2034)

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 8.4 ASEAN
 - 8.4.1 Historical Trend (2018-2024)
 - 8.4.2 Forecast Trend (2025-2034)
- 8.5 Australia
 - 8.5.1 Historical Trend (2018-2024)
 - 8.5.2 Forecast Trend (2025-2034)
- 8.6 Others
- 9 Latin America Fitness Tracker Market Analysis
 - 9.1 Brazil
 - 9.1.1 Historical Trend (2018-2024)
 - 9.1.2 Forecast Trend (2025-2034)
 - 9.2 Argentina
 - 9.2.1 Historical Trend (2018-2024)
 - 9.2.2 Forecast Trend (2025-2034)
 - 9.3 Mexico
 - 9.3.1 Historical Trend (2018-2024)
 - 9.3.2 Forecast Trend (2025-2034)
 - 9.4 Others
- 10 Middle East and Africa Fitness Tracker Market Analysis
 - 10.1 Saudi Arabia
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.2 United Arab Emirates
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
 - 10.3 Nigeria
 - 10.3.1 Historical Trend (2018-2024)
 - 10.3.2 Forecast Trend (2025-2034)
 - 10.4 South Africa
 - 10.4.1 Historical Trend (2018-2024)
 - 10.4.2 Forecast Trend (2025-2034)
 - 10.5 Others
- 11 Market Dynamics
 - 11.1 SWOT Analysis
 - 11.1.1 Strengths
 - 11.1.2 Weaknesses
 - 11.1.3 Opportunities
 - 11.1.4 Threats
 - 11.2 Porter's Five Forces Analysis
 - 11.2.1 Supplier's Power
 - 11.2.2 Buyer's Power
 - 11.2.3 Threat of New Entrants
 - 11.2.4 Degree of Rivalry
 - 11.2.5 Threat of Substitutes
 - 11.3 Key Indicators for Demand
 - 11.4 Key Indicators for Price
- 12 Value Chain Analysis

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 13 Competitive Landscape
 - 13.1 Supplier Selection
 - 13.2 Key Global Players
 - 13.3 Key Regional Players
 - 13.4 Key Player Strategies
 - 13.5 Company Profiles
 - 13.5.1 Xiaomi Corporation
 - 13.5.1.1 Company Overview
 - 13.5.1.2 Product Portfolio
 - 13.5.1.3 Demographic Reach and Achievements
 - 13.5.1.4 Certifications
 - 13.5.2 Samsung Electronics Co. Ltd.
 - 13.5.2.1 Company Overview
 - 13.5.2.2 Product Portfolio
 - 13.5.2.3 Demographic Reach and Achievements
 - 13.5.2.4 Certifications
 - 13.5.3 Huawei Technologies Co. Ltd
 - 13.5.3.1 Company Overview
 - 13.5.3.2 Product Portfolio
 - 13.5.3.3 Demographic Reach and Achievements
 - 13.5.3.4 Certifications
 - 13.5.4 Google LLC
 - 13.5.4.1 Company Overview
 - 13.5.4.2 Product Portfolio
 - 13.5.4.3 Demographic Reach and Achievements
 - 13.5.4.4 Certifications
 - 13.5.5 Fossil Group, Inc.
 - 13.5.5.1 Company Overview
 - 13.5.5.2 Product Portfolio
 - 13.5.5.3 Demographic Reach and Achievements
 - 13.5.5.4 Certifications
 - 13.5.6 IMAGINE MARKETING LTD. (BoAt)
 - 13.5.6.1 Company Overview
 - 13.5.6.2 Product Portfolio
 - 13.5.6.3 Demographic Reach and Achievements
 - 13.5.6.4 Certifications
 - 13.5.7 Sony Corporation
 - 13.5.7.1 Company Overview
 - 13.5.7.2 Product Portfolio
 - 13.5.7.3 Demographic Reach and Achievements
 - 13.5.7.4 Certifications
 - 13.5.8 Moov Inc.
 - 13.5.8.1 Company Overview
 - 13.5.8.2 Product Portfolio
 - 13.5.8.3 Demographic Reach and Achievements
 - 13.5.8.4 Certifications
 - 13.5.9 LG Corporation

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 13.5.9.1 Company Overview
- 13.5.9.2 Product Portfolio
- 13.5.9.3 Demographic Reach and Achievements
- 13.5.9.4 Certifications
- 13.5.10 HTC Corporation
- 13.5.10.1 Company Overview
- 13.5.10.2 Product Portfolio
- 13.5.10.3 Demographic Reach and Achievements
- 13.5.10.4 Certifications
- 13.5.11 Polar Electro Oy
- 13.5.11.1 Company Overview
- 13.5.11.2 Product Portfolio
- 13.5.11.3 Demographic Reach and Achievements
- 13.5.11.4 Certifications

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Fitness Tracker Market Growth Analysis Report - Market Size, Share, Forecast Trends and Outlook (2025-2034)

Market Report | 2025-08-11 | 152 pages | EMR Inc.

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	\$3599.00
	Five User License	\$4249.00
	Corporate License	\$5099.00
		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	<input type="text" value="2026-03-10"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

