

# Fitness Trackers Market Size is Likely to Reach a Valuation of Around \$62,128 million by 2023 - Report by AMR

*The report segments the global fitness tracker market on the basis of device type, display type, sales channel, compatibility, and geography.*

5933 NE WIN SIVERS DRIVE,  
PORTLAND, OR, UNITED STATES,  
September 16, 2022 /  
EINPresswire.com/ -- According to a new report published by Allied Market Research titled, [Fitness Trackers Market](#) by Device Type, Display Type, Sales Channel, and Compatibility: Global Opportunity Analysis and Industry Forecast, 2017-2023," The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends.



The global fitness trackers market size was valued at \$17,907 million in 2016, and is expected to reach \$62,128 million by 2023, registering a CAGR of 19.6% from 2017 to 2023. North America dominated the global fitness trackers market in 2016, accounting for one-third share of the total revenue.

“

Rise in propensity of consumers towards technology in daily life for ease of living, owing to increase in health concerns augments the preference for fitness trackers.”

*Biswa Sinha*

Fitness trackers are utility devices, which record and measure data related to fitness activities such as distance covered walking & running, heart beat monitoring, sleep pattern tracking, and others. Increase in fitness consciousness among consumers and rapid rise in per capita disposable income are expected to boost demand

for fitness trackers.

Request The Free Sample PDF Of This Report @<https://www.alliedmarketresearch.com/request-sample/1560>

Surge in adoption of fitness trackers in fitness centers is anticipated to drive the growth of fitness trackers market during the forecast period. Rise in online sales of fitness trackers is one of the major factors that propels the growth of the market, owing to the fact that this channel makes products easily available for consumers across various regions. Correspondingly, offline sales platform provides tangible demonstration of the product, which leads to augmenting promotion and product awareness.

Smartwatch segment is dominating the fitness trackers market, in terms of value, owing to rise in consumer preference for smartwatches, owing to its advantages such as smartphone notifications monitoring, customizable user interface, and activity tracking features.

iOS segment in the global fitness trackers market is witnessing exponential growth, as fitness trackers with iOS have unique apps and user interference, which have increased the sales of iOS powered devices. Correspondingly, the android wear segment is anticipated to show significant growth during the forecast period, owing to the dominant presence of android phones.

Online sales segment is anticipated to increase sales of fitness tackers, owing to some of the noteworthy benefits of online shopping for consumers such as attractive deals, ease of shopping, and faster shipping.

North America and Europe collectively accounted for about more than half of the share of the global fitness tracker market in 2016. Change in lifestyle and rise in disposable income of consumers are expected to drive the growth of the Asia-Pacific market.

Major players in the fitness tracker market are focusing on new product development to gain a strong foothold in the market. Key players profiled in the report include Fitbit Inc., Google LLP., Apple Inc., Samsung, Xiaomi Inc., Jawbone, Nike, Adidas, Misfit Wearables, Inc., Shenzhen Motto Electronics Co. Ltd., Google LLP, and Apple Inc.

Need a Discount? Getting Exclusive Discount And Free Consultation  
@<https://www.alliedmarketresearch.com/purchase-enquiry/1560>

Key findings of the Fitness Trackers Market:

- In terms of value, the smartwatch segment is expected to grow at a CAGR of 20.3% during the forecast period.
- North America is expected to dominate, registering highest CAGR of 18.9% in terms of value.
- Asia-Pacific is projected to show exponential growth in demand throughout 2023, growing at a CAGR 21.2% of in terms of value.
- Colored display segment is anticipated to dominate global fitness tracker market registering

CAGR of 19.9%.

- The online platforms segment is estimated to account for more than half of the share of the total market in 2016.
- China and Japan collectively accounted for more than half of the total Asia-Pacific fitness trackers market in 2016.
- In the global fitness trackers market, India is expected to grow at a CAGR of 15.5%, in terms of value.

#### Reasons to Buy This Fitness Trackers Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

#### Related Reports:

- [Waterproof Watch Market](#) Growth Opportunities In Global Industry By 2031
- [Sports Equipment and Accessories Market](#) Business Opportunities 2027
- Smart Sports Equipment Market Growth Opportunities In Global Industry By 2026  
<https://www.alliedmarketresearch.com/smart-sports-equipment-market>
- Sports Events Market Top Factors That Are Leading The Demand Around The Globe  
<https://www.alliedmarketresearch.com/sports-events-market-A16874>
- Sports Training Market Revenue Is To Reach A Value Of CAGR Forecast Till 2031  
<https://www.alliedmarketresearch.com/sports-training-market-A16942>

#### About Us

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global

enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

David Correa  
Allied Analytics LLP  
800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/591254021>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.