

Smart Sports Fitness Trackers Market Expanding With \$88.25 Billion at 0% CAGR by 2029

The Business Research Company's Smart Sports Fitness Trackers Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, August 22, 2025

[/EINPresswire.com/](#) -- What Is The Forecast For The Smart Sports Fitness Trackers Market From 2024 To 2029?

The market size for smart sports fitness trackers has experienced swift expansion in recent years. Anticipated growth is from \$46.77 billion in 2024 to \$53.20 billion in 2025, exhibiting a compound annual growth rate (CAGR) of 13.8%. Factors influencing this growth during the



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historic period encompass increased health consciousness, widespread wearable technology usage, burgeoning popularity of fitness monitoring among the younger demographic, development of smartphone integration functionalities, and soaring participation in leisure sports.

The market for intelligent sports fitness trackers is projected to experience rapid expansion in the upcoming years. The market value is anticipated to reach \$88.25 billion by 2029, with a compound annual growth rate (CAGR) of 13.5%. The expansion during the forecast period

is due to an increased interest in real-time health surveillance, heightened health awareness in the elderly, a growing fitness and wellness sector, an amplified emphasis on preventive healthcare, and an escalating usage in remote patient monitoring. Key trends during the forecast period encompass advancements in biometric sensor technology, ongoing innovation in the design of wearables, the inclusion of personalized fitness data, advances in health algorithm research and development, and the creation of multi-functional fitness tracking devices.

Download a free sample of the smart sports fitness trackers market report:



What Are The Core Growth Drivers Shaping The Future Of The Smart Sports Fitness Trackers Market?

The surge in consciousness regarding health, fitness, and preemptive care is anticipated to drive the expansion of the smart sports fitness trackers market. Health, fitness, and preventive care awareness denotes the comprehension of the significance of preserving physical health through consistent exercise, wholesome practices, and initial actions to avert sickness. There has been a noticeable increase in this awareness, due to the rising accessibility of information via digital platforms. Individuals can effortlessly access health-oriented content through websites, social media, and mobile applications, enlightening them on the perks of adhering to a healthy lifestyle. Smart sports fitness trackers aid in health, fitness, and preventive care by keeping track of activity progression, monitoring crucial signs, providing insights that assist individuals in making informed judgments and recognizing potential health complications early. For example, in May 2022, an investigative study conducted by the US-based non-profit, the International Food Information Council, surveyed 1,005 American adults aged 18–80 and adult Gen Z consumers aged 18–24. Approximately 52% of participants reportedly adhered to a specific diet or eating pattern in 2022, an increase from 39% in 2021. The most prevalent approaches involved clean eating (16%), mindful eating (14%), and calorie counting (13%). Hence, the escalated awareness concerning health, fitness, and preventive care is propelling the growth of the smart sports fitness trackers market.

Which Companies Are Currently Leading In The Smart Sports Fitness Trackers Market?

Major players in the Smart Sports Fitness Trackers Global Market Report 2025 include:

- Apple Inc.
- Samsung Electronics Co. Ltd.
- Huawei Technologies Co. Ltd.
- Sony Corporation
- Lenovo Group Limited
- LG Corporation
- Nike Inc.
- Xiaomi Corporation
- Under Armour Inc.
- Garmin Ltd.

What Are The Top Trends In The [Smart Sports Fitness Trackers Industry?](#)

Many leading companies in the smart sports fitness trackers market are concentrating on creating innovative smart connectivity devices. This includes the integration of the emergency safety overhead system (SOS) function, providing users with enhanced safety features along with precise health and fitness tracking. SOS function, for example, enables users to swiftly send a distress signal to their emergency contacts by pressing a particular button arrangement on their device. For instance, Samsung Electronics Co. Ltd., a tech-giant from South Korea, introduced the Galaxy Fit 3 in India in February 2024. This entry-level fitness tracker boasts a 1.6-inch AMOLED

screen, different health sensors, and over 100 workout modes. It offers advanced fitness and safety options including detailed sleep monitoring, emergency fall detection, and monitoring of sleep oxygen levels. Moreover, water resistance rated at 5 ATM and IP68 certification, along with convenient smart phone control functionalities, render it a versatile and dependable wearable for tracking health, fitness, and activity across a range of settings.

Comparative Analysis Of Leading [Smart Sports Fitness Trackers Market Segments](#)

The smart sports fitness trackers market covered in this report is segmented –

- 1) By Product Type: Wristbands, Smartwatches, Chest Straps, Other Product Types
- 2) By Price: Economy, Mid, Premium, Super-Premium
- 3) By Application: Activity Tracking, Sleep Monitoring, Heart Rate Monitoring, Augmenting Nutrition Plan, Coaching
- 4) By Distribution Channel: Hypermarkets Or Supermarkets, Departmental Stores, Online Retail, Sports Stores
- 5) By End-User: Professional Athletes, Fitness Enthusiasts, Other End-Users

Subsegments:

- 1) By Wristbands: Basic Fitness Trackers, Advanced Fitness Trackers With Heart Rate Monitoring, Waterproof Fitness Trackers
- 2) By Smartwatches: Standalone Smartwatches, Bluetooth-Connected Smartwatches, Hybrid Smartwatches
- 3) By Chest Straps: Heart Rate Monitoring Straps, Respiratory Monitoring Straps, Multi-Sensor Chest Straps
- 4) By Other Product Types: Clip-On Trackers, Smart Rings, Smart Clothing Sensors

View the full smart sports fitness trackers market report:

<https://www.thebusinessresearchcompany.com/report/smart-sports-fitness-trackers-global-market-report>

Which Regions Are Dominating The Smart Sports Fitness Trackers Market Landscape?

In the Smart Sports Fitness Trackers Global Market Report 2025, North America emerged as the leading region in 2024. Asia-Pacific is anticipated to record the most rapid growth within the forecast timeline. The report encompasses regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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