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Fitbit Key Statistics

Fitbit Overview

Fitbit Revenue

Fitbit Users

Fitbit Registered Users

Fitbit spent the first two years ramping up production to meet demand. They originally launched at TechCrunch 50 conference in 2008 expecting 50 pre-orders, but came away with more than 2,000.

With every Bluetooth update, Fitbit enabled more health and fitness tracking. In 2013, Fitbit launched a fitness tracker with a heart-rate sensor, and has since added new sensors to track EDA, temperature, sleep and menstrual cycle.

Fitbit would acquire Pebble in 2017 for \$23 million, a sign that some of the spark had left the wearables market. More than \$8 billion had been shaved off Fitbit's market cap by 2017 as Apple and Xiaomi overtook Fitbit.

Fitbit entered the smartwatch market late. Like most market leaders, the company originally called the smartwatch a different product type, only to slowly realise many of its customers were happy to ditch a fitness tracker for a feature-packed smartwatch.

In the past few years, Fitbit has attempted to build an Apple Watch competitor, with the ability to make payments and respond to messages. However, it remains geared towards fitness and health, while Apple and Samsung have been able to broaden their market to other types of customers.

In 2019, Alphabet announced its intention to acquire Fitbit for \$2.1 billion. It was completed in January 2021.

Google has not been great at handling its hardware acquisitions. Motorola suffered catastrophic market share loss under the search giant, and the internal affairs of Nest under Google ownership [have been thoroughly detailed](#). Google has retained the brand for now, but appears to be [stripping Fitbit of several features](#) and merging it into its hardware division.

We have collected data and statistics on Fitbit. Read on below to find out more. Explore further with our [in-depth health & fitness app report](#).

- Fitbit made an estimated \$1 billion revenue in 2023, a 10% decrease on the previous year
- Fitbit sold 6.6 million units in 2023, a 28% decrease on 2022 figures
- 38 million people use Fitbit once a week, 128 million have registered to use the app



Want to learn more about the health & fitness app industry? In our [Health & Fitness App report](#), we cover financials, usage, downloads, and demographics by age and gender, alongside market share, engagement, and benchmarks.

Launch date	26 March 2007
HQ	San Francisco, California
People	James Park (CEO), Eric Friedman (CTO), Sundar Pichai (Alphabet CEO)
Business type	Subsidiary
Parent company	Alphabet
Industry	Health & fitness

Fitbit Revenue

Fitbit generated \$1.04 billion revenue in 2023. The value is estimated, as Google does not break out Fitbit revenue.

Fitbit revenue 2014 to 2023 (\$bn)

Year	Revenue (\$bn)
2014	0.74
2015	1.85
2016	2.16
2017	1.61
2018	1.52
2019	1.43
2020	1.13
2021	1.21
2022	1.16
2023	1.04
2024	0.91

Sources: [Health & Fitness App Report](#), Company data

Fitbit Users

Fitbit had 38.5 million active users in 2023, an decrease of 3.75% on the previous year.

Fitbit monthly active users 2014 to 2023 (mm)

Year	Users (mm)
2014	6.7
2015	14.9
2016	23.6
2017	29
2018	33.8
2019	38.3
2020	40.2
2021	41.5
2022	40
2023	38.5

Sources: [Health & Fitness App Report](#), Company data

Fitbit Registered Users

Fitbit had 128 million registered users as of 2023, adding eight million in the year.

Fitbit registered users 2014 to 2023 (mm)

Year	Registered users (mm)
2014	11
2015	29
2016	50
2017	75
2018	85
2019	90
2020	98
2021	111
2022	120
2023	128

Source: Company data

Fitbit Device Sales

Like revenue, Google does not disclose Fitbit device sales. In 2023, we estimate it sold 6.6 million units.

Fitbit annual device sales 2014 to 2023 (mm)

Year	Device sales (mm)
2014	10.9
2015	21.4
2016	23.2
2017	25.4
2018	13.9
2019	16
2020	10.8
2021	10.6
2022	9.2
2023	6.6

Source: Company data

Fitbit Valuation

Fitbit was last valued at \$2.1 billion by Google when it acquired the company in 2019.

Fitbit valuation 2013 to 2019 (\$bn)

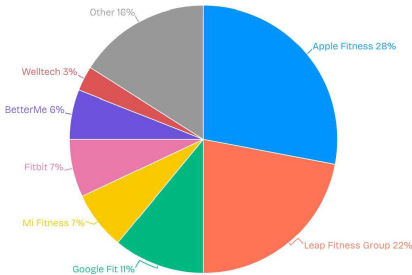
Year	Valuation (\$bn)
2013	4
2015	9.7
2017	1.4
2019	2.1

Sources: [FT](#), [Macro Trends](#), [TechCrunch](#)

Fitbit Fitness Market Share

Fitbit has struggled to maintain market share, against the growth of Apple Fitness and Leap Fitness Group's many fitness orientated apps.

Fitness app market share 2023 (%)



Note: Values from active users and downloads. Source: Company data

[Download Chart](#)

Business of Apps

Want to learn more about wellness apps? [Check out our Health & Fitness App Report](#)

Fitbit FAQ

How many Fitbit users use groups?

Over 4.7 million Fitbit users are active in at least one group

How many steps have Fitbit users taken?

Fitbit users have taken over 75 trillion steps ([Fitbit](#))

How much did Google pay for Fitbit?

Google acquired Fitbit for \$2.1 billion

More Health & Fitness App Data

Headspace Revenue and Usage Statistics (2025)
Strava Revenue and Usage Statistics (2025)
Fitness App Revenue and Usage Statistics (2025)
Sweatcoin Revenue and Usage Statistics (2025)
Calm Revenue and Usage Statistics (2024)
MuFitnessPal Revenue and Usage Statistics (2025)
Health App Revenue and Usage Statistics (2025)
Wellness App Revenue and Usage Statistics (2025)
Peloton Revenue and Usage Statistics (2025)
Flo Revenue and Usage Statistics (2025)

