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Fitness Tracker Statistics 2025 By Health, Activities

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Introduction

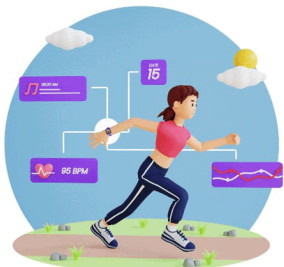
Fitness Tracker Statistics: Fitness trackers are wearable devices designed to monitor and record physical activity and health metrics.

They track steps, distance, calories burned, and heart rate and offer features like sleep tracking and various exercise modes.

Advanced models can measure stress levels and blood [oxygen](#) saturation and integrate with [smartphones](#) for notifications and music control.

Available in forms such as wristbands, clip-ons, and smart jewelry, fitness trackers vary in display types and battery life.

They are compatible with both iOS and Android devices and provide users. With actionable insights to set and achieve fitness goals, contributing to overall health and wellness.



Fitness Tracker Statistics

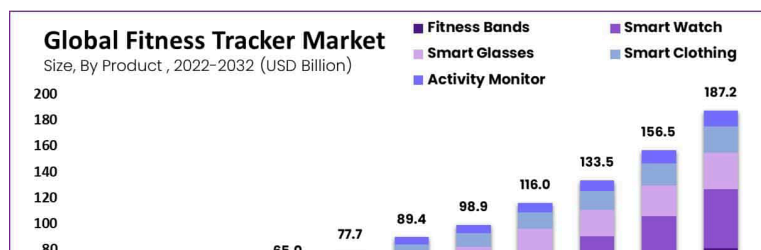
The global fitness tracker market generated a revenue of USD 46.3 billion in 2022

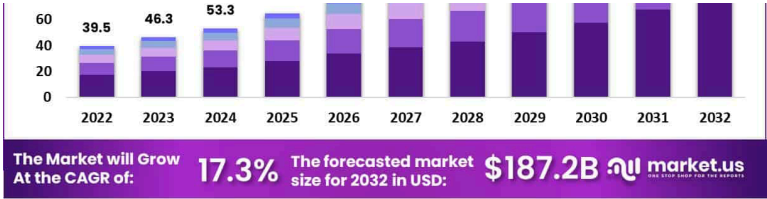
in 2023.



Editor's Choice

- The global [fitness tracker market](#) generated a revenue of USD **46.3 billion** in **2023**.
- By **2032**, the fitness tracker market is poised to surpass USD **187.2 billion**. The revenue for fitness bands alone is projected at USD **81.06 billion**.
- The global fitness tracker market is segmented by application, with running tracking holding the largest share at **43%**.
- As of September **2022**, the preferences for smartwatch and wearable fitness/activity tracker brands among users. In South Korea showed a strong dominance by Samsung, commanding a significant **61.11%** share of respondents.
- In **2016**, the usage of mobile apps or fitness-tracking devices to monitor health varied across different age groups globally. Usage was highest among those aged **30-39 years**, with **41%** employing health-tracking tools.
- In the United States, as of **2023**, the use of wearable fitness or wellness technologies showed a fairly balanced distribution between genders. Women had a slightly higher usage rate at **35%** compared to men, who had a usage rate of **34%**.
- As of January **2022**, a global survey revealed that **53.70%** of respondents reported using a wearable device to monitor their fitness activity. Indicating a majority uptake in the use of technology for health monitoring.
- In **2015**, a survey conducted in Europe explored the perceived risk of wearable fitness trackers being hacked. Specifically by an employee of an on-demand [video streaming](#) media company. The results indicated a considerable concern among respondents. With **24%** considering it very likely and **46%** viewing it as somewhat likely that such a breach could occur.





Fitness Tracker Market Statistics

Global Fitness Tracker Market Size Statistics

- The global fitness tracker market generated a revenue of USD **39.5** billion in **2022** at a CAGR of **17.3%**.
- This figure increased to USD **46.3** billion in **2023** and is projected to continue its upward trajectory, reaching USD **53.3** billion in **2024**.
- By **2025**, market revenue is expected to grow further to USD **65.0** billion. Followed by USD **77.7** billion in **2026** and USD **89.4** billion in **2027**.
- The market is anticipated to expand significantly in the following years, with revenues projected to reach USD **98.9** billion by **2028** and USD **116.0** billion by **2029**.
- By **2030**, the global fitness tracker market is forecasted to reach USD **133.5** billion. Continuing its robust growth to USD **156.5** billion in **2031** and culminating at an impressive USD **187.2** billion by **2032**.
- This steady increase reflects the growing demand for [wearable fitness technology](#) across the globe.

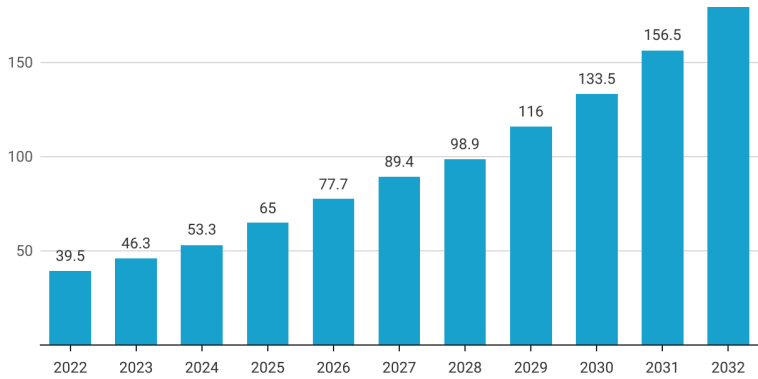
(Source: market.us)

Global Fitness Tracker Market Revenue

Market Revenue in USD billion

Revenue





(Revenue in USD billion)
Source: Market.us News

Global Fitness Tracker Market Size – By Product Statistics

- The global fitness tracker market has experienced substantial growth, with revenues increasing from USD **39.5** billion in **2022** to a projected USD **187.2** billion by **2032**.
- In **2022**, fitness bands dominated the product segment, generating USD **17.10** billion, followed by smartwatches at USD **9.60** billion, smart glasses at USD **5.93** billion, smart clothing at USD **4.35** billion, and activity monitors at USD **2.53** billion.
- By **2023**, the market size had escalated to USD **46.3** billion, reflecting a higher adoption rate across all product categories, with fitness bands rising to USD **20.05** billion and smart watches to USD **11.25** billion.
- This trend will continue through **2024** and beyond, with the market expected to reach USD **53.3** billion in **2024**. The revenue for fitness bands is anticipated to increase to USD **23.08** billion, while smartwatches are projected to reach USD **12.95** billion.
- In the following years, all product segments exhibited consistent growth. By **2025**, the market is projected to expand to USD **65.0** billion, with fitness bands generating USD **28.15** billion in revenue.
- The growth trajectory maintains upward momentum into the latter part of the decade, with the total market forecasted to achieve USD **98.9** billion by **2028**. Here, fitness bands and smartwatches are expected to contribute USD **42.82** billion and USD **24.03** billion, respectively.
- The forecast for **2031** shows a market size of USD **156.5** billion, with significant contributions from all categories. Particularly fitness bands at USD **67.76** billion and smart watches at USD **32.25** billion.

38.03 billion.

- By **2032**, the fitness tracker market is poised to surpass USD **187.2** billion. The revenue for fitness bands alone is projected at USD **81.06** billion.

(Source: *market.us*)

Fitness Tracker Market Share – By Application Statistics

- The global fitness tracker market is segmented by application, with running tracking holding the largest share at **43%**.
- Sports tracking follows, accounting for **17%** of the market while **cycling** tracking represents **15%** of the market share.
- Heart rate tracking contributes **9%**, with glucose measurement tracking and sleep measurement tracking each holding an **8%** share.
- This distribution highlights the prominence of running and sports-

related applications within the market. At the same time, health-focused functionalities such as heart rate, glucose, and sleep tracking also hold significant market presence.

(Source: *market.us*)

Fitness Tracker Devices Shipments Statistics

Wearables Unit Shipments Worldwide

- From **2014** to **2028**, worldwide shipments of wearable devices have shown significant growth and fluctuations.
- In **2014**, shipments started at **28.8** million units, followed by a substantial rise to **81.9** million in **2015**.
- The growth continued, with shipments reaching **102.4** million in **2016**, **115.4** million in **2017**, and a sharp increase to **172.2** million by **2018**.
- A dramatic surge was observed in **2019**, with **346.4** million units shipped, which further escalated to **444.7** million in **2020**.
- The shipments peaked at **533.6** million in **2021** before experiencing a dip to **492.1** million in **2022**.
- The trend is expected to recover slightly to **506.6** million in **2023**, with projections indicating a continued rise to **559.7** million in **2024**, **590.7** million in **2025**, **614.1** million in **2026**, **632.3** million in **2027**, and finally reaching **645.7** million by **2028**.
- This data reflects a robust and dynamic market for wearables over

the last fifteen years.

(Source: Statista)

Global Wearable Device Shipments – By Product Category

- Global shipments of wearable devices from **2021** to **2028** across various product categories have demonstrated varied growth trajectories.
- In **2021**, earwear led the shipments with **339.62** million units, followed by smartwatches at **135.83** million and wristbands at **55.2** million. With clothing and others, including glasses and rings, in smaller volumes.
- By **2022**, earwear shipments slightly declined to **322.74** million. Whereas smartwatch shipments increased to **151.87** million, and wristband shipments dropped to **39.02** million.
- A notable change occurred in **2023** when shipments of clothing surged dramatically to **438.05** million, surpassing all other categories, while earwear shipments rose to **341.55** million and smartwatch shipments continued to grow to **162.23** million.
- This upward trend persisted into **2024**, with earwear at **347.28** million, smartwatches at **176.7** million, and clothing shipments adjusting to **343.8** million.
- The years **2025** through **2028** showed steady increases across all categories, with earwear reaching **402.25** million by **2028**,

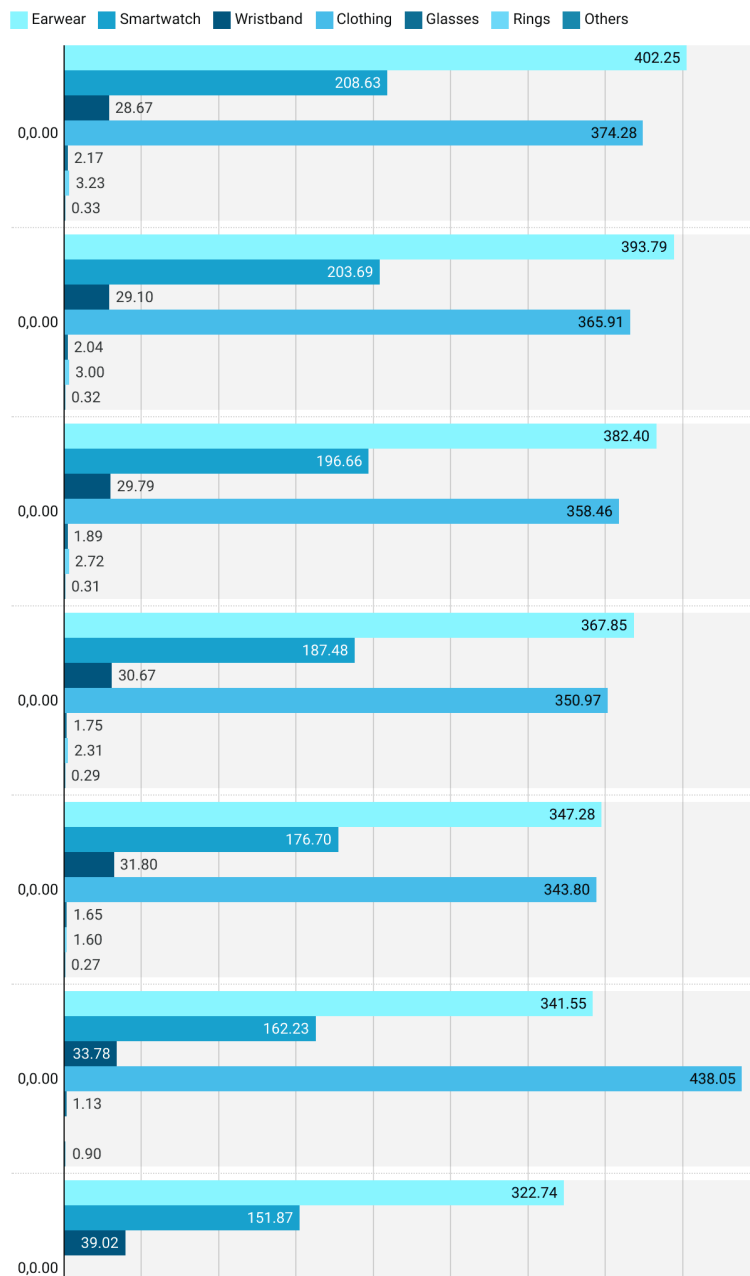
smartwatches at **208.63** million, and clothing at **374.28** million.

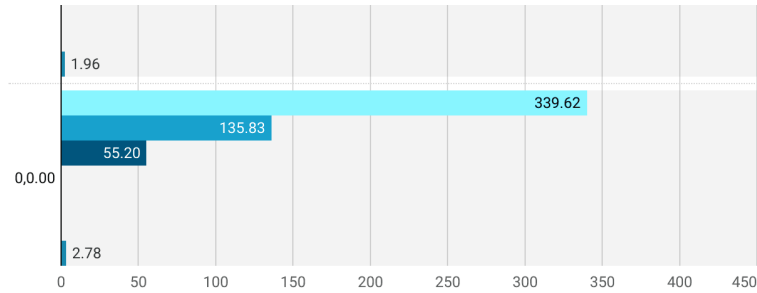
- Additional categories like glasses, rings, and others also experienced incremental growth. Reflecting a broadening acceptance and integration of diverse wearable technologies in the market.
- By **2028**, even smaller categories like rings reached shipments of **3.23** million units. Highlighting the expanding scope of wearable device adoption.

(Source: Statista)

Global wearable device shipments, by product category

Device shipments in millions





(Shipments in millions)

Source: Market.us News

Fitness Tracker Device Unit Shipments Worldwide Statistics

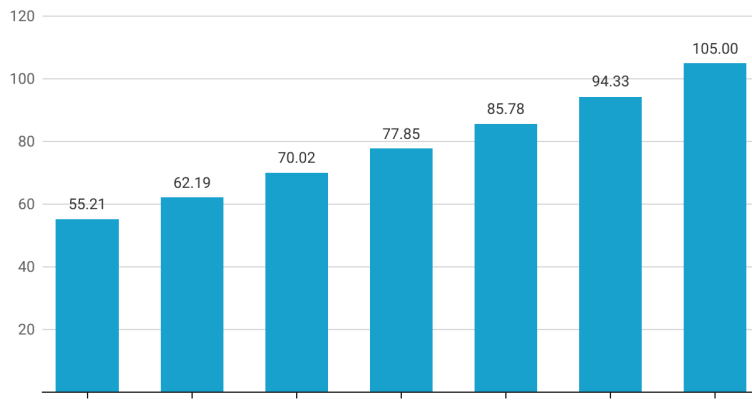
- The global unit shipments of fitness tracker devices have demonstrated a consistent upward trajectory from **2016** to **2022**.
- Starting in **2016**, approximately **55.21** million units were shipped.
- This number grew to **62.19** million in **2017**, followed by a further increase to **70.02** million in **2018**.
- The trend continued with **77.85** million units shipped in **2019**, and despite global disruptions, shipments rose to **85.78** million in **2020**.
- The growth persisted through **2021**, with shipments reaching **94.33** million units, culminating in **105** million units shipped in **2022**.
- This steady rise reflects a robust and expanding market demand for fitness tracking devices globally.

(Source: Statista)

Fitness tracker device unit shipments worldwide

Unit Shipments in Millions

Shipments



2016201720182019202020212022

(Shipments in Millions)
Source: Market.us News

Smartwatch and Fitness Tracker Shipments Worldwide Statistics

- The worldwide shipments of smartwatches and fitness trackers have been experiencing substantial growth from **2021** to **2024**.
- In **2021**, the total number of units shipped was approximately **190** million.
- This figure increased to **220** million in **2022**, indicating a robust demand for wearable technology.
- The upward trend is projected to continue, with an estimated **250** million units expected to be shipped in **2023**.
- By **2024**, the shipments are forecasted to reach **280** million units, underscoring a sustained expansion in the market for smartwatches and fitness trackers over these years.

(Source: Statista)

Global Unit Shipments of Smart Wristbands

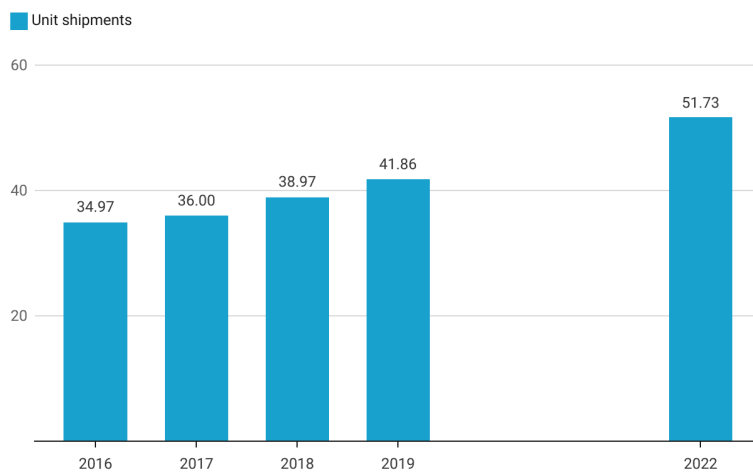
- The global shipments of smart wristbands have exhibited a steady increase over the period from **2016** to **2019** and saw a further rise in **2022**.

- In **2016**, around **34.97** million units were shipped worldwide.
- This number modestly increased to **36** million units in **2017**, followed by a further growth to **38.97** million units in **2018**.
- The upward trend continued, with shipments reaching approximately **41.86** million units in **2019**.
- After a gap in the available data for **2020** and **2021**, the shipments significantly jumped to **51.73** million units in **2022**, indicating a robust resurgence in demand for smart wristbands.

(Source: Statista)

Forecast unit shipments of smart wristbands worldwide

Unit shipments in million units



(Shipments in million units)

Source: Market.us News

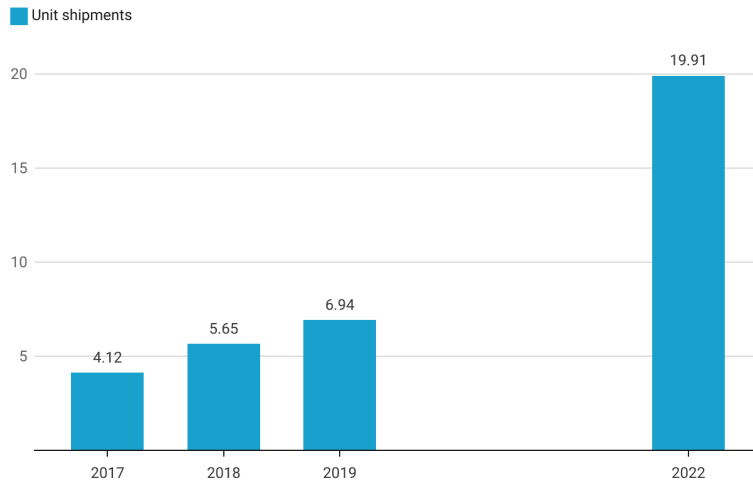
Global Unit Shipments of Smart Clothing

- The global shipments of smart clothing from **2017** to **2019** and in **2022** have shown significant growth.
- In **2017**, the shipments amounted to **4.12** million units.
- The following year saw an increase to **5.65** million units.
- This growth trajectory continued into **2019**, with shipments climbing to **6.94** million units.
- After a notable gap in the reported data for **2020** and **2021**, a substantial surge in shipments occurred in **2022**, with a total of **19.91** million units shipped globally.
- This dramatic rise indicates a strong resurgence and expanding market acceptance of smart clothing technologies.

(Source: Statista)

Unit shipments of smart clothing worldwide

Unit Shipments in million units



(Shipments in million units)

Source: Market.us News

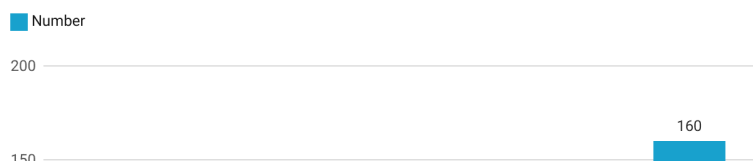
Wearable Medical Sensor and Device Shipments Worldwide

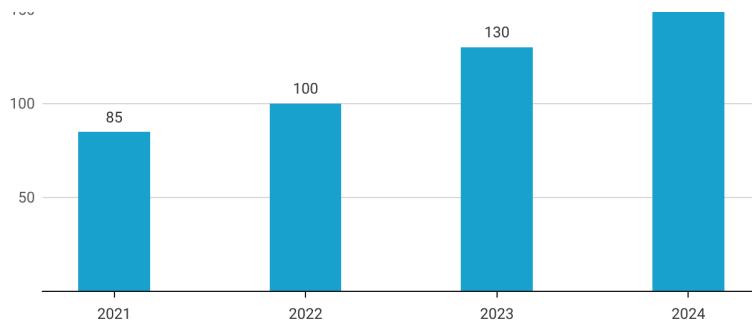
- The global shipments of wearable medical sensors and devices have been on a robust growth trajectory from **2021** to **2024**.
- In **2021**, approximately **85** million units were shipped worldwide.
- This figure rose to **100** million units in **2022**, indicating a growing reliance on wearable [medical technology](#).
- The trend is projected to continue, with shipments expected to reach **130** million units in **2023** and further expand to **160** million units by **2024**.
- This sustained increase underscores the escalating adoption and integration of wearable medical technologies in health management and monitoring practices globally.

(Source: Statista)

Wearable medical sensor and device shipments worldwide

Number of units in millions





(Number of units in millions)

Source: Market.us News

Fitness Tracker Users Statistics

Fitness Tracker Users – By Segment Statistics

2017-2021

- The adoption of fitness tracking devices in the United States has demonstrated a consistent upward trajectory across various segments from **2017** to **2028**.
- In **2017**, the number of users of smart bands stood at approximately **10.63** million, smart scales at **3.44** million, and smartwatches at **21.19** million.
- By **2018**, these figures rose to **13.32** million for smart bands, **4.47** million for smart scales, and **27.55** million for smartwatches, indicating robust growth across all categories.
- The upward trend continued into **2019**, with smart band usage increasing to **16.12** million, smart scales to **5.36** million, and **smartwatches** to **32.49** million.
- The year **2020** saw a significant jump, particularly in smartwatches, which surged to **39.92** million users, while smart bands reached 20.4 million and smart scales slightly increased to **5.43** million.
- The growth persisted into **2021**, with smartwatches reaching **41.29** million, smart bands at **22.57** million, and smart scales at **6.23** million users.

2022-2028

- By **2022**, user numbers will be slightly adjusted, with

- By **2022**, user numbers will be slightly adjusted, with smartwatches at **42.14** million, smart bands at **24.38** million, and smart scales dipping to **6.15** million.
- The following year, **2023**, saw all segments experience growth, with smartwatches hitting **42.7** million, smart bands at **26.23** million, and smart scales at **6.42** million users.
- Projections for **2024** indicate a continued increase, with smartwatches expected to reach **43.09** million, smart bands at **27.89** million, and smart scales at **6.68** million.
- The forecast for **2025** and beyond suggests a steady yet moderate growth, culminating in **2028**, with smartwatches reaching **43.41** million users, smart bands at **32** million, and smart scales at **7.17** million.
- This steady increase highlights the growing penetration and acceptance of fitness-tracking technology among U.S. consumers, underlining a sustained interest in personal health monitoring and wearable technology across the forecast period.

(Source: Statista)

Users in the Digital Fitness and Well-Being Devices Segment

- The number of users in the digital fitness and well-being devices segment of the [digital health](#) market in the United Kingdom has shown a progressive increase from **2019** to **2029**.
- Starting in **2019**, the user base was at **3.6** million individuals.
- This number grew to **5.05** million in **2020**, reflecting a significant uptake.
- The growth continued with **7.2** million users in **2021** and further to **9.04** million in **2022**.
- By **2023**, the number of users increased to **11.16** million and is projected to rise to **13.54** million by **2024**.
- The upward trend is expected to persist, with user numbers reaching **15.69** million in **2025**, **17.45** million in **2026**, **18.78** million in **2027**, **19.79** million in **2028**, and culminating at **20.48** million by **2029**.
- This steady growth underscores the increasing adoption of digital health technologies focused on fitness and well-being in the U.K.

(Source: Statista)

Number of Users of Fitness/Activity Trackers Wristwear Worldwide Statistics

- The number of users of fitness/activity tracking wristwear worldwide has shown a marked increase from **2020** to **2029**.
- Starting with **172.12** million users in **2020**, the user base expanded to **251.22** million by **2021**.
- This upward trend continued into **2022** with **311.03** million users, followed by an increase to **360.06** million in **2023**.
- By **2024**, the number of users is projected to reach **398.16** million.
- The growth is expected to continue, with user numbers rising to **433.9** million in **2025**, **462.65** million in **2026**, **487.52** million in **2027**, **508.9** million in **2028**, and culminating at **524.93** million by **2029**.
- This steady growth trajectory highlights the increasing global adoption and interest in fitness and activity-tracking technologies.

(Source: Statista)

No. of Users of Smartwatches Worldwide

- The number of smartwatch users worldwide has demonstrated impressive growth from **2020** through the projected year of **2029**.
- In **2020**, there were **97.63** million users, which expanded significantly to **140.92** million in **2021**.
- The growth trajectory continued sharply upward to **212.84** million users in **2022**, followed by a substantial increase to **323.99** million in **2023**.
- By **2024**, the user base is expected to reach **454.69** million.
- The expansion persists into the following years, with **562.86** million users in **2025**, **640.15** million in **2026**, **690.41** million in **2027**, **721.59** million in **2028**, and culminating at **740.53** million by **2029**.
- This pattern highlights a robust and expanding global market for smartwatches over the decade.

(Source: Statista)

Number of Registered Users of Fitbit

- The number of registered users of Fitbit has seen a substantial increase from **2014** to **2023**.
- Starting in **2014** with **11** million users, the figure nearly tripled to **29** million by **2015**.
- The upward momentum continued, reaching **50** million users in **2016** and **75** million by **2017**.
- The growth slightly tapered but remained positive, with the user count climbing to **85** million in **2018** and **90** million in **2019**.
- Despite market fluctuations, there was a steady rise to **98** million in **2020**, followed by a more robust increase to **111** million in **2021**.
- By **2022**, the number of registered users reached **120** million, and it is projected to grow to **128** million by **2023**, demonstrating sustained interest and expanding user engagement with Fitbit products over nearly a decade.

(Source: Statista)

Fitness Tracker Devices Penetration Statistics

Penetration Rate of Fitness/Activity Trackers Wristwear Worldwide Statistics

- The penetration rate of the fitness/activity tracking wristwear market worldwide has shown a consistent upward trend from **2020** to **2029**.
- Starting at a penetration rate of **2.29%** in **2020**, the rate increased to **3.32%** in **2021**, reflecting growing market adoption.
- In **2022**, the penetration rate further rose to **4.08%** and continued its ascent, reaching **4.69%** in **2023**.
- The trend persisted, with the penetration rate growing to **5.14%** by **2024**.
- Incremental increases were observed in the following years, reaching **5.55%** in **2025**, **5.87%** in **2026**, **6.14%** in **2027**, **6.36%** in **2028**, and finally peaking at **6.51%** by **2029**.
- This steady increase over the decade indicates a gradually widening acceptance and integration of fitness/activity-tracking wristwear in global markets.

(Source: Statista)

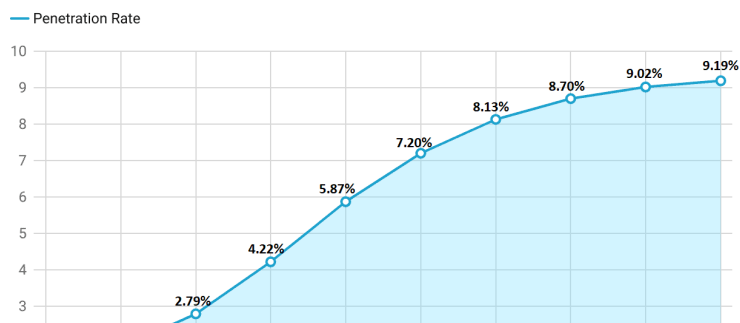
Penetration Rate of Smartwatches Worldwide

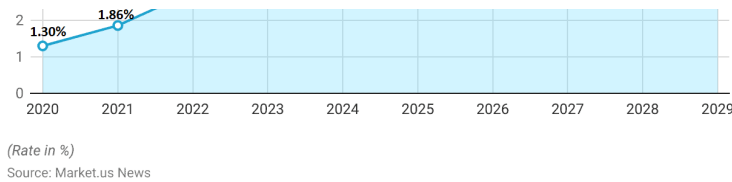
- The penetration rate of the smartwatch market worldwide has demonstrated a significant upward trend from **2020** to **2029**.
- In **2020**, the penetration rate began at **1.30%**, which increased to **1.86%** in **2021**.
- The following year, **2022**, saw a further rise to **2.79%**.
- The growth accelerated, with the rate reaching **4.22%** in **2023** and then jumping to **5.87%** in **2024**.
- Continued increases are evident in subsequent years, with the rate climbing to **7.20%** in **2025**, **8.13%** in **2026**, and further to **8.70%** in **2027**.
- The growth slightly tapered off, reaching **9.02%** in **2028** and **9.19%** in **2029**.
- This pattern highlights a steadily increasing global acceptance and integration of smartwatches as a mainstream technology product over the decade.

(Source: Statista)

Penetration rate of the smartwatches market worldwide

Penetration rate in percentage





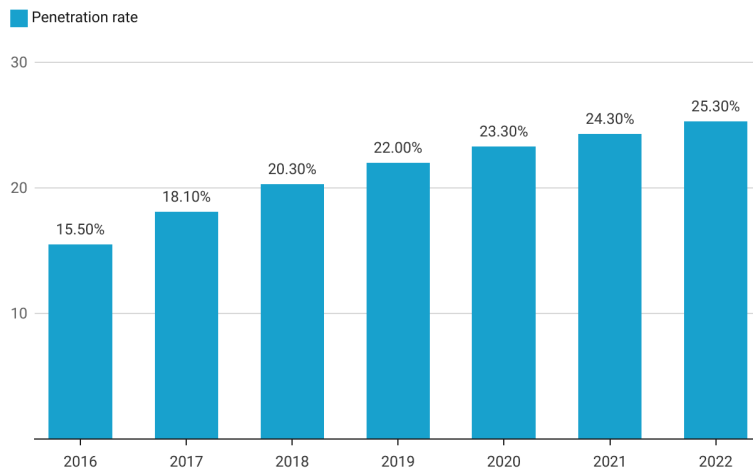
Wearable Users Penetration

- The penetration rate of adult wearable users in the United States has exhibited a consistent upward trend from **2016 to 2022**.
- Starting in **2016**, the penetration rate was recorded at **15.50%**.
- This rate increased gradually each year, rising to **18.10%** in **2017** and then to **20.30%** in **2018**.
- By **2019**, the rate had reached **22%**, and it continued to grow, reaching **23.30%** in **2020**.
- The incremental growth persisted through the subsequent years, with a penetration rate of **24.30%** in **2021** and further climbing to **25.30%** by **2022**.
- This steady rise over the years indicates a growing adoption of wearable technology among adults in the United States.

(Source: Statista)

Adult wearable users penetration rate in the United States

Penetration rate in percentage



(Rate in %)

Source: Market.us News

Fitness Tracker Devices Sales Statistics

Global Smartwatch Unit Sales

- Global smartwatch unit sales from **2016** to **2022** show significant growth in shipments for both Apple Watch devices and other brands.
- In **2016**, Apple Watch shipments stood at **11.5** million units, with other brands at **7.2** million.
- By **2017**, Apple Watch sales increased to **16.7** million, and other brands rose to **11.9** million.
- The gap between Apple Watch and other brands narrowed by **2018**, with Apple shipping **22.3** million units and other brands shipping **21.6** million.
- By **2019**, other brands surpassed Apple Watch sales, reaching **34.7** million units compared to Apple's **27.9** million.
- This trend continued into **2020** and beyond, with other brands extending their lead to **46.5** million units versus Apple's **34** million in **2020** and further to **57** million versus Apple's **40.7** million in **2021**.
- In **2022**, Apple Watch sales reached **46.9** million, while other brands achieved **66.1** million units, indicating a robust competitive landscape in the global smartwatch market.

(Source: Statista)

Apple Watch Unit Sales Worldwide

- The unit sales of Apple Watches worldwide from **2015** to **2023** have shown significant fluctuations and growth over the years.
- Starting in **2015**, sales were at **8.3** million units.
- The following year, **2016**, saw an increase to **11.9** million units, with a slight rise to **12.8** million in **2017**.
- A more substantial jump occurred in **2018**, with sales doubling to **22.5** million units.
- The growth trajectory continued, reaching **30.7** million in **2019** and further escalating to **43.1** million units in **2020**.
- Sales slightly increased to **46.1** million in **2021** and peaked at **53.9** million in **2022**.
- However, a notable decline was observed in **2023**, with sales dropping to **38.3** million units.
- This pattern indicates a dynamic market presence with variable annual performances.

(Source: Statista)

Fitbit Unit Sales Worldwide

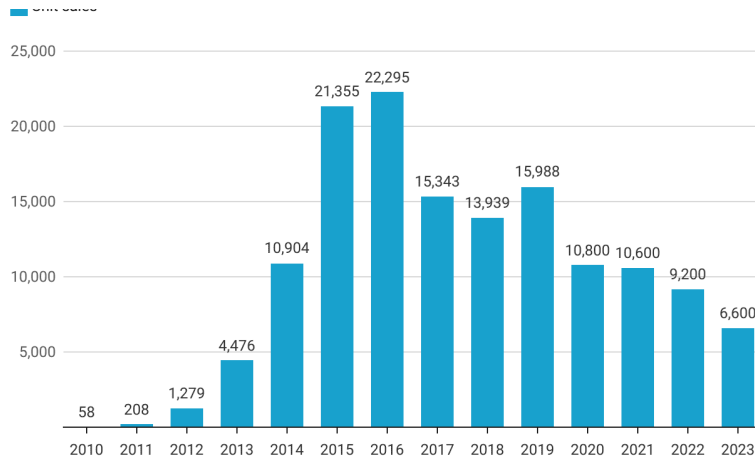
- The number of Fitbit devices sold worldwide from **2010** to **2023** has seen both substantial growth and notable declines over the years.
- The sales began modestly at **58,000** units in **2010**, increasing to **208,000** in **2011**.
- A significant jump occurred in **2012**, with sales reaching **1.279** million units, followed by a further rise to **4.476** million in **2013**.
- The growth continued with a sharp increase to **10.904** million units in **2014**.
- The peak was reached in **2016** with **22.295** million units sold, after a substantial rise to **21.355** million in **2015**.
- However, sales began to decline after the peak, dropping to **15.343** million in **2017** and **13.939** million in **2018**, and they experienced a slight recovery to **15.988** million in **2019**.
- The downward trend resumed in **2020**, with sales at **10.800** million, slightly decreasing to **10.600** million in **2021**, **9.200** million in **2022**, and further to **6.600** million in **2023**.
- This fluctuating pattern highlights the dynamic nature of the market and changing consumer preferences regarding Fitbit devices over thirteen years.

(Source: Statista)

Number of Fitbit devices sold worldwide

Number in 1,000s

■ Unit sales



(Number in 1,000s)

Source: Market.us News

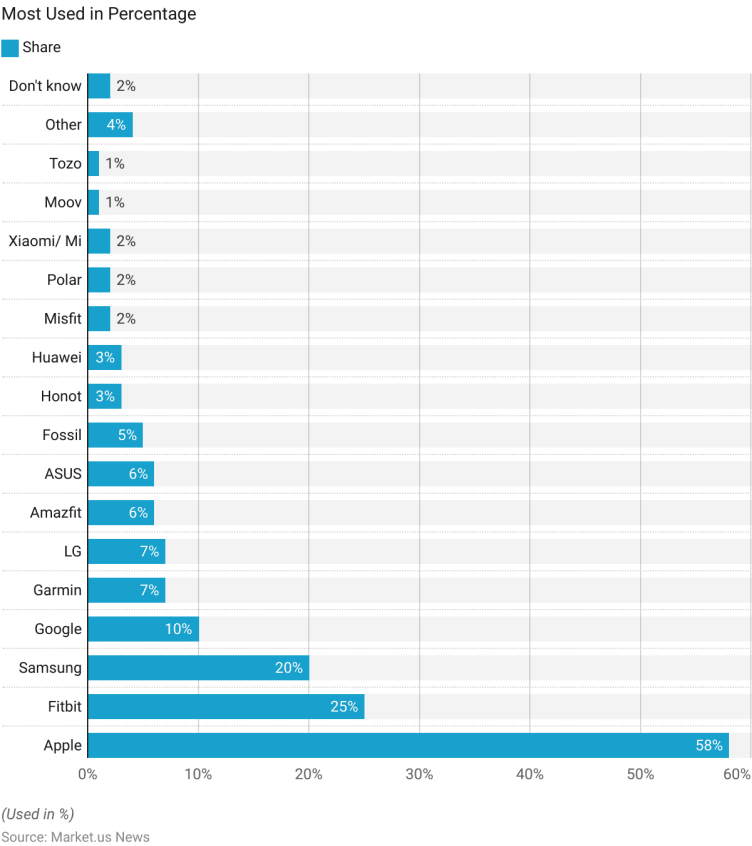
Fitness Tracker Devices Brands Statistics

Most Used eHealth Tracker / Smart Watches – By Brand

- As of June **2024**, the distribution of the most used **eHealth** trackers and smartwatches by Brands in the U.S. showcases a dominant preference for Apple, capturing **58%** of respondent shares.
- Fitbit follows with a significant 25% share, while Samsung holds **20%** of the market among users.
- Google, Garmin, and L.G. each have smaller shares at **10%**, **7%**, and **7%** respectively.
- Other brands, such as Amazfit and ASUS, both hold **6%** of the user base, and Fossil has a **5%** share.
- Lower percentages are seen for brands like Honot and Huawei, each at **3%**, and Misfit, Polar, and Xiaomi/Mi, each at **2%**.
- Brands like Moov and Tozo are at the lower end with **1%** each.
- The category labelled 'Other' encompasses **4%** of the market, and **2%** of respondents are unsure of their device brand.
- This data highlights the varying levels of market penetration by different brands within the U.S. smartwatch and eHealth tracker market as of mid-**2024**.

(Source: Statista)

Most used eHealth tracker / smart watches by brand in the U.S.



Smartwatch or Wearable Fitness/Activity Trackers Brands Owned

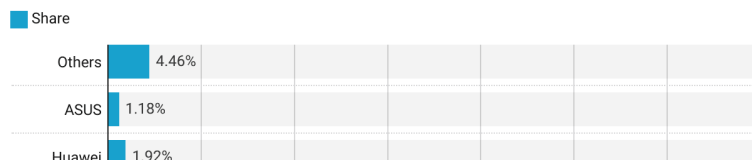
OWNED

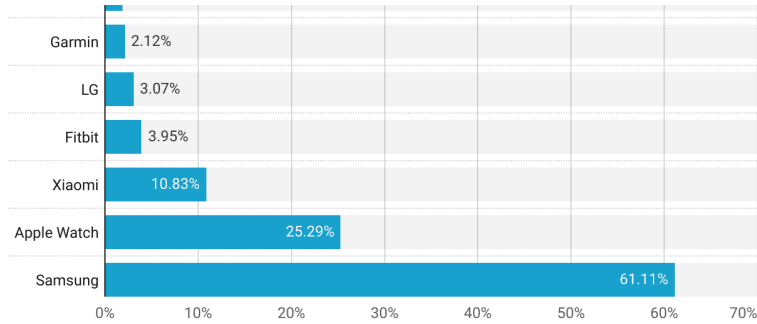
- As of September **2022**, the preferences for smartwatch and wearable fitness/activity tracker brands among users in South Korea showed a strong dominance by Samsung, commanding a significant **61.11%** share of respondents.
- Apple Watch was the second most popular, capturing **25.29%** of the market.
- Xiaomi also held a notable portion, with **10.83%** of users opting for their devices.
- Other brands, such as Fitbit and L.G., had smaller shares, with **3.95%** and **3.07%** respectively.
- Garmin, Huawei, and ASUS also had a presence in the market, with shares of **2.12%**, **1.92%**, and **1.18%**, respectively.
- The 'Others' category, encompassing various smaller brands, accounted for **4.46%** of the market.
- This distribution highlights the strong market positions of Samsung and Apple within the South Korean smartwatch and wearable sector.

(Source: Statista)

Brands used by owners of smartwatch or wearable fitness/activity trackers in South Korea

Brands Used in Percentage





(Used in %)
Source: Market.us News

Leading Shared Fitness Tracker Brands – By Brand Awareness Statistics

- In **2023**, the aided brand awareness levels for selected fitness tracker brands in the United States varied notably.
- Fitbit led with an awareness level of **53.52%**, closely followed by Apple Watch at **51.71%**.
- Garmin was also well recognized, with a **36.30%** awareness rate.
- Google Pixel Watch and Fossil had significant awareness levels as well, standing at **29.82%** and **26.67%**, respectively.
- Samsung Gear Fit was known to **23.65%** of respondents.
- Other brands, such as Polar and Huawei Health, were less recognized, with awareness levels at **9.76%** and **7.76%** respectively.
- Amazfit and OPPO rounded out the list with **6.50%** and **4.84%** awareness levels.
- This spread underscores the competitive landscape in the U.S. fitness tracker market, highlighting a range of familiarity across different brands.

(Source: Statista)

Consumer Demographics

By Age

Share of People Worldwide Who Used Technology to Track Their Fitness- By Age

- In **2016**, the usage of mobile apps or fitness-tracking devices to monitor health varied across different age groups globally. Overall, **33%** of respondents across all ages utilized these technologies.
- Usage was highest among those aged **30-39** years, with **41%** employing health tracking tools, followed closely by those in the **20-29** years age group at **39%**.
- In contrast, younger individuals aged **15-19** years showed a lower usage rate of **26%**.
- Adults in the **40-49** years age bracket reported a **28%** usage rate, which further declined among older populations, with **25%** of those aged **50-59** years and **21%** of those **60** years and older using health tracking apps or devices.
- This data reflects a clear trend of higher engagement with health monitoring technologies among younger to middle-aged adults compared to teenagers and seniors.

(Source: Statista)

Use of Wearable Fitness Technologies- By Age

- In **2023**, the use of wearable fitness or [wellness](#) technologies in the United States varied significantly across different age groups.
- Respondents aged **35-44** showed the highest adoption rate at **49%**, indicating a strong engagement with these technologies among this demographic.
- This was followed by the **18-34** age group, which had a **40%** usage rate.
- The adoption rates decreased with age; those in the **45-64** age bracket reported a **29%** usage rate, and the lowest adoption rate was seen among those aged **65** and older, at **25%**.
- This data highlights a trend where younger to middle-aged adults

are more inclined to use wearable fitness or wellness technologies compared to the older population.

(Source: Statista)

Apps Connected to Smartwatches and Fitness Tracker – By Age Group Statistics

- As of September **2022** in South Korea, the popularity of apps connected to smartwatches and fitness/activity trackers varied across different age groups.
- Fitness apps such as Runtastic, Runkeeper, and MapMyRun were the most favored, with the highest usage reported in the **35-44** age group at **56.83%**, followed by **55.07%** in the **45-54** age group, **54.97%** among the **25-34** year-olds, **53.55%** in the **16-24** age group, and **44%** in those over **55** years.
- Mobile payment apps like Apple Pay and Samsung Pay also saw significant use, with the highest adoption in the **16-24** age group at **31.69%** and the least in the **35-44** age group at **25.54%**.
- Social media app usage was most prevalent among the younger demographics, peaking at **30.60%** in the **16-24** age group and gradually decreasing with age.
- Smart home apps maintained moderate popularity across all ages, ranging from **8.20%** in the youngest group to **16.09%** in the **25-34** age group.
- Video streaming apps saw a decline in usage with increasing age, starting at **18.03%** among **16-24**-year-olds and dropping to **5.75%** among those over **55**.
- The category labeled 'Others' saw an increase in popularity with age, starting at **6.01%** in the youngest group and peaking at **12.25%** in those over **55**.
- This data illustrates the diverse application usage connected to wearable devices, reflecting varied interests and needs across different age groups in South Korea.

(Source: Statista)

By Gender

Use of Wearable Fitness or Wellness Technologies- By Gender

- In the United States, as of **2023**, the use of wearable fitness or wellness technologies showed a fairly balanced distribution between genders.

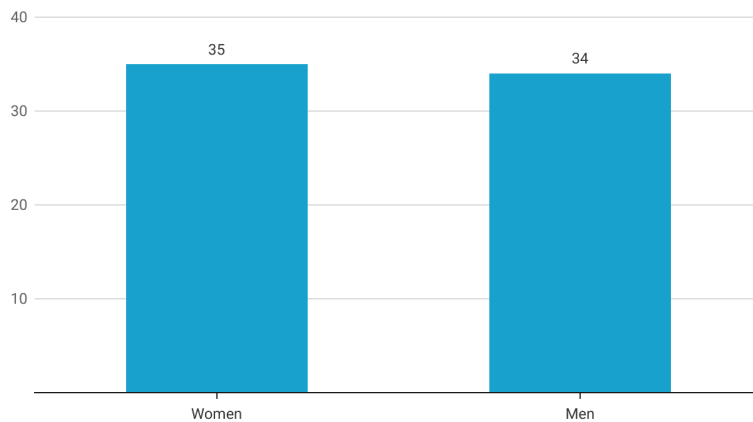
- Women had a slightly higher usage rate at **35%** compared to men, who had a usage rate of **34%**.
- This near parity in the statistics indicates that both genders are almost equally engaged in utilizing wearable technologies to monitor and enhance their health and wellness, reflecting a broad acceptance and integration of these devices across different demographic groups.

(Source: Statista)

Use of wearable fitness or wellness technologies in the United States, by gender

Use in Percentage

■ Share



(Use in %)

Source: Market.us News

Health or Fitness Monitoring Device Users – By Gender

- In France in **2016**, the utilization of applications, fitness bands, clips, or smart watches for monitoring health or fitness showed a slight variation between genders.
- Among men, **25%** reported that they currently monitor or track their health or fitness, slightly lower than the **27%** of women who reported the same.
- Those who had monitored or tracked their health or fitness in the past but were not currently doing so comprised **16%** of men and **15%** of women.
- A majority of both genders, **55%** of men and **55%** of women stated that they had never monitored or tracked their health or fitness.

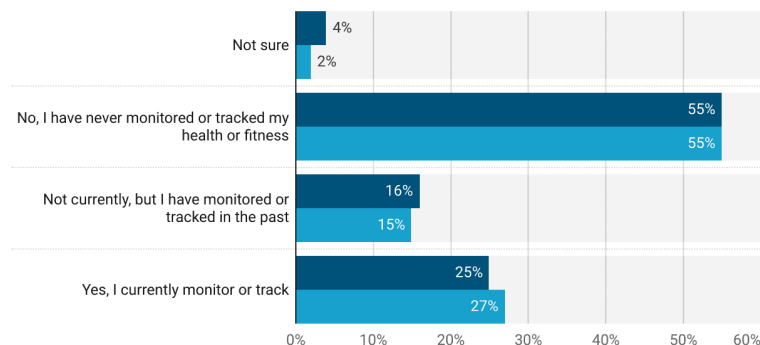
- Uncertainty about whether they had ever monitored or tracked their health was expressed by **4%** of men and **2%** of women.
- This data indicates a relatively equal engagement with health and fitness monitoring technologies between men and women in France during this period, with a significant portion of the population not participating in such activities.

(Source: Statista)

Share of respondents monitoring their health or fitness via applications, fitness bands, clips or smartwatches in France, by gender

Response in Percentage

■ Men ■ Women



(Response in %)

Source: Market.us News

Apps Connected to Smartwatches and Fitness Tracker – By Gender Statistics

- In South Korea, as of September **2022**, the popularity of various types of apps connected to smartwatches and fitness/activity trackers differed slightly between genders.
- Fitness apps such as Runtastic, Runkeeper, and MapMyRun were the most popular among both genders, with **54.80%** of males and **53.47%** of females using these applications.
- Mobile payment apps like Apple Pay and Samsung Pay were more favoured by females, with **44.11%** usage compared to **37.75%** among males.

- Social media apps also saw higher usage among females at **25.10%** versus **21.37%** for males.
- The use of smart home apps like Nest and Philips Hue was almost even, with **15.82%** of males and **15.15%** of females engaging with these technologies.
- Video streaming apps were slightly more popular among females at **9.92%**, compared to **9.35%** among males.
- Other types of apps held similar interest levels, with **7.96%** of males and **7.77%** of females using them.
- This data illustrates nuanced differences in app preferences connected to wearable devices across genders in South Korea.

(Source: Statista)

Regional Insights

Health & Fitness Tracker Global Unit Sales – By Region

- The forecast for unit sales of health and fitness trackers worldwide from **2014** to **2015** reveals substantial growth across various regions.
- In **2014**, Western Europe reported sales of **4** million units, which

significantly increased to **7.1** million by **2015**.

- The Asia Pacific region also saw a notable rise from **2.7** million units in **2014** to **4.9** million in **2015**.
- North America experienced a considerable increase in sales, from **4.8** million units in **2014** to **8.5** million units in **2015**.
- Central and Eastern Europe, though smaller in volume, showed growth from **0.6** million units in **2014** to **1.1** million in **2015**.
- China's market nearly tripled, with sales growing from **0.9** million units to **2.3** million units over the same period.
- South America, the Middle East, and Africa, though smaller markets, also displayed growth; South America's sales rose from **0.2** million to **0.5** million units, and the Middle East and Africa increased from **0.3** million to **0.6** million units.
- This data underscores a global upward trend in the adoption of health and fitness trackers, reflecting a growing consumer interest in personal health monitoring technologies.

(Source: Statista)

Market Shares of Leading Fitness Tracking Wristwear Brands in APAC

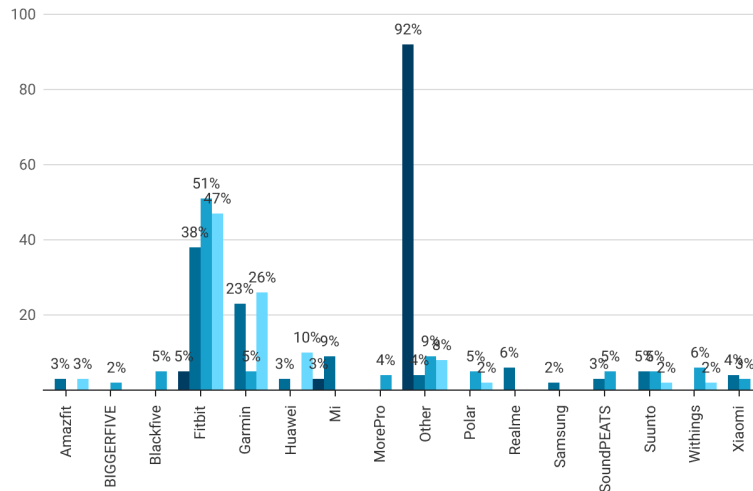
- In **2022**, the market shares for fitness and activity-tracking wristwear brands in the Asia-Pacific region displayed significant diversity across subregions.
- In East Asia, the brand “Other” held a dominant share at **92%**, followed by Garmin at **23%**, and both Mi and Amazfit captured **3%** each.
- Fitbit, while only securing **5%** in East Asia, had a commanding presence in Southeast Asia with **38%**, South Asia with **51%**, and Oceania with **47%**.
- In Southeast Asia, other notable contributions included Mi, with **9%**, and both Realme and Xiaomi, with **6%** and **4%**, respectively.
- Garmin also marked its presence with a **5%** market share in South Asia and an impressive **26%** in Oceania, where it trailed only behind Fitbit.
- Lesser-known brands like SoundPEATS and Suunto each captured **5%** in Southeast Asia, with Suunto maintaining the same in South Asia. Huawei managed a share of **10%** in Oceania.
- Withings and MorePro were other brands with minor shares, accounting for **6%** and **4%** in South Asia, respectively.
- This distribution illustrates a varied preference for brands across the Asia-Pacific region, indicating a segmented and competitive market environment.

(Source: Statista)

Market shares of the leading fitness and activity tracking wristwear brands in the Asia-Pacific region, by subregion

Market shares in percentage

East Asia Southeast Asia South Asia Oceania



(Market shares in %)

Source: Market.us News

Consumer Preferences and Trends

Wearable Device Usage for Fitness

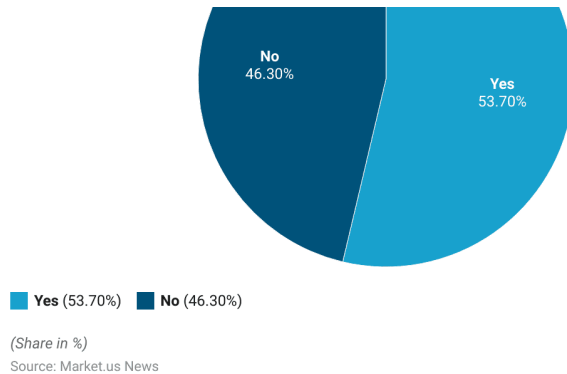
- As of January **2022**, a global survey revealed that **53.70%** of respondents reported using a wearable device to monitor their fitness activity, indicating a majority uptake in the use of technology for health monitoring.
- Conversely, **46.30%** of the participants stated they do not use any wearable devices for such purposes.
- This data highlights the significant penetration of wearable fitness technologies into everyday health management for over half of the surveyed population while also pointing out that a substantial minority has yet to adopt such devices.

(Source: Statista)

Share of people who use a wearable device to monitor their fitness activity worldwide

Share in Percentage





Purchase Intention of Smartwatch and Fitness Tracker Worldwide

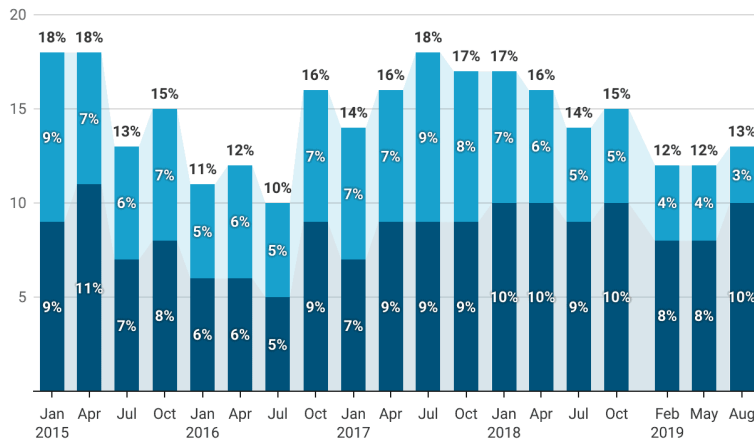
- The worldwide purchase intention data for smartwatches and fitness trackers from January **2015** to August **2019** reveals fluctuating consumer interest in these devices over the years.
- In January 2015, both smartwatches and fitness trackers had a purchase intention rate of **9%**. This interest peaked for smartwatches in April 2015 at **11%**, while fitness trackers saw a decrease to **7%**.
- Through 2016, the purchase intention for both device types stabilized, generally oscillating between **5%** and **7%**.
- In 2017, a noticeable increase was observed in the intent to purchase smartwatches, consistently reaching **9%** from April to October and matching fitness trackers at **9%** in July.
- By January 2018, smartwatches hit a high of **10%**, a figure that was maintained through October 2018, while fitness trackers saw a decline to **5%** during the same period.
- In 2019, there was a downward trend, with smartwatches dipping to **8%** in February and May and then slightly rebounding to **10%** in August, whereas fitness trackers continued to decline, hitting a low of **3%** in August 2019.
- This data suggests a growing disparity in consumer interest between these two types of wearable technology, with smartwatches gaining a higher purchase intent over fitness trackers as the period progressed.

(Source: Statista)

Purchase intention of smartwatch and fitness tracker worldwide

Purchase intention in percentage

Smartwatch Fitness tracker



(Purchase intention in %)

Source: Market.us News

Acceptability of Sharing Fitness Tracker User Data With Medical Researchers

- In the United States in **2019**, opinions varied on the acceptability of sharing fitness tracker users' data with medical researchers, as reflected across different demographic groups.
- Overall, **41%** of U.S. adults found it acceptable, **35%** deemed it unacceptable, and **22%** were unsure.
- Among those with a high school education or less, **41%** were in favour, **31%** opposed, and **26%** undecided.
- Individuals with some college education showed a slightly more favourable attitude, with **43%** finding it acceptable, **36%** finding it unacceptable, and **20%** uncertain.
- Those with a college degree or higher presented a balanced viewpoint, with **40%** on each side of acceptability and unacceptability and **19%** unsure.

- Fitness tracker users were more open to the idea, with **53%** approving the data sharing, **29%** disapproving, and **18%** undecided.
- Conversely, non-users were more hesitant, with only **38%** finding it acceptable, **37%** finding it unacceptable, and **23%** uncertain.
- This data illustrates varied perceptions of privacy and data sharing with medical researchers, influenced significantly by educational background and personal use of fitness tracking devices.

(Source: Statista)

Concerns and Challenges

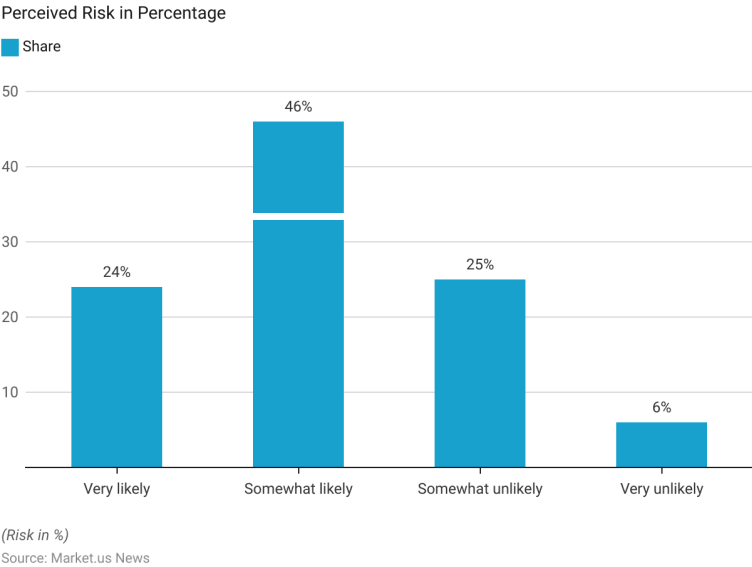
- In **2015**, a survey conducted in Europe explored the perceived risk of wearable fitness trackers being hacked, specifically by an employee of an on-demand video streaming media company.
- The results indicated a considerable concern among respondents, with **24%** considering it very likely and **46%** viewing it as somewhat likely that such a breach could occur.
- Conversely, **25%** of those surveyed felt it was somewhat unlikely, and a smaller segment, **6%**, regarded it as very unlikely.
- Overall, a significant majority (**70%**) perceived a potential risk (ranging from moderate to high) of hacking incidents involving their wearable fitness trackers, highlighting a general apprehension about the security of these devices.

(Source: Statista)

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Perceived risk of wearable fitness tracker being hacked in Europe



Innovations in Fitness Tracking Devices

- In **2024**, the wearable fitness technology landscape is witnessing a surge in innovation, primarily driven by advancements in sensor technology and A.I. integration.
- **Enhanced sensors** now track a broad spectrum of health metrics with greater precision, including blood pressure, blood oxygen levels, and stress levels, allowing for a deeper understanding of one's physical state and enabling more informed health and fitness decisions.
- **AI** has been pivotal in transforming these devices from simple trackers to smart health advisors by analyzing personal health data in real-time and offering customized guidance on diet, exercise, and recovery.
- Moreover, companies are focusing on specific health issues with new wearable features like **blood pressure monitoring** and **sleep apnea detection**, although these features are still navigating regulatory approvals to ensure accuracy and safety.
- The market is also seeing the introduction of devices designed to cater to **mental health**, with functionalities that assist in stress management and sleep quality, reflecting a holistic approach to health.
- Product-wise, there's been a notable diversification. For instance, **Casio's G-Shock Rangeman GPR-H1000** integrates conventional fitness tracking with outdoor navigational tools

conventional fitness tracking with outdoor navigational tools, making it a robust option for adventure enthusiasts.

- Smart rings, such as the **Amazfit Helio**, are also gaining popularity due to their discreet form factor and specialized health monitoring capabilities, which are challenging traditional wrist-worn devices.
- These innovations are setting the stage for significant market growth, with an expected robust annual growth rate, as these devices become integral to consumer health management and lifestyle.
- As companies continue to innovate and expand their product offerings, the competition within the wearable fitness technology market is becoming increasingly intense, compelling companies to continuously improve and differentiate their products to sustain and grow their market presence.

(Sources: Logics Technology Solutions Inc, Wareable, TechRadar, FMIBlog)

Recent Developments

Acquisition by Google:

- Google completed its acquisition of Fitbit for **\$2.1 billion** in early 2021. This strategic move aims to integrate Fitbit's health-tracking technology with Google's broader AI and health initiatives.

New Product Launches:

- **Amazfit Active Smartwatch:** In February 2024, Zepp Health launched the Amazfit Active Smartwatch, offering advanced features such as stress tracking, heart rate monitoring, and sleep analysis.
- **Apple Watch OS 10:** In mid-2024, Apple introduced Watch OS 10, which focuses on enhanced health features, including mental health tools and advanced sleep tracking.
- **Xiaomi Band 7:** Xiaomi released its latest fitness tracker, the Band 7, globally in 2022. This device features an AMOLED display and offers over 100 sports modes.

Strategic Collaborations:

- **Samsung and Google Partnership:** Samsung launched a unified smartwatch platform in collaboration with Google, improving user experiences with wearable devices such as the Galaxy Watch.

Conclusion

Fitness Tracker Statistics – The fitness tracker market has grown robustly, driven by increased health awareness and technological advancements in wearable devices.

This market is diversifying into segments like smart bands, smartwatches, and smart scales, each offering unique functionalities for health monitoring.

Consumer preferences have evolved towards devices that integrate broader smart functionalities such as mobile payments and social media connectivity.

Continuous technological enhancements have improved device accuracy, user-friendliness, and integration with other technologies, making them essential tools for proactive health management.

Further, despite challenges like data privacy concerns, the industry faces significant opportunities for innovation, particularly through potential partnerships with healthcare providers and advancements in health monitoring technologies.

As these devices become integral to daily health management, their development is likely to continue adapting to the dynamic technological landscape and consumer health needs.

FAQs

- ✚ What is a fitness tracker?
- ✚ How do fitness trackers work?
- ✚ Can fitness trackers improve health?
- ✚ Are fitness trackers accurate?
- ✚ Can fitness trackers track swimming?

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Sources.

Techopedia	Canyon	Jellyfishtechnologie...
Reliancegeneral	Lenovo	Fitness Tracker Mark...
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**Tajammul Pangarkar**

Tajammul Pangarkar is a tech blogger that frequently contributes to numerous industry-specific magazines and forums. Tajammul longstanding experience in the fields of mobile technology and industry research is often reflected in his insightful body of work. His interest lies in understanding tech trends, dissecting mobile applications, and in raising a general awareness of technical know-how. When he's not ruminating about various happenings in the tech world, he can be usually found indulging in his next favorite interest - table tennis.

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