

## **The \$2+ Billion Race For Your Wrist -- New Feed-back.com Report Analyzes The Fitness Tracker & Watch Markets (2015)**

**April 28, 2015** (Medford OR): The race for your wrist is heating up among tracker and watch manufacturers in 2015. Global revenue forecasts range from \$2.2 billion for fitness devices to \$20.0 billion for all wearables (clothing, glasses, jewelry, head gear, etc.). Most people are betting on Apple to win the smart watch competition. Hundreds of companies are working to derail that expectation. Feed-back.com's *Fitness Tracker & Watch Markets 2015* report analyzes competitors, products, revenues, shipments, and trends across relevant segments.

The highly anticipated *Apple Watch* will definitely grow the wearables market in 2015. Its impact on the fitness segment is less predictable. The battle is often framed as tracking devices versus smart watches. Pascal Koenig, Managing Partner of Smartwatch Group, summarized some of the issues earlier this year:

“While offerings in the wellness and sports market from companies like Garmin, Fitbit, Withings and Polar are based on solid use cases, the consumer market has not yet picked up. So far, the mobile phone companies around Google's operating system *Android Wear* have not been able to deliver on their promise. As several times in the past, it comes down to Apple to reach a breakthrough in the consumer market.”<sup>1</sup>

A complicating factor is the *Apple Watch* roll-out – it's vastly different and less hands-on than *iPhone* campaigns. Online pre-ordering is required, and up-close experiences with the *Apple Watch* are limited to in-store appointments and demonstrations. Also, the *Apple Watch* targets a broad range of consumers rather than just fitness enthusiasts, leaving room for other competitors in smaller segments. Luis Rincon, CEO of Wearables.com identified several targets last year:

“We are already seeing companies take aim at niche markets: action sports/extreme athletes, endurance training, gym/weight training, etc. The last of those is likely the one with most startups going after it, in form factors such as wrist-worn trackers, chest straps, and smart clothing.”<sup>2</sup>

Fitness is a proven force in the wearables market. It has driven speculative billion-dollar forecasts that analysts projected for years and were finally reached in 2014. *Fitness Tracker & Watch Markets 2015* looks at what else industry watchers have gotten right and wrong. The report is 83 pages with 17 figures and 12 tables. Customers who buy this report will receive free market updates as we publish them during the year.

### **About Feed-back.com**

Feed-back.com analyzes health technologies that are poised to move from niche segments to the mass market. Reports focus on competitors, products, sales, and trends. Custom consulting, editing, and writing services expand business opportunities for corporate executives and individual clients.

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<sup>1</sup> “89 Companies Sold 6.8 Million Smartwatches in 2014,” <http://www.smartwatchgroup.com/top-10-smartwatch-companies-sales-2014/>

<sup>2</sup> “Where Are Fitness Trackers Going for 2015?” KeltonGlobal.com, October 30, 2014.