

## The Top 3 Fitness Tracker Makers in 2023



The wearable fitness tracker market in 2023 is as competitive ever with makers scrambling for a share of the over one billion connected wearable devices (Laricchia, 2023). The top three manufacturers by market share are names you will be familiar with, given their dominance of the consumer electronics scene over the past two decades.

Ever since Apple Inc. released the Apple Watch in 2015, the Cupertino-based tech firm has been a leader in the wearable device market. Eight years later, Apple still leads the pack with 30 percent of the market share. Their wearables come with cutting-edge temperature sensors, which can help you monitor your sleep cycles.



Propelled by the Galaxy Watch 5, Samsung has taken 10 percent of the market share, making it second among fitness tracker makers in 2023 in terms of sales. This timepiece will also keep an eye on your sleep patterns, including snoring. And its battery life is twice as long as that of Apple's latest flagship wearable.

If you prefer an Android wearable, you should also consider a Huawei Watch. The Chinese electronics manufacturer currently commands 6.9 percent of the smartwatch market. [More than 300 million people](#) around the world are already benefitting from Huawei fitness apps, some delivered through its range of wearables.



When it comes to in-built health features, Apple's wearables excel. They are able to give accurate skin temperature readings using two sensors as well as help women keep track of their menstrual cycle. But even from its 2021 offering, the Galaxy Watch 4, Samsung has been helping wearers keep track of their body fat.

The Korean electronics giant avails these and more features at a more competitive price point than both Apple's and Huawei's flagship wearables. But when it comes to looks and battery life, Huawei arguably takes the cake.

Laricchia, F. May 15, 2023. Connected Wearable Devices Worldwide 2019-2022.

<https://www.statista.com/statistics/487291/global-connected-wearable-devices/#:~:text=In%202022%2C%20this%20number%20reached,million%20recorded%20one%20year%20before.>