

# Fitbit product presentation

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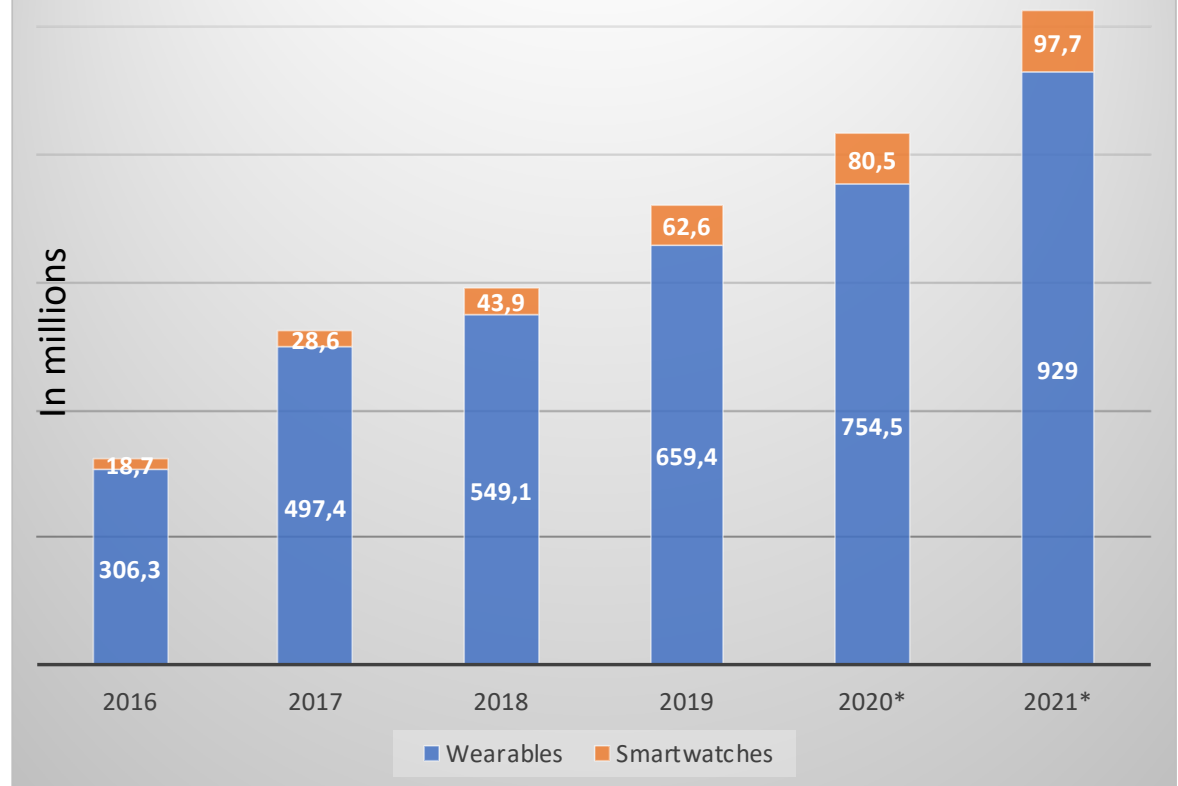
Market analysis



Wearable devices are quickly becoming an integral segment of the consumer electronics industry

Data source: [www.statista.com](http://www.statista.com)

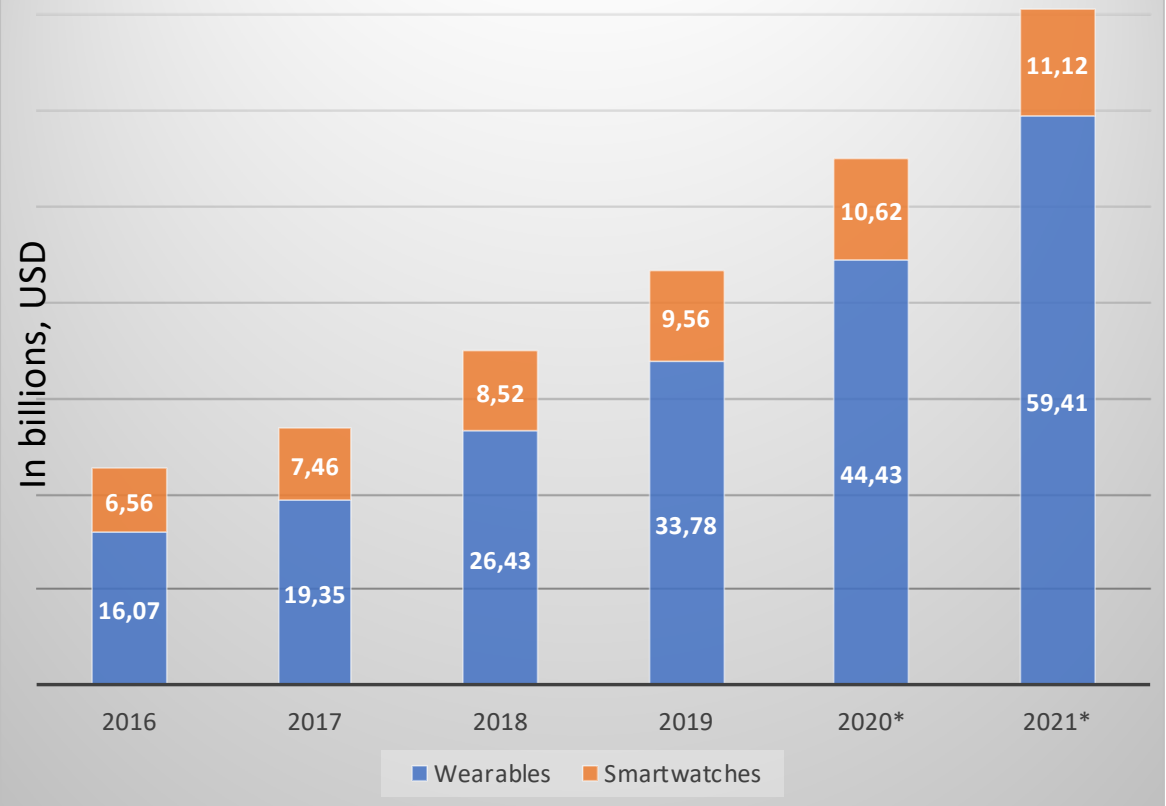
Number of connected wearable devices worldwide from 2016 to 2021



Wearable  
devices  
shows  
skyrocketing  
sales  
revenue  
numbers

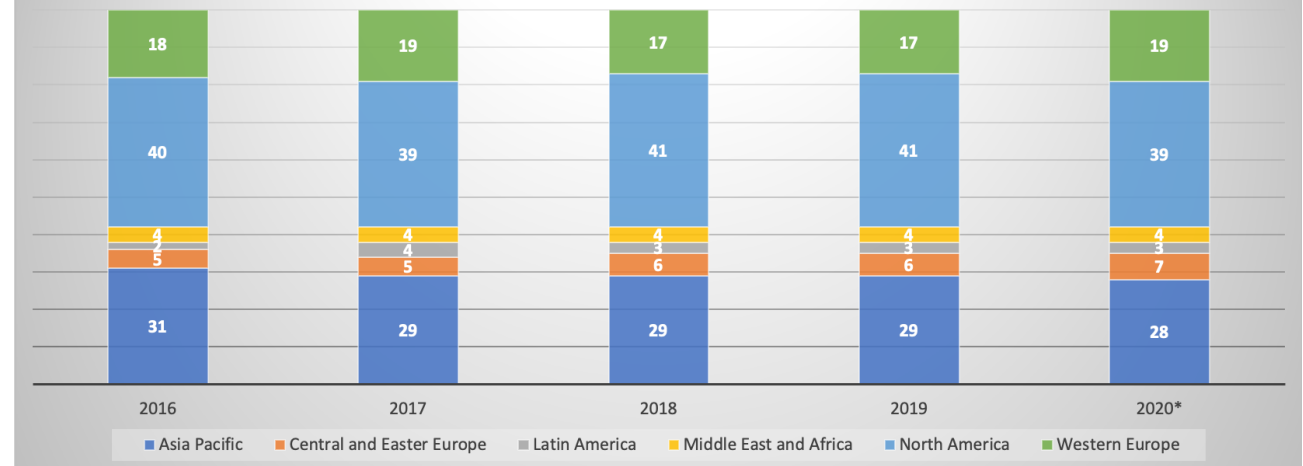
Data source: [www.statista.com](http://www.statista.com)

Wearable devices sales revenue worldwide from 2016 to 2021



USA is dominating market for wearable devices with 41% of market share

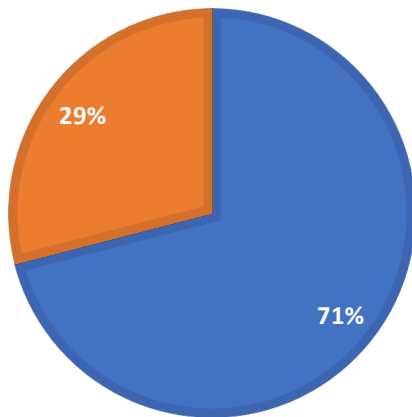
Wearable device unit market share by region 2016 – 2020\*



# User profile

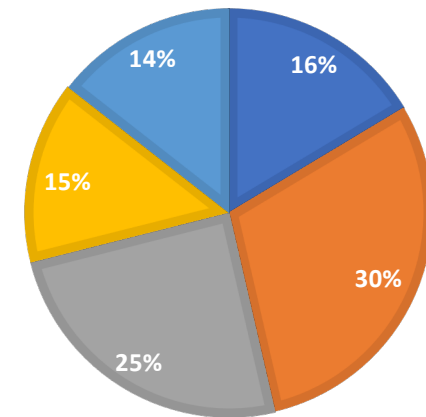
**GENDER**

■ Male ■ Female



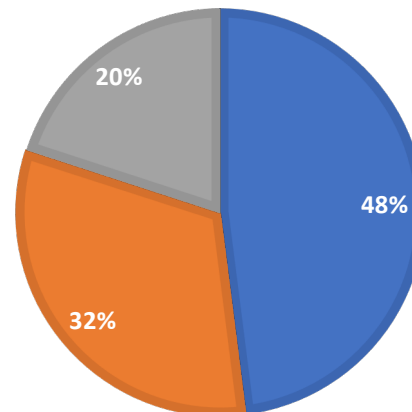
**AGE**

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+



**INCOME**

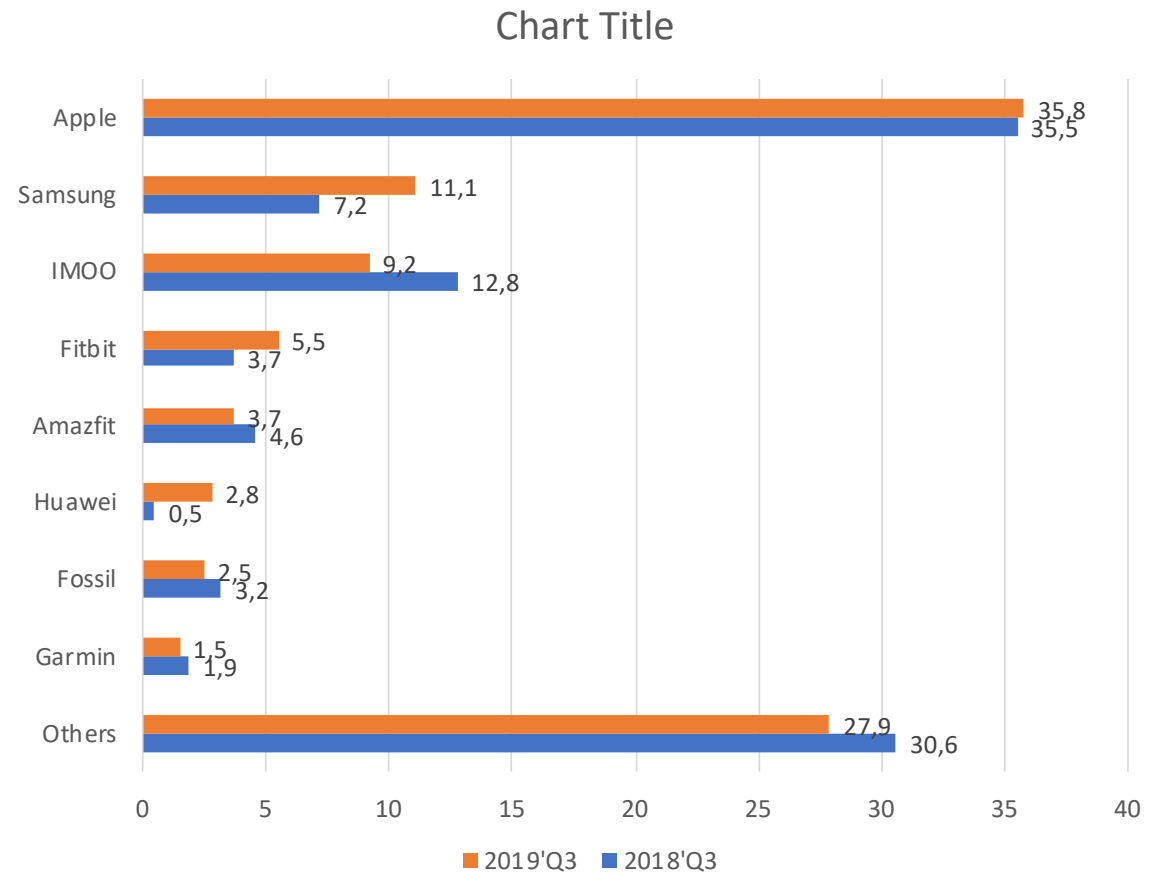
■ Low ■ Middle ■ High



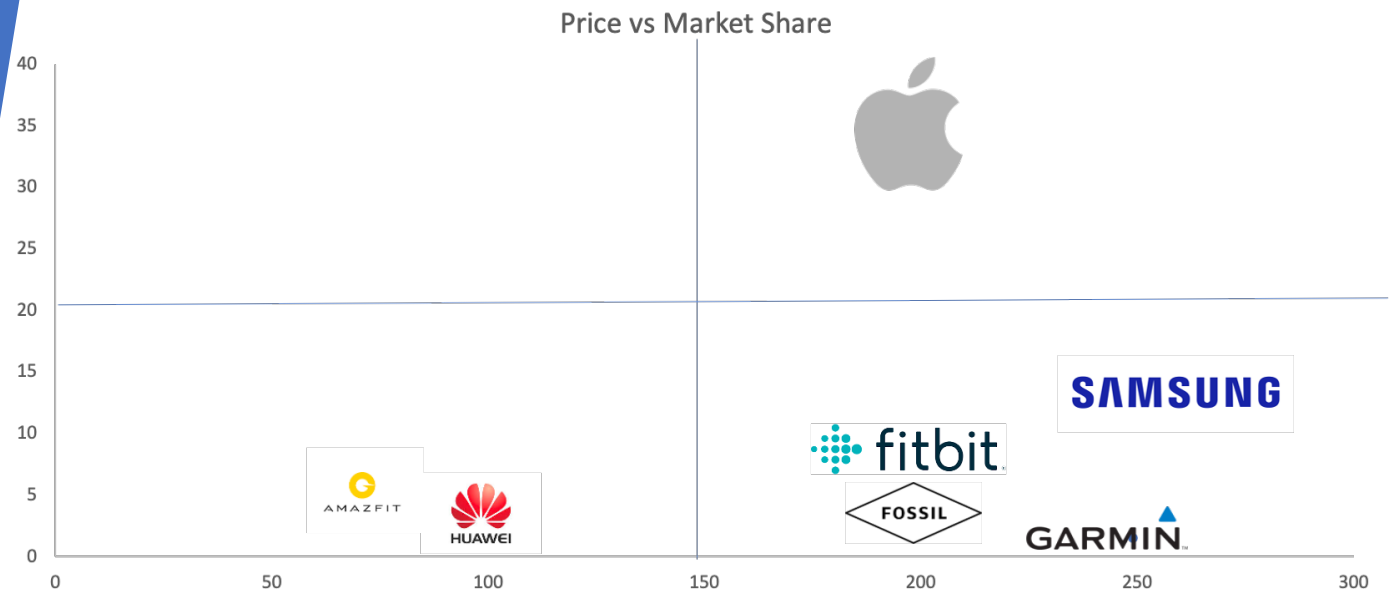
Data source: The NPD Group/Connected Intelligence Consumers and Wearables Report

The top nine brands account for 75 percent of the market with Apple as a leader

Data source: counterpointresearch.com



Fitbit main competitors are Apple, and Samsung



Data source: counterpointresearch.com

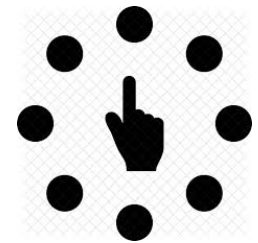
# Key success points of Apple and Samsung



Brand loyalty



Quality of the product



Variety of  
reports and stastics



# Apple Watch Serie 3

- GOOD STUFF
  - Great build quality
  - Sharp, vibrant display
  - Fast performance
  - Reliable battery life
- BAD STUFF
  - Doesn't always show the time
  - Every Apple Watch looks just like every other Apple Watch
  - Smartwatches are still not must-have devices
- PRICE : 199 \$
- VERGE SCORE: 8



# Samsung Galaxy Watch

- GOOD STUFF
  - Crisp, vibrant OLED display
  - Battery lasts at least two days
  - Activity tracking is kind of useful
- BAD STUFF
  - Bixby / S Voice is terrible
  - Not comfortable to wear to sleep
- PRICE : 329 \$
- VERGE SCORE: 6.5



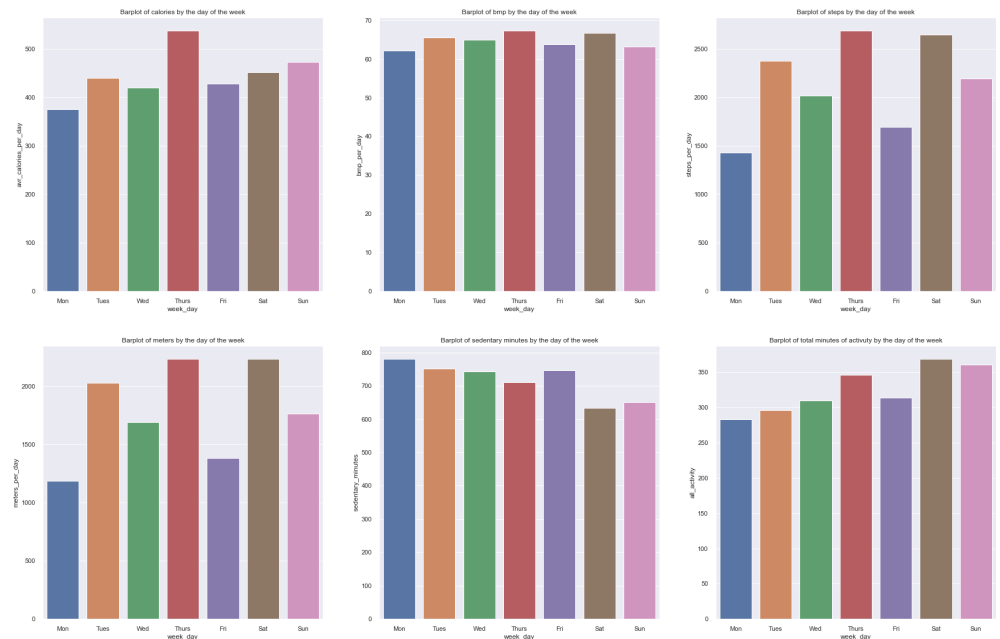
# Fitbit

- GOOD STUFF
  - Flat, lightweight build
  - Compatible with iOS and Android
  - Tracks a wide variety of health / fitness stuff
  - Four-day battery life
- BAD STUFF
  - Poor notification support
  - Swapping bands sucks
  - No data sharing with Apple Health or Google Fit
- PRICE : 199 \$
- VERGE SCORE: 7

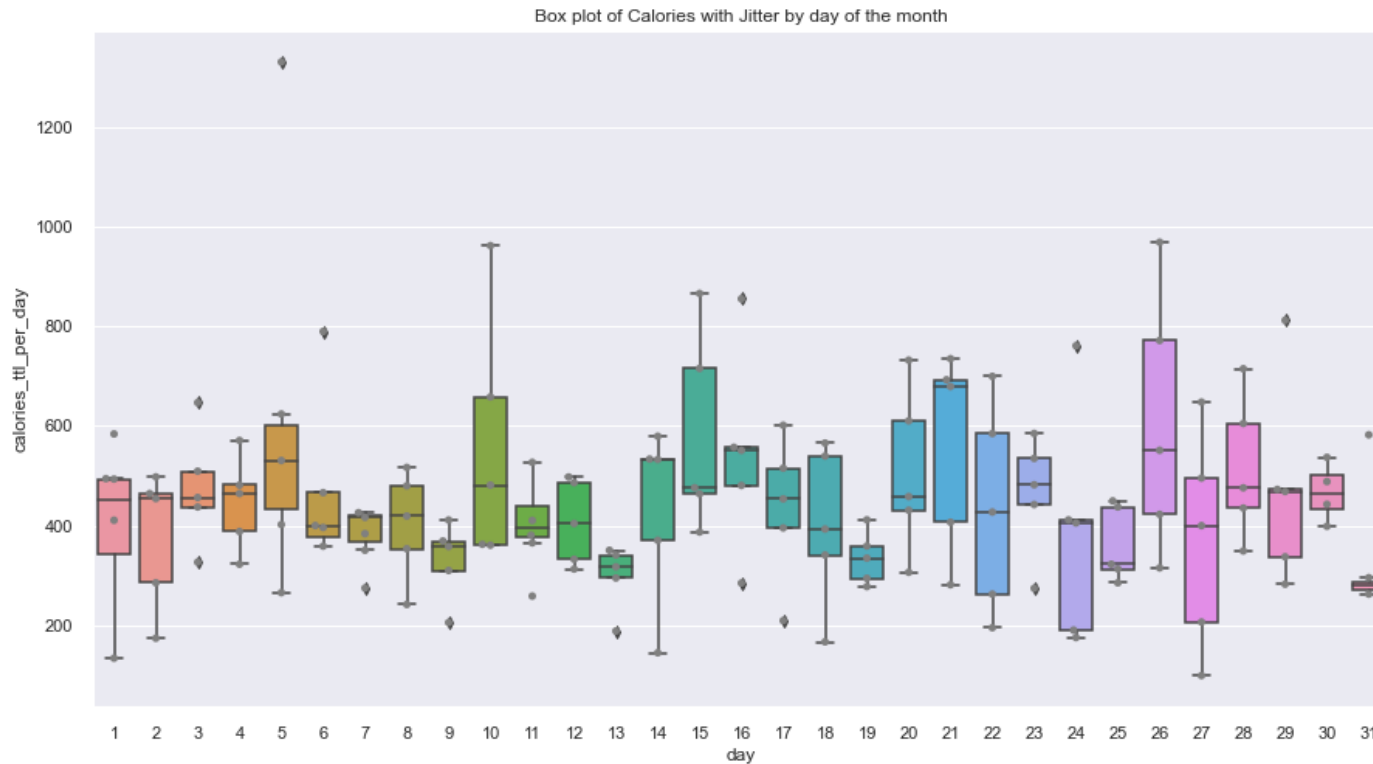


# More data value to the client. Weekly snapshot

- Calories per each day of the week
- BMP per each day of the week
- Steps per each day of the week
- Meters per each day of the week
- Sedentary minutes per each day of the week
- Total activity in minutes per each day of the week



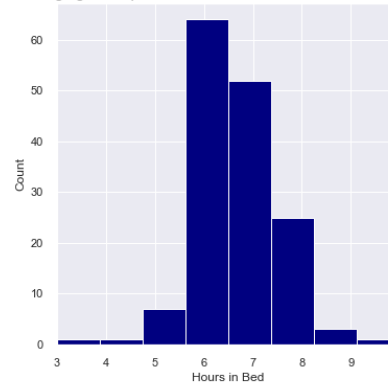
More data value to the client. Monthly calories shapshot on daily basis



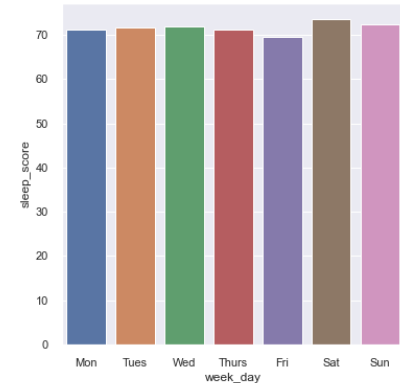
# More data value to the client. Sleep Detailed Analysis

- Average hours in bed
- Monthly snapshot of sleeping hours on daily basis
- Weekly snapshot of sleep score
- Weekly snapshot of sleep phases

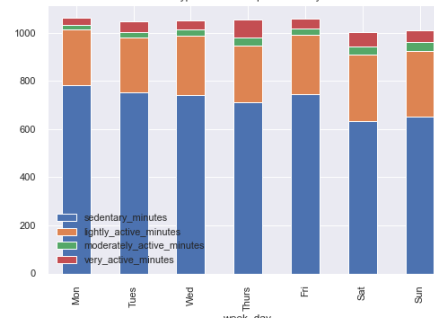
Averaging a sleep of 6.64 hours with a deviation of 0.88 hours



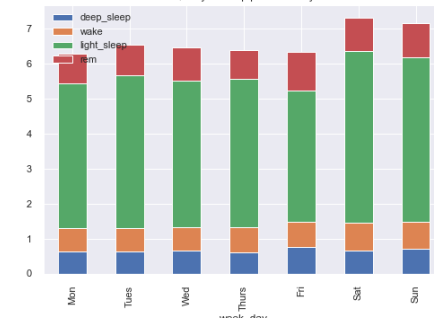
Barplot of overall sleep score by the day of the week



Type of activities per week day



Quality of sleep per week day



# Fitbit overview

- Fitbit is a California-based company that develops and manufactures compact, wireless wearable technology for the health and fitness industry
- Founded in 2007, the company has gained attention due to its rapid growth and success.
- Over the course of just five years – from 2010 to 2015 – increased from just over \$ 5 million to more than \$ 1.8 billion.
- In the years following this rapid expansion, the company has experienced a period of decline, with its total revenue figure decreasing to 1.5 billion U.S. dollars in 2018.
- Forecasts suggest that total shipments of wearable electronic devices will eclipse 220 million units in 2019 as Fitbit looks to regain its footing within the growing industry.
- Fitbit's first device, the Fitbit Classic, was released to the consumer market in 2009
- As of March 2019, Fitbit had twelve models in the market that vary in price range from around \$ 60 dollars to around \$ 300. The Fitbit Zip is the least expensive with a suggested retail price of \$ 59.95. The smartwatch Fitbit Ionic is the most expensive with a suggested retail price of \$ 299.95.

# Summary

- Wearable devices are booming in terms of sales and revenue
- Apple, Samsung and Fitbit are the top 3 supplier
- Fitbit proposes one on the best smart watches in the category in terms of quality and statistics