



FITNESS TRACKER ANALYSIS

CASE STUDY: INDIAN MARKET

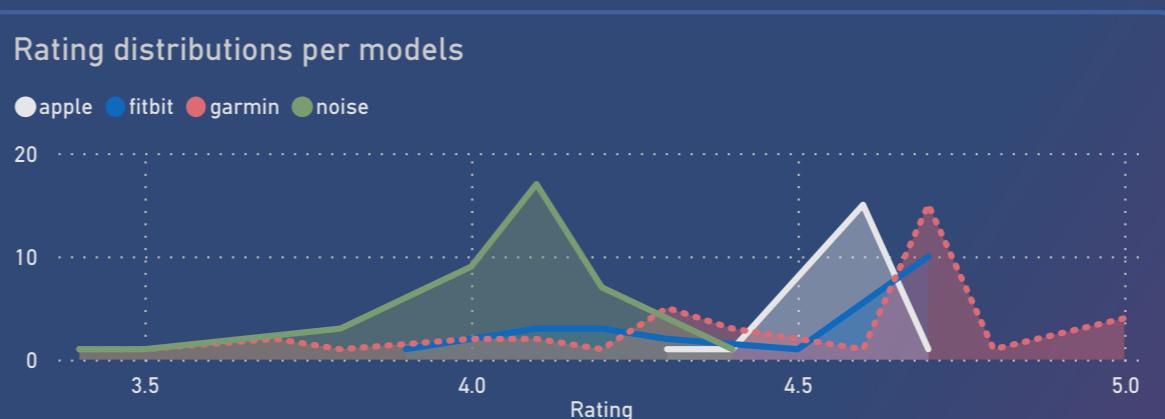
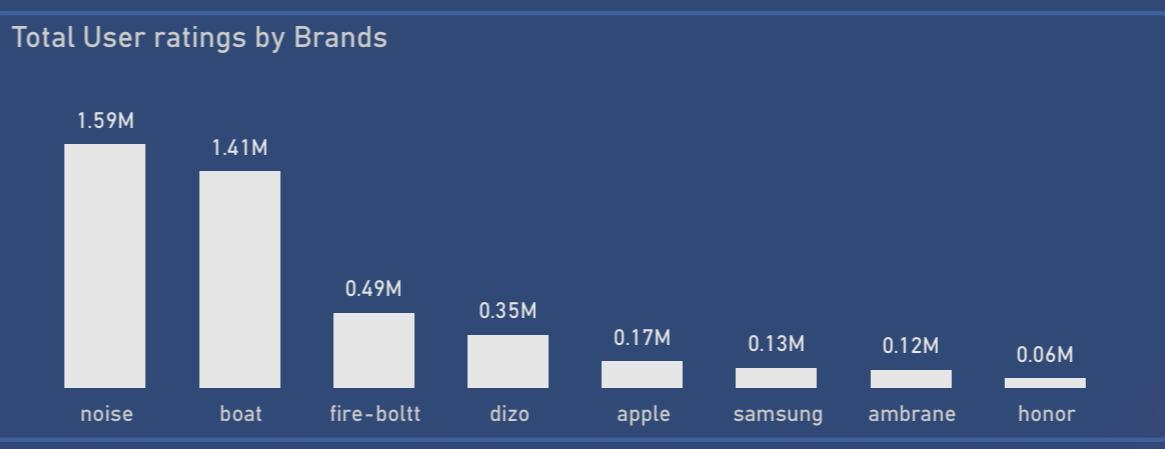
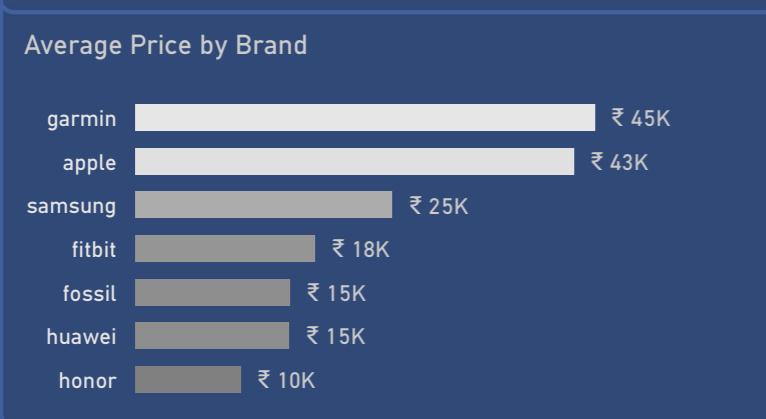


Fitness Trackers have gained immense popularity in the Indian market like never before. These sleek and wearable devices have become a staple for health-conscious individuals. With over **5 million** combined ratings for **450 different models** from 18 different brands including Apple and Samsung in the Indian Market. People spend an average of **₹12,000** for a fitness tracker and some go as high as ₹120,000. It has become a must have gadget for people striving to lead a healthy and active lifestyle.



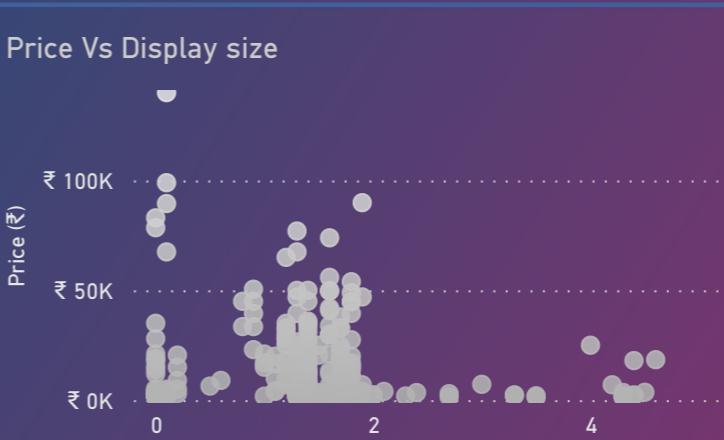
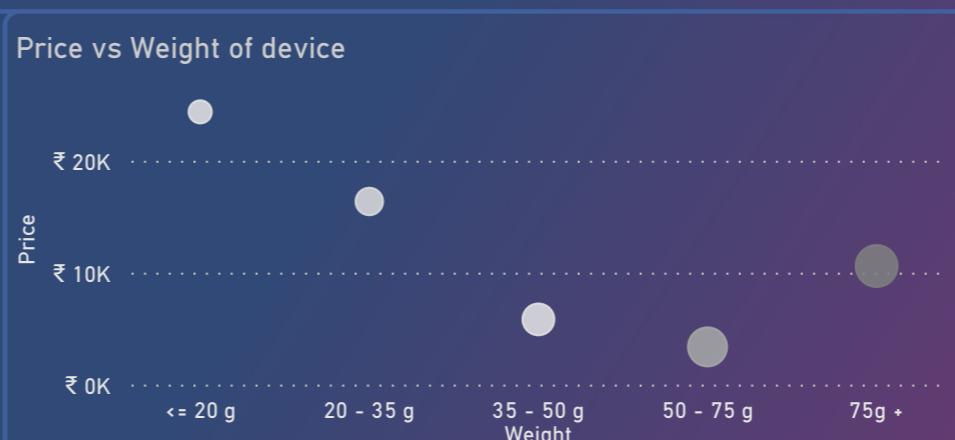
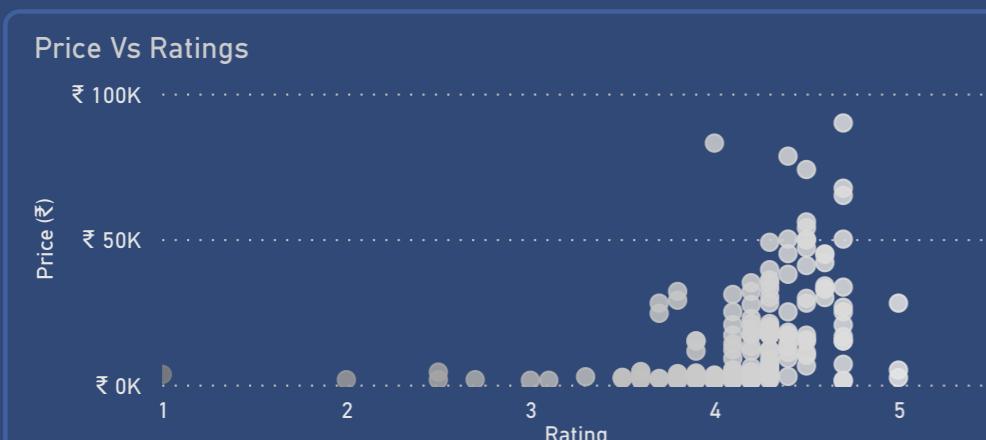
INFORMATION ON THE TOP FITNESS BRANDS

Apple comes on top as the product with the highest average rating, Fitbit and Garmin closely following. Despite Apple producing 24 models, none of these models have less than a 4.3 rating. Garmin, Apple and Samsung produce some of the most expensive fitness trackers in the Indian market. Brands like Noise and Boat are the most popularly used Brands due to their relatively cheap prices.



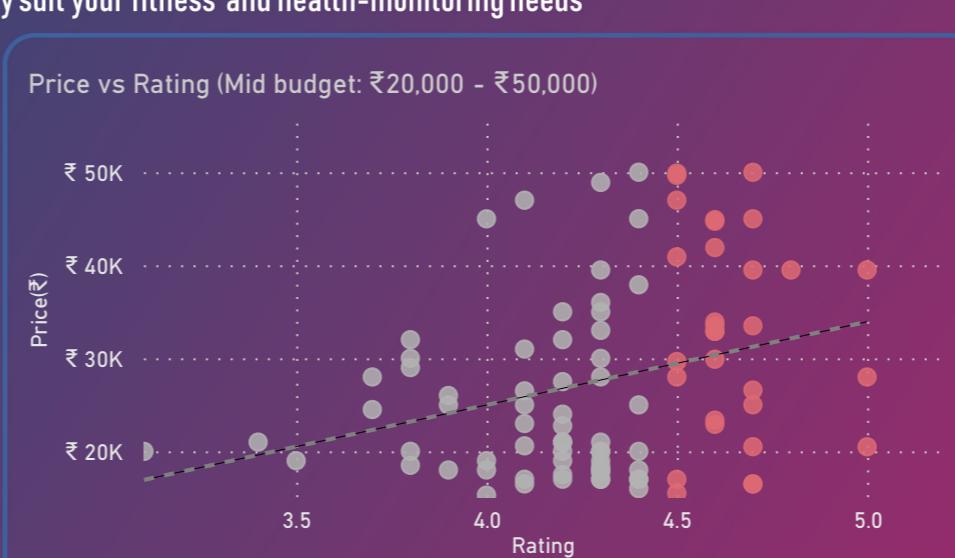
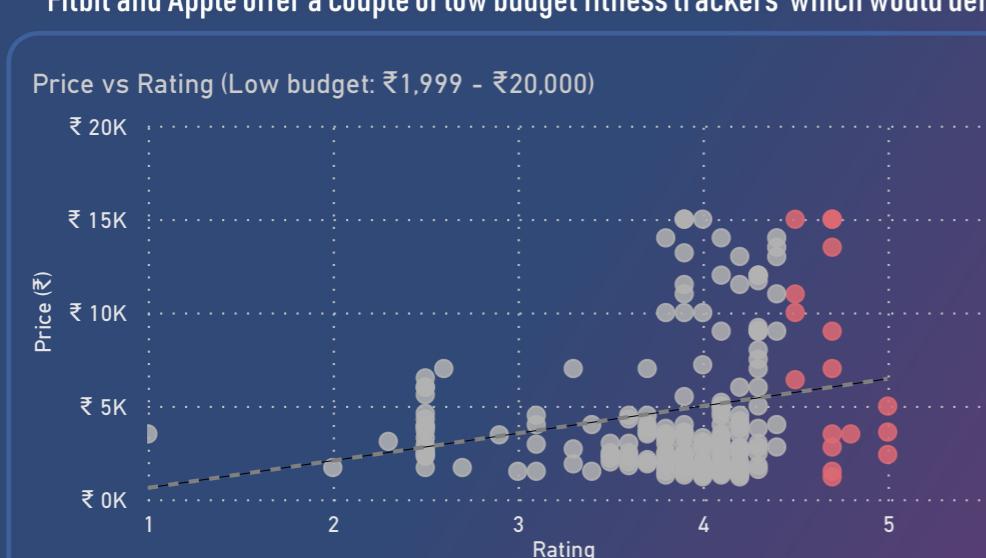
PRICE AND TRACKER FEATURES

As Expected, The most expensive trackers are the most highly rated. People are willing to spend a lot on less weighty and smaller sized fitness trackers as compared to weighty and large screen sized Trackers.



TRACKER PRICES FOR DIFFERENT BUDGETS

Looking to save a few thousand Rupees? You can find highly rated Fitness Trackers for low and medium budgets depending on your choice. Fitbit and Apple offer a couple of low budget fitness trackers which would definitely suit your fitness and health-monitoring needs



Model Name	Rating	Brand	Price
Charge 5	4.70	fitbit	₹ 14,999
fitbit charge 5 black	4.70	fitbit	₹ 14,999
fitbit charge 5 blue	4.70	fitbit	₹ 14,999
Watch GT 2 (42 mm)	4.70	huawei	₹ 14,990
Jacqueline	4.70	fossil	₹ 13,495
Neely	4.70	fossil	₹ 13,495
FitbitInspire 3 Health & Fitness Tracker (Lilac Bliss / Black)	4.70	fitbit	₹ 8,999

Model Name	Rating	Brand	Price
Apple Watch SE	4.60	apple	₹ 29,900
Watch SE (GPS, 40mm) - Gold Aluminium Case with Starlight Sport Band - Regular	4.60	apple	₹ 29,900
Watch SE (GPS, 44mm) - Gold Aluminium Case with Starlight Sport Band - Regular	4.60	apple	₹ 32,900
Watch SE (GPS, 44mm) - Space Grey Aluminium Case with Midnight Sport Band	4.60	apple	₹ 32,899

SUMMARY

Most expensive Model:

Name: Fenix 7s Sapphire solar
Brand: Garmin
Price: ₹139,990



Least expensive model

Name: Giz fit CLOUD
Brand: Gizmore
Price: ₹1,990

Model with largest display size

Name: Zeb-fit7220CH
Brand: Zebrronics
Size: 6.9 in



Brand with most models

Name: Noise
Products: 42
Avg. Rating: 4.07

Brand with least models

Name: Hammer
Products: 1
Rating: 3.6



Model with Most user ratings

Name: Storm 1.3
Brand: Boat
Total ratings: 619k

Model with least User ratings

Name: Zeb-fit4220CH
Brand: Zebrronics
Total ratings: 1



Models with and without Touch screen

With: 330
Without: 24

Models with and Without Bluetooth

With: 440
Without: 4

