Consumers continue to purchase and use health and fitness trackers, fueled by advanced features, engaging software and social experiences that motivate, helping to lead to positive health outcomes.

SAN FRANCISCO--(BUSINESS WIRE)-- Fitbit (NYSE: FIT), the leading global wearables brand, today announced that its active users grew to more than 25 million1 in 2017, demonstrating the power of the company’s software and social experience to drive engagement and long-term growth of its community.

This continued growth of Fitbit’s user community also demonstrates both the health of the wearables category and retention of Fitbit users. Fitbit Charge 2 is the top selling fitness tracker in the U.S.2, according to NPD, and Amazon recently announced that Charge 2 was one of its top sellers in the health and fitness category this holiday season.

With the introduction of the first of its smartwatch offerings in October 2017, Fitbit Ionic, Fitbit is well positioned to succeed in the evolving wearables category given its range of devices including both trackers and smartwatches, price points, broad compatibility across Android, iOS and Windows, and long battery life. Over time, Fitbit expects the lines between trackers and smartwatches to continue to blur.

In addition to the overall growth in active users, Fitbit continued to see increased engagement within its health and fitness social network – one of the largest in the world:

- More than 20 million people using Feed within the Fitbit app
- Users have joined groups more than 4.7 million times, ranging from fitness topics like running, swimming and strength training, to health subjects like hypertension, type 2 diabetes or heart health
• The Fitbit app remains the #1 health and fitness app on both iOS and Android in the U.S.3

“The wearables category has never been more exciting. It offers significant potential for helping people achieve better health outcomes, which is our singular focus at Fitbit,” said James Park, co-founder and CEO of Fitbit. “We see continued demand for trackers, powered by the enterprise and healthcare sectors, and we strategically entered the smartwatch category with Fitbit Ionic at a time when consumers are moving to smarter, fuller featured devices. Underscoring all of this will be our ongoing commitment to deliver the most engaging experience possible to support our users on their health and fitness journeys.”

IDC is forecasting the wearables market to nearly double in the next four years – reaching 222.3 million units4. While smartwatches will fuel new growth, trackers will continue to demonstrate demand in the coming years and drive near-term sales, having comprised 39.8% of wearable device shipments in 2017.

Meanwhile, NPD notes that activity tracker ownership among U.S. adults is expected to increase by more than six percent by the end of 2018 compared to the prior year, helped by the healthcare sector5.

About Fitbit, Inc. (NYSE: FIT)

Fitbit helps people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals. As the leading global wearables brand, Fitbit designs products and experiences that track and provide motivation for everyday health and fitness. Fitbit's diverse line of innovative and popular products includes Fitbit Surge®, Fitbit Blaze®, Fitbit Charge 2®, Alta HR™, Alta®, Fitbit Flex 2®, Fitbit One® and Fitbit Zip® activity trackers, as well as the Fitbit Ionic™ smartwatch, Fitbit Flyer™ wireless headphones and Fitbit Aria® and Fitbit Aria 2™ Wi-Fi Smart Scales. Fitbit products are carried in 46,000 retail stores across 78 countries around the globe. Powered by one of the world’s largest social fitness networks and databases of health and fitness data, the Fitbit platform delivers personalized experiences, insights and guidance through leading software and interactive tools, including the Fitbit and Fitbit Coach apps, Guided Health Programs, and the Fitbit OS for smartwatches. Fitbit Health Solutions develops health and wellness solutions designed to help increase engagement, improve health outcomes, and drive a positive return for employers, health plans and health systems.

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Forward-Looking Statements
This press release contains forward-looking statements, within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, that involve risks and uncertainties including, among other things, statements regarding the growth and demand for health and fitness trackers and smartwatches and our position and performance in the wearables market. These forward-looking statements are only predictions and may differ materially from actual results due to a variety of factors, including the effects of the highly competitive market in which we operate, including competition from much larger technology companies; any inability to successfully develop and introduce new products, features, and services or enhance existing products and services; product liability issues, security breaches or other defects; and other factors discussed under the heading “Risk Factors” in our most recent report on Form 10-Q filed with the Securities and Exchange Commission. All forward-looking statements contained herein are based on information available to us as of the date hereof and we do not assume any obligation to update these statements as a result of new information or future events.

1 Based on data available as of January 3, 2018.

2 The NPD Group, Inc., U.S. Retail Tracking Service, Health & Fitness Trackers, Based on Units, January 2017 – October 2017

3 In 2017, based on total number of days the Fitbit app was #1 most downloaded health and fitness app.

4 IDC, Press release, IDC Forecasts Shipments of Wearable Devices to Nearly Double by 2021 as Smartwatches and New Product Categories Gain Traction, December 20, 2017

5 The NPD Group, Inc., Connected Intelligence WEAR Report Industry Overview and Forecast, December 2017


Source: Fitbit, Inc.

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