

Fitness trackers, smart watches popular among visitors

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DUBAI — The growing popularity of fitness trackers and smart watches over the past few years has meant that many visitors at the Gitex Shopper 2018 will be keeping their eyes peeled for any deals in the wearables segment.

David Wang, country manager, Huawei Consumer Business Group, noted that people in the UAE are very health-focused, and as a result of this there is a growing interest in devices that can help them keep track of their health and fitness initiatives.

“The growth in demand for wearables is thus inevitable. People are looking for devices that can track their health and physical activities as accurately as possible,” he said. “The demand for wearable technology will always see growth because wearables have a unique ability to bridge the gap between a user and their smart devices like phones and tablets.”

As the market for smart devices grows, so will the market for wearables, Wang said. “Wearables bring a lot of technology to the user’s wrist, allowing them to access various smartphone features, including

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a wide range of health and fitness trackers. This allows them to have convenient access to all their data, at the flick of a wrist. Today’s wearable technology also invests in good looks. This allows customers to have a mini computer on their wrist, without looking like one.”

Atul Joshi, head of distribution and official spokesperson for Jumbo Electronics, said: “Gitex Shopper is a great place for anyone who wants to experience something new. Wearables are a growing segment here in the UAE. It is still not a very large market compared to other markets across the world, but we have been seeing a steady growth as shoppers embrace the new products.”

He explained that for any prod-

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uct category, there comes a point where the technology just takes off, and that the same was true for wearables. The growing interest in smart watches and fitness trackers has been buoyed by a lot of social media personalities and celebrities wearing them.

Fitness trackers, in particular, have seen a surge in popularity to the point that it is not uncommon to see the majority of regular gym-goers wearing them.

“My friend has a fitness tracker which she wears when she is going on her morning run,” said Shelly Alvaro, a shopper at the event. “If I get a good deal, I am thinking of buying a simple one for myself as well.”

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A visitor checks smart watches at a pavilion in Gitex Shopper. — Photo by Shihab