

# Google reshuffles Health employees to focus on Fitbit

Article

**Google** is reportedly reorganizing the employee structure of its healthcare business: Google Health employees involved in sensors, Search, and health records are likely moving to its recently acquired the **Fitbit** group, [according to](#) an exclusive report by **Insider**.

**Google's Health talent reshuffle will provide more brawn to its Fitbit business—which means, similar to Apple, it's doubling down its focus on wearables.** Apple reportedly

**pressed** pause on its plans to launch a primary care business—and like Google, it's directing its efforts toward its Watch. For example, at its latest WWDC event, Apple **announced** it's rolling out additional mindfulness and sleep tracking features on its WatchOS8 update—and it's reportedly **working** on more advanced capabilities like blood glucose tracking and temperature sensors for its next iteration.

**Google could be gearing up to incorporate tech like personal health records directly into Fitbit wearables.** In April, Google **launched** a user feedback study to determine how Android users view, organize, and share their medical record data—signalling its intent to build up its personal health records business after pulling the plug on it nearly 10 years ago. It wouldn't be far off to see Google roll out a feature that allows users to integrate their Fitbit health insights into their personal health records app, or that lets users share their health trends with their physicians—akin to Apple's Health Record capabilities.

**It makes sense that Google's narrowing in on Fitbit: Consumers are adopting digital health tracking tools like blood pressure monitoring at high rates.**

- In 2019, about **44%** of consumers **said** they were using tech like wearables to track at least one metric—this jumped to **54%** in 2020 as the pandemic **inspired** more consumers to take charge of their personal health.
- Specifically, in 2020, **28%** of individuals indicated they used digital tracking to monitor their blood pressure—and in April, Fitbit revealed it's **testing** ways consumers can use its smartwatch to measure blood pressure.

**Apple still dominates the wearable market—but Google is joining forces with smartwatch giants like Samsung, and that could help level the playing field.**

- In 2020, Apple **shipped** **34%** of wearables worldwide, far ahead of **Fitbit (2.9%)** and **Samsung (9%)**.
- Last month, Google announced a partnership with Samsung to launch a new iteration of Wear OS, which will **merge** Google's software with Samsung's operating system it uses for Galaxy smartwatches. With this partnership, Google will now have access to an additional 9% of market share Samsung holds—which should help it tap into a wider consumer base to catch up to Apple's reach.

## Wearable Device Shipments Worldwide, by Brand, 2019 & 2020

millions, % of total, and % change

	2019		2020		% change
	Shipments	% of total	Shipments	% of total	
Apple	111.5	32.2%	151.4	34.1%	35.9%
Xiaomi	41.7	12.0%	50.7	11.4%	21.7%
Huawei	28.9	8.3%	43.5	9.8%	50.7%
Samsung	31.4	9.1%	40.0	9.0%	27.3%
Fitbit	15.9	4.6%	12.9	2.9%	-18.8%
Other	117.1	33.8%	146.1	32.9%	24.7%
<b>Total</b>	<b>346.4</b>	<b>100.0%</b>	<b>444.7</b>	<b>100.0%</b>	<b>28.4%</b>

Note: numbers may not add up to total due to rounding

Source: International Data Corporation (IDC), "Worldwide Quarterly Wearable Device Tracker" as cited in press release, March 15, 2021

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