

Meet Powerbeats Fit: The Evolution of Beats Fit Pro

Redesigned with a 20% more flexible wingtip and a 17% smaller case—for peak comfort and stability in every workout

CULVER CITY—September 30, 2025—Beats today introduces Powerbeats Fit, the latest evolution of its popular Beats Fit Pro earbuds and a new addition to the bestselling Powerbeats family.¹ Powerbeats Fit delivers enhanced durability and improved in-ear comfort with a redesigned wingtip that is just as stable as Powerbeats Pro 2's earhook—all housed in a more compact charging case with an IPX4 rating.²

Powerbeats Fit is available to order starting today in four stylish colors—Jet Black, Gravel Gray, Spark Orange, and Power Pink—for \$199.99 (US) from apple.com.

“Reintroducing Beats Fit Pro as Powerbeats Fit — alongside Powerbeats Pro 2 — unifies our lineup under a name synonymous with athletic performance and gives customers a clearer choice between two distinct, fitness-first form factors,” said Oliver Schusser, Apple’s vice president of Music, Sports, and Beats. “Powerbeats Fit combines the best of Beats Fit Pro with next-level comfort, durability, and portability—making it a worthy addition to the Powerbeats family.”

Enhanced Design and Fit

Powerbeats Fit features universal secure-fit wingtips, developed through years of research, that gently tuck into the ear to provide all-day comfort and deliver the exceptional stability that Powerbeats is known for.

Powerbeats Fit is sweat and water resistant with an IPX4 rating, making them durable enough to withstand intense workouts—whether in rain, snow, or heat.³

To help ensure lasting, personalized comfort, Powerbeats Fit includes four ear tip sizes designed to fit different ear shapes and sizes: extra-small, small, medium and large.

Powerful, Dynamic Sound

The ergonomic earbud shape is crafted around a custom acoustic platform and proprietary drivers, delivering powerful, balanced Beats sound across the full audio spectrum for an exceptional listening experience. Powerbeats Fit also supports Personalized Spatial Audio with dynamic head tracking, for truly immersive music, movies, and gaming.⁴

Adaptive EQ tailors sound based on each earbud’s individual fit and seal, using advanced microphones to measure what the user hears and adjusting the audio output to match their unique ear profile.

For absolute focus, advanced Active Noise Cancelling (ANC) effectively blocks external noise, while Transparency mode keeps users connected to their surroundings.⁵

Connection and Controls

Users can take calls, enjoy FaceTime with Spatial Audio featuring Dolby Atmos, and activate Siri—all supported by industry-leading Class 1 Bluetooth® connectivity.⁶

Powered by the Apple H1 chip, Powerbeats Fit delivers seamless features for iOS users right out of the box, including Automatic Switching between devices, Audio Sharing, hands-free Hey Siri, Find My, and more.⁷ For Android users, the Beats App enables one-touch pairing, customizable controls, battery status, Locate My Beats and a Fit Test to help find the ideal ear tip size.⁸

On-device controls allow users to easily manage music playback, adjust volume, switch listening modes, handle calls, and activate their voice assistant.

Powerbeats Fit delivers exceptional call quality through dual beam-forming microphones that accurately capture the user's voice, combined with an internal processor that reduces external noise such as wind.

Battery Life

Powerbeats Fit offers up to 30 hours of battery life with the charging case, with each bud delivering up to 7 hours of playback per charge.⁹ With Fast Fuel, a quick 5-minute charge will provide up to an hour of playback.¹⁰

The redesigned charging case is 17% smaller than Beats Fit Pro and is also sweat and water resistant with an IPX4 rating.

Designed with the Environment in Mind

Powerbeats Fit packaging is made from 100% plant-based material sourced from recycled fiber and/or sustainable forests.¹¹

Pricing and Availability

Powerbeats Fit is available to order starting today in Jet Black, Gravel Gray, Spark Orange, and Power Pink for \$199.99 from apple.com in the U.S., with on-shelf beginning October 2nd.

¹ *The Powerbeats family is the highest selling Beats in-ear headphone ever based on known sales data.*

² *Powerbeats Fit case is sweat and water resistant for non-water sports and exercise. Powerbeats Fit case was tested under controlled laboratory conditions, and has a rating of IPX4 under IEC standard 60529. Sweat and water resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge wet Powerbeats Fit case; refer to <https://support.apple.com/en-us/101597> for cleaning and drying instructions.*

³ *Powerbeats Fit earbuds are sweat and water resistant for non-water sports and exercise. Powerbeats Fit earbuds were tested under controlled laboratory conditions, and have a rating of IPX4 under IEC standard 60529. Sweat and water resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge wet Powerbeats Fit earbuds; refer to <https://support.apple.com/en-us/101597> for cleaning and drying instructions.*

⁴ *Compatible hardware and software required. Works with compatible content in supported apps. Not all content available in Dolby Atmos. iPhone with TrueDepth camera required to create a personal profile for Spatial Audio, which will sync across Apple devices running the latest operating system software, including iOS, iPadOS, macOS, and tvOS.*

⁵ *Device performance and noise control features like Active Noise Cancellation and Transparency can be affected by debris or earwax buildup. Clean the device regularly to maintain performance and full feature functionality. Refer to <https://support.apple.com/en-us/101597> for Powerbeats Fit cleaning instructions.*

⁶ *Siri may not be available in all languages or in all areas, and features may vary by area. Compatible device and internet access required. Cellular data charges may apply. Devices must support and have the latest operating system software.*

⁷ *Requires an iCloud account and a compatible Apple device running the latest operating system software or a compatible Android device running the latest operating system software with Google Play Services enabled.*

⁸ Beats app requires Android 13.0 or later. App is available on Google Play and on beatsbydre.com. Android and Google Play are trademarks of Google LLC.

⁹ Testing conducted by Apple in May 2025 using preproduction Powerbeats Fit units and software paired with iPhone 15 Pro units and prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50% and Active Noise Cancellation and Transparency were turned off. Testing consisted of full Powerbeats Fit battery discharge while playing audio until the first Powerbeats Fit earbud stopped playback. With ANC turned on, total battery life is 6 hours of continuous playback from the earbuds and 24 hours total with the case. Battery life depends on device settings, environment, usage, and many other factors.

¹⁰ Testing conducted by Apple in May 2025 using preproduction Powerbeats Fit units and software paired with iPhone 15 Pro units and prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50% and Active Noise Cancellation and Transparency were turned off. 5-minute charge testing conducted with drained Powerbeats Fit units that were charged for 5 minutes via a USB-C cable, then audio playback was started until the first Powerbeats Fit earbud stopped playback. Battery life depends on device settings, environment, usage, and many other factors.

¹¹ Breakdown of U.S. retail packaging by weight. Adhesives, inks, and coatings are excluded from our calculations of plastic content and packaging weight.