

# **Global Digital Health Coaching Market Size Study, By Service (Nutrition & Diet Coaching, Fitness & Exercise Coaching, Women's Health Coaching, Chronic Condition Coaching, Mental Wellbeing Coaching, Others), By Type (Holistic Health Coaching, Wellness Health Coaching, Primal/Paleo Health Coaching), By Payment Model (Monthly Subscription, Annual Subscription, Per Session, Freemium Model with Paid Upgrades, Others), By Duration (1 Month or Less, 1-3 Months, 3-6 Months, More than 6 Months), And Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/G059BA74FEFEEN.html>

Date: March 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G059BA74FEFEEN

## **Abstracts**

The Global Digital Health Coaching Market is set to experience remarkable growth, with a projected market value of USD 9.77 billion in 2023, expected to expand at a CAGR of 12.51% over the forecast period 2024-2032. The market's rapid evolution is driven by favorable government initiatives, increasing smartphone and wearable device adoption, a shift towards patient-centric healthcare, and the integration of artificial intelligence (AI) and virtual reality (VR) technologies in digital health solutions.

The increasing demand for personalized, technology-driven healthcare solutions has propelled the adoption of digital health coaching. These platforms leverage mobile apps, telehealth platforms, AI-powered analytics, and wearable devices to provide customized health management solutions. Liva Healthcare A/S and Omada Health Inc. are among the key players revolutionizing the market with AI-driven coaching tools designed to manage chronic conditions, such as diabetes, hypertension, and cardiovascular

diseases.

Growing awareness about lifestyle diseases, mental health issues, and wellness trends is fueling the demand for nutrition & diet coaching, fitness & exercise coaching, and mental wellbeing coaching. The freemium model with paid upgrades is gaining traction as users opt for premium features following initial trials. The integration of digital health coaching tools with Electronic Health Records (EHRs) and remote patient monitoring (RPM) systems further streamlines the patient care continuum.

Regionally, North America dominated the market in 2024, capturing 37.7% of global revenue, owing to high smartphone penetration, advanced healthcare infrastructure, and government-backed digital health initiatives. The Asia-Pacific region is poised to witness the fastest CAGR of 14.3%, fueled by rising digital health adoption, growing internet penetration, and increasing prevalence of chronic diseases in countries like China, India, and Japan.

#### Major Market Players Included in This Report:

Atlantis Health

Naluri Therapeutics Ltd.

Noom, Inc.

Lark Technologies, Inc.

Omada Health Inc.

Advanced Wellness Systems

Choose Health Services LLC

Avidon Health LLC

Wellness Coaches USA

Quartet Health

Lyra Health, Inc.

Byram Healthcare

Thrive Global

WellDoc Inc.

Headspace Inc.

The Detailed Segments and Sub-Segment of the Market Are Explained Below:

#### By Service

Nutrition and Diet Coaching

Fitness and Exercise Coaching

Women's Health Coaching

Chronic Condition Coaching

Mental Wellbeing Coaching

Others

#### By Type

Holistic Health Coaching

Wellness Health Coaching

Primal/Paleo Health Coaching

#### By Payment Model

Monthly Subscription

Annual Subscription

Per Session

Freemium Model with Paid Upgrades

Others

#### By Duration

1 Month or Less

1-3 Months

3-6 Months

More than 6 Months

#### By Region

##### North America

U.S.

Canada

Mexico

##### Europe

UK

Germany

France

Spain

Italy

Rest of Europe

## Asia Pacific

China

India

Japan

Australia

South Korea

Thailand

Rest of Asia Pacific

## Latin America

Brazil

Argentina

Rest of Latin America

## Middle East & Africa

Saudi Arabia

UAE

South Africa

Rest of Middle East & Africa

Years Considered for the Study:

Historical Year – 2022

Base Year – 2023

Forecast Period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years (2022-2032)

Annualized Revenue and Regional-Level Analysis for each market segment

Competitive Landscape Analysis with insights into major players

Emerging Technologies and Investment Trends in the digital health coaching space

Analysis of Key Market Strategies, Challenges, and Opportunities

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