

Global Move To Earn Fitness Apps Market Size study & Forecast, by Platform (iOS, Android, Others), by Device (Smart Phones, Tablets and Wearable Devices), and Regional Analysis, 2022-2029

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Abstracts

Global Move To Earn Fitness Apps Market is valued at approximately USD 319.7 million in 2021 and is anticipated to grow with a healthy growth rate of more than 17.8% over the forecast period 2022-2029. The GPS, step counters, and other sensors on the player's mobile device are used by move-to-earn cryptocurrency programmed to track their activities and automatically reward them for being active. Like P2E games, some M2E games are free to play, while others demand that you purchase an NFT before you may play. The Move To Earn Fitness Apps market is expanding because of factors such as rising adoption of smartphones, increasing expenditure in the healthcare sector and rising adoption of wireless devices.

As per Statista in year 2020 the total sales of smartphones across the world stood at 1351.84 million units which increased to 1433.86 million units in year 2021. This indicated the rising adoption of smartphones which is favoring the growth of market. Further, organizations are being inspired to create new models for exercise regimens by factors including rising healthcare costs, an increase in the incidence of obesity, and an increase in the number of athletes, which has a favorable effect on the market's expansion. The market is also expanding as a result of the deployment of 3G and 4G network infrastructure as well as 5G networks in areas with a stronger economy. However, the high cost of subscriptions stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Move To Earn Fitness Apps Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World.

North America dominated the space in terms of revenue, owing to the rising adoption of smartphones, rising prevalence of lifestyle diseases, rising network coverage area, as well as rising technological advancements. Furthermore, Asia Pacific region is projected to have significant growth owing to presence of target population, rising adoption of smart phones in the region.

Major market players included in this report are:

Fit mint

Evidation

Healthy Wage

Sweat coin

Diet Bet

Vitality

Charity Miles

Higi

Win walk

Map my fitness

Recent Developments in the Market:

In June 2022, healthcare technology start-up company Hav raised USD 400,000. This funding would be used for the company's expansion as well as in achieving PMF (product-market fit).

In July 2022, Step App announced the launch of a private beta of fitness metaverse platform with eight-time Olympic gold medalist Usain Bolt.

Global Move To Earn Fitness Apps Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Platform, Device, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Platform offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Platform:

iOS

Android

Others

By Device:

Smartphones

Tablets

Wearable Devices

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

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