

Global Wellness Apps Market Size Study, by Type (Exercise and Weight Loss Apps, Diet and Nutrition Apps, Meditation Management, Stress Management), by Platform (iOS, Android, Web-Based), by Device (Smartphones, Tablets, Wearable Devices), by Subscription (Paid, Free), and Regional Forecasts 2022–2032

<https://marketpublishers.com/r/G5CF4C40CB01EN.html>

Date: February 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G5CF4C40CB01EN

Abstracts

The global wellness apps market is valued at approximately USD 9.81 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 14.9% over the forecast period 2024–2032. Wellness apps have emerged as pivotal tools in enabling individuals to monitor their physical, mental, and emotional health through various technology-driven solutions. These applications are witnessing increasing demand globally due to heightened awareness about fitness, mental well-being, and the benefits of integrating technology into healthcare routines.

The exponential rise in smartphone penetration, bolstered by advancements in 5G technology, has created an ecosystem conducive to the rapid adoption of wellness apps. Notably, these applications provide users with tools for personalized fitness regimes, stress management, and mental health tracking, leveraging artificial intelligence and machine learning to deliver tailored insights. Furthermore, the demand for solutions addressing sedentary lifestyles, obesity, and chronic illnesses is pushing individuals to adopt these tech-driven platforms.

However, the market faces challenges such as data security concerns and regulatory complexities. Despite these constraints, innovation in wearable devices and continuous improvements in app functionalities are expected to drive adoption. Partnerships

between app developers and healthcare providers further solidify the market's growth trajectory.

The key regions considered for the global wellness apps market study include North America, Europe, Asia Pacific, Latin America, and the Middle East & Africa. In 2024, North America emerged as the largest market, driven by high smartphone adoption rates, a strong healthcare ecosystem, and increasing consumer awareness about fitness and mental well-being. Meanwhile, Asia Pacific is projected to witness the fastest growth due to the expanding middle-class population, rising smartphone penetration, and government initiatives promoting digital health.

Major players operating in this market include Calm, Headspace Inc., Apple Inc., Google, Mindscape, Withings, and others. These companies are actively enhancing their product offerings through acquisitions, strategic partnerships, and advanced AI integration.

Major market players included in this report are:

Calm

Headspace Inc.

Apple Inc.

Google

Mindscape

Under Armour, Inc.

Sleepace

Kayla Itsines

Appster

Fitbit, Inc.

Lifesum

ThincHer

Adayu Mindfulness

Noise

The detailed segments and sub-segment of the market are explained below:

By Type:

Exercise and Weight Loss Apps

Diet and Nutrition Apps

Meditation Management

Stress Management

By Platform:

iOS

Android

Web-Based

By Device:

Smartphones

Tablets

Wearable Devices

By Subscription:

Paid (In-App Purchase)

Free

By Region: North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

Spain

Italy

France

Denmark

Norway

Sweden

Asia Pacific

Japan

China

India

Australia

Thailand

South Korea

Latin America

Brazil

Argentina

Middle East & Africa (MEA)

South Africa

Saudi Arabia

UAE

Kuwait

Years considered for the study are as follows:

Historical year: 2022

Base year: 2023

Forecast period: 2024–2032

Key Takeaways:

Global Wellness Apps Market Size Study, by Type (Exercise and Weight Loss Apps, Diet and Nutrition Apps, Medit...

Market Estimates & Forecast for 10 years from 2022 to 2032

Regional analysis at country level for major markets

Competitive landscape with key players' strategies

Supply-side and demand-side market analysis

Recommendations on emerging trends and market opportunities

Contents

CHAPTER 1. GLOBAL WELLNESS APPS MARKET EXECUTIVE SUMMARY

- 1.1. Global Wellness Apps Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Type
 - 1.3.2. By Platform
 - 1.3.3. By Device
 - 1.3.4. By Subscription
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL WELLNESS APPS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply-Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand-Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL WELLNESS APPS MARKET DYNAMICS

Global Wellness Apps Market Size Study, by Type (Exercise and Weight Loss Apps, Diet and Nutrition Apps, Medit...

- 3.1. Market Drivers
 - 3.1.1. Rising Smartphone Penetration
 - 3.1.2. Growing Awareness of Health and Fitness
 - 3.1.3. Integration of AI and ML in Wellness Apps
- 3.2. Market Challenges
 - 3.2.1. Data Privacy Concerns
 - 3.2.2. Regulatory Complexities
- 3.3. Market Opportunities
 - 3.3.1. Expansion of 5G Technology
 - 3.3.2. Increasing Adoption of Wearable Devices

CHAPTER 4. GLOBAL WELLNESS APPS MARKET INDUSTRY ANALYSIS

- 4.1. Porter's Five Forces Analysis
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
 - 4.1.6. Futuristic Approach to Porter's Five Forces Model
 - 4.1.7. Porter's Five Forces Impact Analysis
- 4.2. PESTEL Analysis
 - 4.2.1. Political
 - 4.2.2. Economic
 - 4.2.3. Social
 - 4.2.4. Technological
 - 4.2.5. Environmental
 - 4.2.6. Legal
- 4.3. Top Investment Opportunities
- 4.4. Top Winning Strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspectives
- 4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL WELLNESS APPS MARKET SIZE & FORECASTS BY TYPE (2022–2032)

- 5.1. Segment Dashboard

5.2. Global Wellness Apps Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 5.2.1. Exercise and Weight Loss Apps
- 5.2.2. Diet and Nutrition Apps
- 5.2.3. Meditation Management
- 5.2.4. Stress Management

CHAPTER 6. GLOBAL WELLNESS APPS MARKET SIZE & FORECASTS BY PLATFORM (2022–2032)

6.1. Segment Dashboard

6.2. Global Wellness Apps Market: Platform Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 6.2.1. iOS
- 6.2.2. Android
- 6.2.3. Web-Based

CHAPTER 7. GLOBAL WELLNESS APPS MARKET SIZE & FORECASTS BY DEVICE (2022–2032)

7.1. Segment Dashboard

7.2. Global Wellness Apps Market: Device Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 7.2.1. Smartphones
- 7.2.2. Tablets
- 7.2.3. Wearable Devices

CHAPTER 8. GLOBAL WELLNESS APPS MARKET SIZE & FORECASTS BY SUBSCRIPTION (2022–2032)

8.1. Segment Dashboard

8.2. Global Wellness Apps Market: Subscription Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 8.2.1. Paid (In-App Purchase)
- 8.2.2. Free

CHAPTER 9. GLOBAL WELLNESS APPS MARKET SIZE & FORECASTS BY REGION (2022–2032)

- 9.1. North America Wellness Apps Market
 - 9.1.1. U.S. Wellness Apps Market
 - 9.1.2. Canada Wellness Apps Market
 - 9.1.3. Mexico Wellness Apps Market
- 9.2. Europe Wellness Apps Market
 - 9.2.1. Germany Wellness Apps Market
 - 9.2.2. U.K. Wellness Apps Market
 - 9.2.3. Spain Wellness Apps Market
 - 9.2.4. Italy Wellness Apps Market
 - 9.2.5. France Wellness Apps Market
 - 9.2.6. Denmark Wellness Apps Market
 - 9.2.7. Norway Wellness Apps Market
 - 9.2.8. Sweden Wellness Apps Market
- 9.3. Asia Pacific Wellness Apps Market
 - 9.3.1. Japan Wellness Apps Market
 - 9.3.2. China Wellness Apps Market
 - 9.3.3. India Wellness Apps Market
 - 9.3.4. Australia Wellness Apps Market
 - 9.3.5. Thailand Wellness Apps Market
 - 9.3.6. South Korea Wellness Apps Market
- 9.4. Latin America Wellness Apps Market
 - 9.4.1. Brazil Wellness Apps Market
 - 9.4.2. Argentina Wellness Apps Market
- 9.5. Middle East & Africa (MEA) Wellness Apps Market
 - 9.5.1. South Africa Wellness Apps Market
 - 9.5.2. Saudi Arabia Wellness Apps Market
 - 9.5.3. UAE Wellness Apps Market
 - 9.5.4. Kuwait Wellness Apps Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. Calm
 - 10.1.2. Headspace Inc.
 - 10.1.3. Apple Inc.
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. Calm
 - 10.3.2. Headspace Inc.

10.3.3. Apple Inc.

10.3.4. Google

10.3.5. Mindscape

CHAPTER 11. RESEARCH PROCESS

11.1. Research Process

11.1.1. Data Mining

11.1.2. Analysis

11.1.3. Market Estimation

11.1.4. Validation

11.1.5. Publishing

11.2. Research Attributes

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