

Global Digital Obesity Management Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Digital Obesity Management market size was valued at US\$ 6637 million in 2025 and is forecast to a readjusted size of US\$ 11720 million by 2032 with a CAGR of 8.4% during review period.

Digital Obesity Management refers to a comprehensive health management model that utilizes technologies such as artificial intelligence (AI), big data, mobile health applications, wearable devices, telemedicine, and digital therapeutics to provide long-term, personalized, and intelligent management for individuals with obesity. The system typically encompasses functions such as monitoring weight and body metrics, dietary management, exercise guidance, behavioral intervention, psychological support, medication-assisted management, remote physician follow-ups, and data analysis platforms. By integrating data on weight, BMI, body fat percentage, activity levels, sleep, dietary logs, and metabolic indicators, digital obesity management platforms help users establish sustainable healthy behaviors and provide dynamically adjusted plans tailored to individual needs. This service is widely applied in areas such as adult obesity management, pediatric obesity intervention, metabolic syndrome management, weight-loss medication support, and corporate wellness programs, representing a crucial shift in obesity care from traditional treatment toward prevention, intervention, and long-term management.

Driven by rising global obesity rates, the expanded use of GLP-1 weight-loss drugs, the digitalization of chronic disease management, the proliferation of telemedicine, and the upgrading of health-related consumption, Digital Obesity Management is evolving from simple weight-tracking tools into comprehensive weight-loss management ecosystems.

Key opportunities currently lie in AI-driven dietary analysis, intelligent exercise guidance, data integration from wearable devices, support for GLP-1 drug therapy, remote nutritional counseling, psychological and behavioral interventions, and corporate wellness services. Core industry competitiveness is defined by AI algorithm accuracy, user behavior analysis capabilities, medically sound content frameworks, the service capacity of physicians and nutritionists, data integration capabilities, and the ability to retain users over the long term. Current industry pain points include insufficient long-term user adherence, significant individual variation in weight-loss outcomes, limited accuracy in dietary data collection, data silos, a shortage of professional medical resources, and high pressure regarding business model profitability. Solutions involve using AI for personalized dietary recognition and intervention, continuously collecting health data via wearables, establishing standardized management pathways based on medical guidelines, and integrating digital therapeutics, pharmacotherapy, nutritional management, and telemedicine services. Overall, the industry is upgrading from traditional weight-loss apps to comprehensive digital health management platforms that combine AI, medical care, behavioral management, and medication support.

This report is a detailed and comprehensive analysis for global Digital Obesity Management market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Digital Obesity Management market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Digital Obesity Management market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Digital Obesity Management market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Digital Obesity Management market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Digital Obesity Management

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Digital Obesity Management market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include WW International, Noom, Teladoc Health, Omada Health, Hims & Hers Health, Found Health, Lark Health, MyFitnessPal, Lose It, HealthifyMe, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Digital Obesity Management market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Weight Tracking and Management Software

Ai-Based Dietary Analysis Software

Exercise Management Software

Health Data Analysis Platform

Digital Therapeutics (DTx) Platform

Others

Market segment by Business Model

Subscription Model

Employer Health Program

Insurance-covered Model

Clinical Care Model

Market segment by Application

Obesity Management for Adults

Obesity Management for Children and Adolescents

Obesity Management for the Elderly

Management of Obesity with Diabetes

Others

Market segment by players, this report covers

WW International

Noom

Teladoc Health

Omada Health

Hims & Hers Health

Found Health

Lark Health

MyFitnessPal

Lose It

HealthifyMe

Lifesum

WellDoc

Better Therapeutics

Oviva AG

Lifesum AB

Liva Healthcare

CureApp Inc

Asken Inc

Alibaba Health Information Technology

Boohee

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-

Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Digital Obesity Management product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Digital Obesity Management, with revenue, gross margin, and global market share of Digital Obesity Management from 2021 to 2026.

Chapter 3, the Digital Obesity Management competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Digital Obesity Management market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Digital Obesity Management.

Chapter 13, to describe Digital Obesity Management research findings and conclusion.

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