

Global Digital Obesity Management Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Digital Obesity Management market size is expected to reach \$ 11720 million by 2032, rising at a market growth of 8.4% CAGR during the forecast period (2026-2032).

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 studies the global Digital Obesity Management demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Digital Obesity Management, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Digital Obesity Management that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Digital Obesity Management total market, 2021-2032, (USD Million)

Global Digital Obesity Management total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Digital Obesity Management total market, key domestic companies, and share, (USD Million)

Global Digital Obesity Management revenue by player, revenue and market share 2021-2026, (USD Million)

Global Digital Obesity Management total market by Type, CAGR, 2021-2032, (USD Million)

Global Digital Obesity Management total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Digital Obesity Management market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Digital Obesity Management Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Digital Obesity Management Market, Segmentation by Type:

Weight Tracking and Management Software

Ai-Based Dietary Analysis Software

Exercise Management Software

Health Data Analysis Platform

Digital Therapeutics (DTx) Platform

Others

Global Digital Obesity Management Market, Segmentation by Business Model:

Subscription Model

Employer Health Program

Insurance-covered Model

Clinical Care Model

Global Digital Obesity Management Market, Segmentation by Application:

Obesity Management for Adults

Obesity Management for Children and Adolescents

Obesity Management for the Elderly

Management of Obesity with Diabetes

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global Digital Obesity Management market?
2. What is the demand of the global Digital Obesity Management market?
3. What is the year over year growth of the global Digital Obesity Management market?
4. What is the total value of the global Digital Obesity Management market?
5. Who are the Major Players in the global Digital Obesity Management market?
6. What are the growth factors driving the market demand?

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