

Global Digital Therapy for Obesity 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 Therapy for Obesity market size was valued at US\$ 856 million in 2025 and is forecast to a readjusted size of US\$ 3301 million by 2032 with a CAGR of 21.5% during review period.

Digital obesity therapy refers to digital healthcare products that utilize software programs, mobile applications, artificial intelligence algorithms, digital behavioral interventions, wearable devices, telemedicine, and data analytics to provide clinically validated prevention, treatment, and long-term weight management interventions for overweight and obese individuals. Its core is not simply providing health management or dietary records, but rather changing patient behavior patterns through evidence-based medicine methods. This includes diet control, exercise management, cognitive behavioral therapy (CBT), psychological support, metabolic indicator monitoring, and personalized health guidance, thereby achieving weight loss, improved body fat percentage, reduced risk of obesity-related diseases, and long-term weight maintenance. Digital obesity therapy is typically delivered in the form of smartphone apps, web platforms, AI health assistants, digital coaches, and telemedicine platforms. It can be used alone for lifestyle interventions or in combination with GLP-1 weight loss drugs and traditional medical treatments to form a comprehensive digital obesity management system.

Digital obesity therapy, as an innovative intervention integrating software programs and evidence-based medicine, is demonstrating enormous potential to reshape the landscape of obesity management. It effectively overcomes the core bottlenecks of traditional lifestyle interventions, namely low patient adherence and insufficient

personalization. By integrating technologies such as artificial intelligence, wearable devices, and remote monitoring, it achieves precise tracking of energy intake and expenditure, as well as real-time behavioral guidance. Although current research suggests that its overall weight loss effect requires higher adherence and faces challenges such as data security and long-term effectiveness, clinical evidence has shown that highly adherent users can achieve significant and clinically meaningful weight loss. With the deep integration of artificial intelligence technology and the continuous advancement of clinical validation, this type of digital therapy, which combines accessibility, personalization, and low cost, is expected to become a key complementary strategy in combating the global obesity epidemic, driving the transformation of weight management from traditional diagnosis and treatment to a continuous and precise digital care model.

Report Scope

This report is a detailed and comprehensive analysis for global Digital Therapy for Obesity 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 Therapy for Obesity market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Digital Therapy for Obesity 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 Therapy for Obesity

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 Therapy for Obesity 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 Boli Care, Click Therapeutics, Oviva, Liva Healthcare, Noom, Omada Health, Welldoc, Twin Health, DarioHealth, Sidekick Health, etc.

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

Digital Therapy for Obesity 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 segmentation

Market segment by Type

Behavior-Change Digital Therapeutics

AI-Personalized Weight Loss Digital Therapeutics

Medication-Assisted Digital Therapeutics for Obesity

Others

Market segment by Business Models

B2C

B2B

B2B2C

Market segment by Application

Adult Obesity Management

Childhood and Adolescent Obesity Management

Management of Obesity with Comorbid Metabolic Diseases

Others

Market segment by players, this report covers

Boli Care

Click Therapeutics

Oviva

Liva Healthcare

Noom

Omada Health

Welldoc

Twin Health

DarioHealth

Sidekick Health

Yidu Tech

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)

Chapter Outline

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

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

Chapter 3, the Digital Therapy for Obesity 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 Therapy for Obesity 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 Therapy for Obesity.

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

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