

Global Nutrition Tracking App 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 Nutrition Tracking App market size was valued at US\$ 1206 million in 2025 and is forecast to a readjusted size of US\$ 1674 million by 2032 with a CAGR of 4.8% during review period.

To address the problems of cumbersome recording, delayed nutritional analysis, and difficulty in systematically tracking personal health data in traditional diet tracking methods, nutrition tracking apps were developed. Since the rise of mobile health technology and the emergence of nutrition tracking apps in the early 21st century, the fields of digital health and personalized nutrition have developed significantly. Currently, nutrition tracking apps have evolved into various types, encompassing calorie calculation, dietary analysis, food diaries, and exercise coordination, and are widely used in personal health management, fitness and body shaping, and chronic disease intervention. They are professional tools that effectively help users scientifically plan their diets and develop healthy lifestyle habits.

Nutrition tracking apps are at the forefront of the 'precision health' revolution, benefiting from population aging, technological empowerment, and policy support. The industry needs to overcome development bottlenecks through in-depth technological development (such as AI multimodal interaction), ecosystem co-construction (medical-pharmaceutical-insurance linkage), and compliant innovation (privacy computing technology). In the future, nutrition tracking will transcend simple data recording, becoming a 'digital twin nutritionist' connecting genomics, microbiome, and clinical medicine. This will drive a forward-looking shift from disease treatment to health management, ultimately achieving the large-scale implementation and widespread application of personalized nutrition solutions.

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

Global Nutrition Tracking App market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Nutrition Tracking App market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Nutrition Tracking App 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 Nutrition Tracking App

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 Nutrition Tracking App 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 MyFitnessPal, Noom, WeightWatchers, YAZIO, Shanghai Mint Health Technology, Lifesum, MyNetDiary, Yuka, Cronometer, fatsecret, etc.

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

Market segmentation

Nutrition Tracking App 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

Android

iOS

Market segment by Functions

Dietary Recording

Nutritional Analysis

Market segment by Application

General Users

Fitness Enthusiasts

Athletes

Medical Patients

Others

Market segment by players, this report covers

MyFitnessPal

Noom

WeightWatchers

YAZIO

Shanghai Mint Health Technology

Lifesum

MyNetDiary

Yuka

Cronometer

fatsecret

Carb Manager

BodyFast

Fooducate

Mealime

Fitia

Nutritionix Track

Senza

MacroFactor

Nutrisystem

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 Nutrition Tracking App product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Nutrition Tracking App, with revenue, gross margin, and global market share of Nutrition Tracking App from 2021 to 2026.

Chapter 3, the Nutrition Tracking App 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 Nutrition Tracking App 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 Nutrition Tracking App.

Chapter 13, to describe Nutrition Tracking App research findings and conclusion.

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