

Global Running Apps Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Running Apps market size is expected to reach \$ 2352 million by 2032, rising at a market growth of 13.8% CAGR during the forecast period (2026-2032). Running apps are digital running management tools that use smartphones or wearable devices. Their core capabilities include GPS and sensor-based tracking of track and pace, collection of training metrics such as heart rate and running form, management of training plans and phased goals, and exercise logs and data visualization for review. Their value lies in transforming scattered running activities into comparable personal training profiles and improving consistency through social interaction and incentive mechanisms. The global gross margin for running apps is projected to be approximately 40.7% in 2025.

The market is driven by two main lines. First, the widespread adoption of wearable devices and multi-sensors is expanding the supply of running data. Heart rate, running power, altitude, and recovery metrics are gradually becoming readily available data elements, transforming applications from recording tools into entry points for daily training management. IDC has repeatedly reported that global wearable shipments are still growing, further expanding the user base and device connectivity potential of running apps. Second, business models are concentrating on subscription and membership services. Platforms are emphasizing the deliverability and continuity of training guidance, focusing on personalized training suggestions, structured courses, and multi-platform synchronization to improve paid conversion rates. Typical platforms have already used AI interpretation and training insights as subscription selling points, and there are also signs in the industry that hardware manufacturers are including some digital services in their paid subscriptions, reflecting that running apps are shifting from a traffic and advertising-driven logic to value-based pricing centered on effectiveness and experience. Challenges and risks are concentrated in data privacy and compliance, the credibility and security boundaries of algorithmic suggestions, and rising retention

and customer acquisition costs in mature markets. Running data naturally contains location and health information. If the default settings or data sharing mechanisms are not transparent, it can easily lead to regulatory and public opinion risks. At the same time, AI training suggestions need to establish stricter boundaries of prompts and responsibilities between individual differences and exercise risks. Platforms need to use stronger data governance and verification mechanisms to safeguard user trust.

This report studies the global Running Apps demand, key companies, and key regions. This report is a detailed and comprehensive analysis of the world market for Running Apps, 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 Running Apps that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Running Apps total market, 2021-2032, (USD Million)

Global Running Apps total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Running Apps total market, key domestic companies, and share, (USD Million)

Global Running Apps revenue by player, revenue and market share 2021-2026, (USD Million)

Global Running Apps total market by Type, CAGR, 2021-2032, (USD Million)

Global Running Apps total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Running Apps 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 Nike+, Runkeeper, Runtastic (Adidas Runtastic), Outside Interactive, Sports Tracker, Garmin, Strava, Couch to 5K (C25K), Runna, Runcoach, 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 Running Apps 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 Running Apps Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Running Apps Market, Segmentation by Type:

IOS

Android

Global Running Apps Market, Segmentation by Integrated:

Standalone Software

Running Module

Global Running Apps Market, Segmentation by Monetization Model:

Freemium With Subscription

One Time Purchase

Advertising Supported

Others

Global Running Apps Market, Segmentation by Application:

Amateur

Professional

Companies Profiled:

Nike+

Runkeeper

Runtastic (Adidas Runtastic)

Outside Interactive

Sports Tracker

Garmin

Strava

Couch to 5K (C25K)

Runna

Runcoach

PUMATRAC App

Lepao Sports Internet Wuhan Co., Ltd.

Shenzhen Yuedong Tianxia Technology Co., Ltd.

Guangzhou Joyrun Information Technology Co., Ltd.

Codoon

Beijing Calorie Technology Co., Ltd.

Key Questions Answered

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

Contents

1 SUPPLY SUMMARY

- 1.1 Running Apps Introduction
- 1.2 World Running Apps Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Running Apps Total Market by Region (by Headquarter Location)
 - 1.3.1 World Running Apps Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Running Apps Revenue (2021-2032)
 - 1.3.3 China Based Company Running Apps Revenue (2021-2032)
 - 1.3.4 Europe Based Company Running Apps Revenue (2021-2032)
 - 1.3.5 Japan Based Company Running Apps Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Running Apps Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Running Apps Revenue (2021-2032)
 - 1.3.8 India Based Company Running Apps Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Running Apps Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Running Apps Consumption Value (2021-2032)
- 2.2 World Running Apps Consumption Value by Region
 - 2.2.1 World Running Apps Consumption Value by Region (2021-2026)
 - 2.2.2 World Running Apps Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Running Apps Consumption Value (2021-2032)
- 2.4 China Running Apps Consumption Value (2021-2032)
- 2.5 Europe Running Apps Consumption Value (2021-2032)
- 2.6 Japan Running Apps Consumption Value (2021-2032)
- 2.7 South Korea Running Apps Consumption Value (2021-2032)
- 2.8 ASEAN Running Apps Consumption Value (2021-2032)
- 2.9 India Running Apps Consumption Value (2021-2032)

3 WORLD RUNNING APPS COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Running Apps Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)

- 3.2.1 Global Running Apps Industry Rank of Major Players
- 3.2.2 Global Concentration Ratios (CR4) for Running Apps in 2025
- 3.2.3 Global Concentration Ratios (CR8) for Running Apps in 2025
- 3.3 Running Apps Company Evaluation Quadrant
- 3.4 Running Apps Market: Overall Company Footprint Analysis
 - 3.4.1 Running Apps Market: Region Footprint
 - 3.4.2 Running Apps Market: Company Product Type Footprint
 - 3.4.3 Running Apps Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: Running Apps Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Running Apps Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Running Apps Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Running Apps Consumption Value Comparison
 - 4.2.1 United States VS China: Running Apps Consumption Value Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Running Apps Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based Running Apps Companies and Market Share, 2021-2026
 - 4.3.1 United States Based Running Apps Companies, Headquarters (States, Country)
 - 4.3.2 United States Based Companies Running Apps Revenue, (2021-2026)
- 4.4 China Based Companies Running Apps Revenue and Market Share, 2021-2026
 - 4.4.1 China Based Running Apps Companies, Company Headquarters (Province, Country)
 - 4.4.2 China Based Companies Running Apps Revenue, (2021-2026)
- 4.5 Rest of World Based Running Apps Companies and Market Share, 2021-2026
 - 4.5.1 Rest of World Based Running Apps Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Running Apps Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Running Apps Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 IOS

5.2.2 Android

5.3 Market Segment by Type

5.3.1 World Running Apps Market Size by Type (2021-2026)

5.3.2 World Running Apps Market Size by Type (2027-2032)

5.3.3 World Running Apps Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY INTEGRATED

6.1 World Running Apps Market Size Overview by Integrated: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Integrated

6.2.1 Standalone Software

6.2.2 Running Module

6.3 Market Segment by Integrated

6.3.1 World Running Apps Market Size by Integrated (2021-2026)

6.3.2 World Running Apps Market Size by Integrated (2027-2032)

6.3.3 World Running Apps Market Size Market Share by Integrated (2027-2032)

7 MARKET ANALYSIS BY MONETIZATION MODEL

7.1 World Running Apps Market Size Overview by Monetization Model: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Monetization Model

7.2.1 Freemium With Subscription

7.2.2 One Time Purchase

7.2.3 Advertising Supported

7.2.4 Others

7.3 Market Segment by Monetization Model

7.3.1 World Running Apps Market Size by Monetization Model (2021-2026)

7.3.2 World Running Apps Market Size by Monetization Model (2027-2032)

7.3.3 World Running Apps Market Size Market Share by Monetization Model (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Running Apps Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Amateur

8.2.2 Professional

8.3 Market Segment by Application

8.3.1 World Running Apps Market Size by Application (2021-2026)

8.3.2 World Running Apps Market Size by Application (2027-2032)

8.3.3 World Running Apps Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Nike+

9.1.1 Nike+ Details

9.1.2 Nike+ Major Business

9.1.3 Nike+ Running Apps Product and Services

9.1.4 Nike+ Running Apps Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Nike+ Recent Developments/Updates

9.1.6 Nike+ Competitive Strengths & Weaknesses

9.2 Runkeeper

9.2.1 Runkeeper Details

9.2.2 Runkeeper Major Business

9.2.3 Runkeeper Running Apps Product and Services

9.2.4 Runkeeper Running Apps Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Runkeeper Recent Developments/Updates

9.2.6 Runkeeper Competitive Strengths & Weaknesses

9.3 Runtastic (Adidas Runtastic)

9.3.1 Runtastic (Adidas Runtastic) Details

9.3.2 Runtastic (Adidas Runtastic) Major Business

9.3.3 Runtastic (Adidas Runtastic) Running Apps Product and Services

9.3.4 Runtastic (Adidas Runtastic) Running Apps Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Runtastic (Adidas Runtastic) Recent Developments/Updates

9.3.6 Runtastic (Adidas Runtastic) Competitive Strengths & Weaknesses

9.4 Outside Interactive

9.4.1 Outside Interactive Details

9.4.2 Outside Interactive Major Business

- 9.4.3 Outside Interactive Running Apps Product and Services
- 9.4.4 Outside Interactive Running Apps Revenue, Gross Margin and Market Share (2021-2026)
- 9.4.5 Outside Interactive Recent Developments/Updates
- 9.4.6 Outside Interactive Competitive Strengths & Weaknesses
- 9.5 Sports Tracker
 - 9.5.1 Sports Tracker Details
 - 9.5.2 Sports Tracker Major Business
 - 9.5.3 Sports Tracker Running Apps Product and Services
 - 9.5.4 Sports Tracker Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.5.5 Sports Tracker Recent Developments/Updates
 - 9.5.6 Sports Tracker Competitive Strengths & Weaknesses
- 9.6 Garmin
 - 9.6.1 Garmin Details
 - 9.6.2 Garmin Major Business
 - 9.6.3 Garmin Running Apps Product and Services
 - 9.6.4 Garmin Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.6.5 Garmin Recent Developments/Updates
 - 9.6.6 Garmin Competitive Strengths & Weaknesses
- 9.7 Strava
 - 9.7.1 Strava Details
 - 9.7.2 Strava Major Business
 - 9.7.3 Strava Running Apps Product and Services
 - 9.7.4 Strava Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.7.5 Strava Recent Developments/Updates
 - 9.7.6 Strava Competitive Strengths & Weaknesses
- 9.8 Couch to 5K (C25K)
 - 9.8.1 Couch to 5K (C25K) Details
 - 9.8.2 Couch to 5K (C25K) Major Business
 - 9.8.3 Couch to 5K (C25K) Running Apps Product and Services
 - 9.8.4 Couch to 5K (C25K) Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 Couch to 5K (C25K) Recent Developments/Updates
 - 9.8.6 Couch to 5K (C25K) Competitive Strengths & Weaknesses
- 9.9 Runna
 - 9.9.1 Runna Details
 - 9.9.2 Runna Major Business
 - 9.9.3 Runna Running Apps Product and Services

- 9.9.4 Runna Running Apps Revenue, Gross Margin and Market Share (2021-2026)
- 9.9.5 Runna Recent Developments/Updates
- 9.9.6 Runna Competitive Strengths & Weaknesses
- 9.10 Runcoach
 - 9.10.1 Runcoach Details
 - 9.10.2 Runcoach Major Business
 - 9.10.3 Runcoach Running Apps Product and Services
 - 9.10.4 Runcoach Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 Runcoach Recent Developments/Updates
 - 9.10.6 Runcoach Competitive Strengths & Weaknesses
- 9.11 PUMATRAC App
 - 9.11.1 PUMATRAC App Details
 - 9.11.2 PUMATRAC App Major Business
 - 9.11.3 PUMATRAC App Running Apps Product and Services
 - 9.11.4 PUMATRAC App Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 PUMATRAC App Recent Developments/Updates
 - 9.11.6 PUMATRAC App Competitive Strengths & Weaknesses
- 9.12 Lepao Sports Internet Wuhan Co., Ltd.
 - 9.12.1 Lepao Sports Internet Wuhan Co., Ltd. Details
 - 9.12.2 Lepao Sports Internet Wuhan Co., Ltd. Major Business
 - 9.12.3 Lepao Sports Internet Wuhan Co., Ltd. Running Apps Product and Services
 - 9.12.4 Lepao Sports Internet Wuhan Co., Ltd. Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Lepao Sports Internet Wuhan Co., Ltd. Recent Developments/Updates
 - 9.12.6 Lepao Sports Internet Wuhan Co., Ltd. Competitive Strengths & Weaknesses
- 9.13 Shenzhen Yuedong Tianxia Technology Co., Ltd.
 - 9.13.1 Shenzhen Yuedong Tianxia Technology Co., Ltd. Details
 - 9.13.2 Shenzhen Yuedong Tianxia Technology Co., Ltd. Major Business
 - 9.13.3 Shenzhen Yuedong Tianxia Technology Co., Ltd. Running Apps Product and Services
 - 9.13.4 Shenzhen Yuedong Tianxia Technology Co., Ltd. Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Shenzhen Yuedong Tianxia Technology Co., Ltd. Recent Developments/Updates
 - 9.13.6 Shenzhen Yuedong Tianxia Technology Co., Ltd. Competitive Strengths & Weaknesses
- 9.14 Guangzhou Joyrun Information Technology Co., Ltd.

- 9.14.1 Guangzhou Joyrun Information Technology Co., Ltd. Details
- 9.14.2 Guangzhou Joyrun Information Technology Co., Ltd. Major Business
- 9.14.3 Guangzhou Joyrun Information Technology Co., Ltd. Running Apps Product and Services
- 9.14.4 Guangzhou Joyrun Information Technology Co., Ltd. Running Apps Revenue, Gross Margin and Market Share (2021-2026)
- 9.14.5 Guangzhou Joyrun Information Technology Co., Ltd. Recent Developments/Updates
- 9.14.6 Guangzhou Joyrun Information Technology Co., Ltd. Competitive Strengths & Weaknesses
- 9.15 Codoon
 - 9.15.1 Codoon Details
 - 9.15.2 Codoon Major Business
 - 9.15.3 Codoon Running Apps Product and Services
 - 9.15.4 Codoon Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Codoon Recent Developments/Updates
 - 9.15.6 Codoon Competitive Strengths & Weaknesses
- 9.16 Beijing Calorie Technology Co., Ltd.
 - 9.16.1 Beijing Calorie Technology Co., Ltd. Details
 - 9.16.2 Beijing Calorie Technology Co., Ltd. Major Business
 - 9.16.3 Beijing Calorie Technology Co., Ltd. Running Apps Product and Services
 - 9.16.4 Beijing Calorie Technology Co., Ltd. Running Apps Revenue, Gross Margin and Market Share (2021-2026)
 - 9.16.5 Beijing Calorie Technology Co., Ltd. Recent Developments/Updates
 - 9.16.6 Beijing Calorie Technology Co., Ltd. Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Running Apps Industry Chain
- 10.2 Running Apps Upstream Analysis
- 10.3 Running Apps Midstream Analysis
- 10.4 Running Apps Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Running Apps Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Table 2. World Running Apps Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)
- Table 3. World Running Apps Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)
- Table 4. World Running Apps Revenue Market Share by Region (2021-2026), (by Headquarter Location)
- Table 5. World Running Apps Revenue Market Share by Region (2027-2032), (by Headquarter Location)
- Table 6. Major Market Trends
- Table 7. World Running Apps Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)
- Table 8. World Running Apps Consumption Value by Region (2021-2026) & (USD Million)
- Table 9. World Running Apps Consumption Value Forecast by Region (2027-2032) & (USD Million)
- Table 10. World Running Apps Revenue by Player (2021-2026) & (USD Million)
- Table 11. Revenue Market Share of Key Running Apps Players in 2025
- Table 12. World Running Apps Industry Rank of Major Player, Based on Revenue in 2025
- Table 13. Global Running Apps Company Evaluation Quadrant
- Table 14. Head Office of Key Running Apps Players
- Table 15. Running Apps Market: Company Product Type Footprint
- Table 16. Running Apps Market: Company Product Application Footprint
- Table 17. Running Apps Mergers & Acquisitions Activity
- Table 18. United States VS China Running Apps Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 19. United States VS China Running Apps Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 20. United States Based Running Apps Companies, Headquarters (States, Country)
- Table 21. United States Based Companies Running Apps Revenue, (2021-2026) & (USD Million)
- Table 22. United States Based Companies Running Apps Revenue Market Share

(2021-2026)

Table 23. China Based Running Apps Companies, Headquarters (Province, Country)

Table 24. China Based Companies Running Apps Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Running Apps Revenue Market Share (2021-2026)

Table 26. Rest of World Based Running Apps Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Running Apps Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Running Apps Revenue Market Share (2021-2026)

Table 29. World Running Apps Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Running Apps Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Running Apps Market Size by Type (2027-2032) & (USD Million)

Table 32. World Running Apps Market Size by Integrated, (USD Million), 2021 & 2025 & 2032

Table 33. World Running Apps Market Size Value by Integrated (2021-2026) & (USD Million)

Table 34. World Running Apps Market Size by Integrated (2027-2032) & (USD Million)

Table 35. World Running Apps Market Size by Monetization Model, (USD Million), 2021 & 2025 & 2032

Table 36. World Running Apps Market Size Value by Monetization Model (2021-2026) & (USD Million)

Table 37. World Running Apps Market Size by Monetization Model (2027-2032) & (USD Million)

Table 38. World Running Apps Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Running Apps Market Size by Application (2021-2026) & (USD Million)

Table 40. World Running Apps Market Size by Application (2027-2032) & (USD Million)

Table 41. Nike+ Basic Information, Manufacturing Base and Competitors

Table 42. Nike+ Major Business

Table 43. Nike+ Running Apps Product and Services

Table 44. Nike+ Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Nike+ Recent Developments/Updates

Table 46. Nike+ Competitive Strengths & Weaknesses

Table 47. Runkeeper Basic Information, Manufacturing Base and Competitors

Table 48. Runkeeper Major Business

Table 49. Runkeeper Running Apps Product and Services

Table 50. Runkeeper Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Runkeeper Recent Developments/Updates

Table 52. Runkeeper Competitive Strengths & Weaknesses

Table 53. Runtastic (Adidas Runtastic) Basic Information, Manufacturing Base and Competitors

Table 54. Runtastic (Adidas Runtastic) Major Business

Table 55. Runtastic (Adidas Runtastic) Running Apps Product and Services

Table 56. Runtastic (Adidas Runtastic) Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Runtastic (Adidas Runtastic) Recent Developments/Updates

Table 58. Runtastic (Adidas Runtastic) Competitive Strengths & Weaknesses

Table 59. Outside Interactive Basic Information, Manufacturing Base and Competitors

Table 60. Outside Interactive Major Business

Table 61. Outside Interactive Running Apps Product and Services

Table 62. Outside Interactive Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Outside Interactive Recent Developments/Updates

Table 64. Outside Interactive Competitive Strengths & Weaknesses

Table 65. Sports Tracker Basic Information, Manufacturing Base and Competitors

Table 66. Sports Tracker Major Business

Table 67. Sports Tracker Running Apps Product and Services

Table 68. Sports Tracker Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. Sports Tracker Recent Developments/Updates

Table 70. Sports Tracker Competitive Strengths & Weaknesses

Table 71. Garmin Basic Information, Manufacturing Base and Competitors

Table 72. Garmin Major Business

Table 73. Garmin Running Apps Product and Services

Table 74. Garmin Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Garmin Recent Developments/Updates

Table 76. Garmin Competitive Strengths & Weaknesses

Table 77. Strava Basic Information, Manufacturing Base and Competitors

Table 78. Strava Major Business

Table 79. Strava Running Apps Product and Services

Table 80. Strava Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

- Table 81. Strava Recent Developments/Updates
- Table 82. Strava Competitive Strengths & Weaknesses
- Table 83. Couch to 5K (C25K) Basic Information, Manufacturing Base and Competitors
- Table 84. Couch to 5K (C25K) Major Business
- Table 85. Couch to 5K (C25K) Running Apps Product and Services
- Table 86. Couch to 5K (C25K) Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 87. Couch to 5K (C25K) Recent Developments/Updates
- Table 88. Couch to 5K (C25K) Competitive Strengths & Weaknesses
- Table 89. Runna Basic Information, Manufacturing Base and Competitors
- Table 90. Runna Major Business
- Table 91. Runna Running Apps Product and Services
- Table 92. Runna Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 93. Runna Recent Developments/Updates
- Table 94. Runna Competitive Strengths & Weaknesses
- Table 95. Runcoach Basic Information, Manufacturing Base and Competitors
- Table 96. Runcoach Major Business
- Table 97. Runcoach Running Apps Product and Services
- Table 98. Runcoach Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 99. Runcoach Recent Developments/Updates
- Table 100. Runcoach Competitive Strengths & Weaknesses
- Table 101. PUMATRAC App Basic Information, Manufacturing Base and Competitors
- Table 102. PUMATRAC App Major Business
- Table 103. PUMATRAC App Running Apps Product and Services
- Table 104. PUMATRAC App Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 105. PUMATRAC App Recent Developments/Updates
- Table 106. PUMATRAC App Competitive Strengths & Weaknesses
- Table 107. Lepao Sports Internet Wuhan Co., Ltd. Basic Information, Manufacturing Base and Competitors
- Table 108. Lepao Sports Internet Wuhan Co., Ltd. Major Business
- Table 109. Lepao Sports Internet Wuhan Co., Ltd. Running Apps Product and Services
- Table 110. Lepao Sports Internet Wuhan Co., Ltd. Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. Lepao Sports Internet Wuhan Co., Ltd. Recent Developments/Updates
- Table 112. Lepao Sports Internet Wuhan Co., Ltd. Competitive Strengths & Weaknesses

Table 113. Shenzhen Yuedong Tianxia Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 114. Shenzhen Yuedong Tianxia Technology Co., Ltd. Major Business

Table 115. Shenzhen Yuedong Tianxia Technology Co., Ltd. Running Apps Product and Services

Table 116. Shenzhen Yuedong Tianxia Technology Co., Ltd. Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. Shenzhen Yuedong Tianxia Technology Co., Ltd. Recent Developments/Updates

Table 118. Shenzhen Yuedong Tianxia Technology Co., Ltd. Competitive Strengths & Weaknesses

Table 119. Guangzhou Joyrun Information Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 120. Guangzhou Joyrun Information Technology Co., Ltd. Major Business

Table 121. Guangzhou Joyrun Information Technology Co., Ltd. Running Apps Product and Services

Table 122. Guangzhou Joyrun Information Technology Co., Ltd. Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Guangzhou Joyrun Information Technology Co., Ltd. Recent Developments/Updates

Table 124. Guangzhou Joyrun Information Technology Co., Ltd. Competitive Strengths & Weaknesses

Table 125. Codoon Basic Information, Manufacturing Base and Competitors

Table 126. Codoon Major Business

Table 127. Codoon Running Apps Product and Services

Table 128. Codoon Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Codoon Recent Developments/Updates

Table 130. Codoon Competitive Strengths & Weaknesses

Table 131. Beijing Calorie Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 132. Beijing Calorie Technology Co., Ltd. Major Business

Table 133. Beijing Calorie Technology Co., Ltd. Running Apps Product and Services

Table 134. Beijing Calorie Technology Co., Ltd. Running Apps Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. Beijing Calorie Technology Co., Ltd. Recent Developments/Updates

Table 136. Beijing Calorie Technology Co., Ltd. Competitive Strengths & Weaknesses

Table 137. Global Key Players of Running Apps Upstream (Raw Materials)

Table 138. Global Running Apps Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Running Apps Picture

Figure 2. World Running Apps Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Running Apps Total Revenue (2021-2032) & (USD Million)

Figure 4. World Running Apps Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Running Apps Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Running Apps Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Running Apps Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Running Apps Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Running Apps Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Running Apps Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Running Apps Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Running Apps Revenue (2021-2032) & (USD Million)

Figure 13. Running Apps Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Running Apps Consumption Value (2021-2032) & (USD Million)

Figure 16. World Running Apps Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Running Apps Consumption Value (2021-2032) & (USD Million)

Figure 18. China Running Apps Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Running Apps Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Running Apps Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Running Apps Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Running Apps Consumption Value (2021-2032) & (USD Million)

Figure 23. India Running Apps Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Running Apps by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Running Apps Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Running Apps Markets in

2025

Figure 27. United States VS China: Running Apps Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Running Apps Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Running Apps Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Running Apps Market Size Market Share by Type in 2025

Figure 31. IOS

Figure 32. Android

Figure 33. World Running Apps Market Size Market Share by Type (2021-2032)

Figure 34. World Running Apps Market Size by Integrated, (USD Million), 2021 & 2025 & 2032

Figure 35. World Running Apps Market Size Market Share by Integrated in 2025

Figure 36. Standalone Software

Figure 37. Running Module

Figure 38. World Running Apps Market Size Market Share by Integrated (2021-2032)

Figure 39. World Running Apps Market Size by Monetization Model, (USD Million), 2021 & 2025 & 2032

Figure 40. World Running Apps Market Size Market Share by Monetization Model in 2025

Figure 41. Freemium With Subscription

Figure 42. One Time Purchase

Figure 43. Advertising Supported

Figure 44. Others

Figure 45. World Running Apps Market Size Market Share by Monetization Model (2021-2032)

Figure 46. World Running Apps Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 47. World Running Apps Market Size Market Share by Application in 2025

Figure 48. Amateur

Figure 49. Professional

Figure 50. World Running Apps Market Size Market Share by Application (2021-2032)

Figure 51. Running Apps Industrial Chain

Figure 52. Methodology

Figure 53. Research Process and Data Source

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