

Exercise and Weight Loss Apps Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Exercise And Weight Loss Apps Market was valued at USD 943.1 million in 2023 and is projected to grow at a robust CAGR of 16.3% between 2024 and 2032. This growth is driven by several factors, including increasing health awareness, widespread smartphone use, technological advancements, and the growing demand for personalized fitness solutions. These apps enable users to monitor workouts, food intake, weight, and other health-related metrics over time. By tracking their progress, users can stay motivated, visualize improvements, and make informed adjustments to their routines. Many apps provide valuable insights into health habits and performance, allowing for a more tailored fitness experience.

The market is segmented by platform into iOS and Android. In 2023, Android held the leading position, accounting for USD 484.3 million in revenue. Android's dominance stems from its widespread adoption, particularly in emerging markets, where it holds a significant market share. The platform's global popularity makes it an attractive option for app developers aiming to reach a larger audience.

Based on devices, the market is categorized into smartphones, tablets, and wearables. The smartphone segment led the market in 2023, capturing a 48.6% share. Smartphones are highly accessible and integral to everyday life for billions of users worldwide, making them a preferred platform for fitness and weight management apps. With over 8.6 billion mobile subscriptions globally, the convenience and portability of smartphones contribute significantly to the market's growth.

North America emerged as the dominant region in 2023, generating USD 420.6 million in revenue, with projections to reach USD 1.6 billion by 2032. The region benefits from

high smartphone penetration, a tech-savvy population, and widespread internet access, making it easier for consumers to engage with fitness apps. Additionally, the higher disposable incomes in North America allow users to invest in premium versions of these apps, digital personal training, and subscription-based fitness services.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates & calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Increasing prevalence of obesity and other lifestyle diseases
 - 3.2.1.2 High smartphone penetration coupled with rising health awareness
 - 3.2.1.3 Technological advancements in wearable devices
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Data privacy and security concerns
 - 3.2.2.2 Long-term inconsistency in user engagement with the app
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Technology landscape
- 3.6 Future market trends
- 3.7 Porter's analysis
- 3.8 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY PLATFORM, 2021 – 2032 (\$ MN)

- 5.1 Key trends
- 5.2 iOS
- 5.3 Android

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY DEVICE, 2021 – 2032 (\$ MN)

- 6.1 Key trends
- 6.2 Smartphones
- 6.3 Tablets
- 6.4 Wearable devices

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY GENDER, 2021 – 2032 (\$ MN)

- 7.1 Key trends
- 7.2 Male
- 7.3 Female

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY SERVICE MODEL, 2021 – 2032 (\$ MN)

- 8.1 Key trends
- 8.2 Subscription
- 8.3 Non-subscription

CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2032 (\$ MN)

- 9.1 Key trends
- 9.2 North America
 - 9.2.1 U.S.
 - 9.2.2 Canada
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 France
 - 9.3.4 Spain
 - 9.3.5 Italy
 - 9.3.6 Netherlands
 - 9.3.7 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 China
 - 9.4.2 Japan
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 South Korea
 - 9.4.6 Rest of Asia Pacific
- 9.5 Latin America
 - 9.5.1 Brazil
 - 9.5.2 Mexico
 - 9.5.3 Rest of Latin America
- 9.6 Middle East and Africa
 - 9.6.1 South Africa
 - 9.6.2 Saudi Arabia
 - 9.6.3 UAE
 - 9.6.4 Rest of Middle East and Africa

CHAPTER 10 COMPANY PROFILES

- 10.1 ASANA REBEL GMBH
- 10.2 Daily Burn, Inc.
- 10.3 Fitbit Inc
- 10.4 FitNow, Inc.
- 10.5 Freeletics GmbH

10.6 HealthifyMe Wellness Private Limited

10.7 Jefit, Inc.

10.8 MyFitnessPal, Inc.

10.9 Nike, Inc.

10.10 Noom, Inc.

10.11 Peloton Interactive, Inc.

10.12 runtastic GmbH

10.13 Strava, Inc.

10.14 Sworkit by Nexercise, Inc.

10.15 Under Armour, Inc.

10.16 WW International, Inc.

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