

# Move To Earn Fitness Apps Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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## Abstracts

The Global Move To Earn Fitness Apps Market was valued at USD 540.8 million during 2023, with projections estimating an 18.5% CAGR growth from 2024 to 2032. The surge in smartphone and internet accessibility has led to a notable uptick in mobile app usage, particularly in the fitness domain. For example, the World Bank Group reported that mobile cellular subscriptions rose from 76 per 100 individuals in 2010 to 108 per 100 in 2022. This trend, coupled with the easy accessibility of move-to-earn fitness apps on mobile devices, has fueled the market's rapid expansion. Many of these apps leverage blockchain technology, enabling users to earn cryptocurrency or non-fungible tokens as rewards for their physical activities. This innovative approach has drawn in both fitness aficionados and cryptocurrency investors, merging health incentives with financial gains. The apps are diversifying their offerings, now encompassing activities like cycling, dancing, yoga, and even household chores. This expansion caters to a broader audience, accommodating varied fitness levels and preferences. Vendors of move to earn fitness apps are collaborating with gyms, fitness clubs, and equipment manufacturers, offering discounts, exclusive content, and real-world fitness experiences. Such partnerships have proven effective in attracting more subscribers. The market is segmented by platform into Android, iOS, and others. The iOS segment dominated the market as mandatory credit card linkage for iOS users results in higher subscription and in-app purchase rates compared to Android users, driving revenue growth in the iOS segment. iOS users generally have higher income levels and are more likely to spend on apps, in-app purchases, and premium features. This spending behavior further drives the growth of the iOS segment.

The market is also divided by device type into smartphones, wearable devices, and tablets. The smartphones segment accounted for USD 375.3 million market share in 2023. The high number of smartphone users globally contributes to the leading share of

this segment. The International Telecommunication Union (ITU) reported over 8.58 billion mobile subscriptions worldwide in 2022, exceeding the global population of 7.95 billion. The U.S. move-to-earn fitness apps market leads globally and is projected to reach USD 859.5 million by 2032. The U.S. boasts a well-established mobile infrastructure with widespread access to high-speed internet and advanced smartphones.

The World Bank Group noted that 91.8% of the U.S. population had internet access in 2021. This high penetration of smartphones and internet users facilitates greater adoption of mobile apps, including move-to-earn fitness apps. Government campaigns such as National Physical Fitness and Sports Month and National Women's Health Week have raised awareness of fitness activities in the U.S., contributing to the increasing adoption of fitness apps. The U.S. is also home to numerous tech companies, startups, and investors who actively develop and support innovative fitness technologies, including move-to-earn fitness apps.

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