

Diabetes Management Apps Market Size, Share & Trends Analysis Report By Type (Type 1 Diabetes, Type 2 Diabetes), By Functionality, By Platform, By Subscription Model, By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Diabetes Management Apps Market Trends

The global diabetes management apps market was estimated at USD 1.87 billion in 2024 and is expected to expand at a CAGR of 8.5% from 2025 to 2030. This growth is primarily driven by the rising prevalence of diabetes, technological advancements, and innovation.

As digital technology continues to evolve, the market is anticipated to introduce a variety of innovations in diabetes management that significantly transform how the condition is managed.

In recent years, the number of smartphone applications designed for diabetes management has surged, with over a hundred apps currently available on online app stores to assist patients in tracking their blood glucose levels. Technological innovations are expected to drive growth in the diabetes management app industry. By incorporating AI into glucose monitoring applications, these advancements enhance predictive capabilities for blood sugar management and facilitate more personalized treatment strategies. For example, in December 2024, DexCom, Inc., a glucose biosensing company, introduced its proprietary Generative AI (GenAI) platform. This development made DexCom the first Continuous Glucose Monitor (CGM) manufacturer

to embed GenAI into its glucose biosensing technology. The platform analyzes individual health data patterns, establishing a precise link between lifestyle choices and glucose levels, while offering actionable insights to help improve metabolic health.

A significant market driver in the diabetes management apps industry is the strategic expansion of leading medical device manufacturers, such as Abbott, Dexcom, Inc., Medtronic, and Insulet Corporation, into digital health platforms. These companies are known for their advanced glucose monitoring hardware; they increasingly integrate their devices with mobile apps and software solutions to offer a more comprehensive diabetes management ecosystem. This shift is due to patient demand for more convenient, connected care and a proactive move to capture value in the rapidly growing market.

The entry of major glucose monitoring device manufacturers into the market is owing to evolving patient needs and a strategic growth initiative. By aligning their devices with digital platforms, these companies drive market growth, improve patient outcomes, and shape the future of connected diabetes care.

Global Diabetes Management Apps Market Report Segmentation

This report forecasts revenue growth and provides a global, regional, and country levels analysis of the latest trends in each sub-segments from 2018 to 2030. For this report, Grand View Research has segmented the global diabetes management apps market report based on type, platform, functionality, end use, subscription model, and region:

Type Outlook (Revenue, USD Million, 2018 - 2030)

Type 1 Diabetes

Type 2 Diabetes

Gestational Diabetes

Pre-diabetes

Platform Outlook (Revenue, USD Million, 2018 - 2030)

iOS

Android

Web-based Applications

Integrated Digital Ecosystems

Functionality Outlook (Revenue, USD Million, 2018 - 2030)

Blood Glucose Monitoring Apps

Insulin Tracking Apps

Diet & Nutrition Planning Apps

Physical Activity Tracking Apps

Subscription model Outlook (Revenue, USD Million, 2018 - 2030)

Freemium

Subscription-Based

One-time Purchase

Ad-Supported

Insurance Reimbursement-Based

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Patients

Healthcare Providers

Payers/Insurance Companies

Regional Outlook (Revenue, USD Million, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Companies Mentioned

Abbott

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Medtronic

Insulet Corporation

F. Hoffmann-La Roche Ltd

Glooko, Inc.

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