

# Exercise And Weight Loss Apps Market Size, Share & Trends Analysis Report By Platform (iOS, Android), By Device (Smartphones, Tablets, Wearable Devices), By Region (APAC, Europe, Latin America, MEA), And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Exercise And Weight Loss Apps Market Growth & Trends

The global exercise and weight loss apps market size is anticipated to reach USD 2.56 billion by 2030 and growing at a CAGR of 17.3% from 2024 to 2030, according to a new report by Grand View Research, Inc. The increasing prevalence of obesity has significantly fueled the growth of the exercise and weight loss apps market. In 2022, as reported by the World Health Organization (WHO), obesity affected a staggering one in every eight individuals worldwide.

The global scenario showcase a significant rise in adult obesity, with the numbers more than doubling since 1990. Concerning adolescent obesity, which has quadrupled during the same period. In 2022, the world faced a startling reality where 2.5 billion adults aged 18 years and older were categorized as overweight, with 890 million of them struggling with obesity. This alarming situation led to 43% of adults experiencing overweight issues, and 16% were identified as living with obesity. As more individuals seek effective ways to manage their weight and improve their health, the demand for convenient, accessible, and personalized fitness solutions has surged.

These apps offer tailored workout plans, dietary guidance, and progress tracking, making them attractive to a wide user base. Additionally, the integration of advanced

technologies such as AI and machine learning enhances user engagement by providing customized recommendations and real-time feedback. This trend reflects a broader shift towards digital health tools as essential components in combating obesity and promoting healthier lifestyles.

In addition, technological advancements have significantly driven the growth of the exercise and weight loss apps market. Innovations such as artificial intelligence (AI) and machine learning enable these apps to offer personalized workout plans and nutrition advice tailored to individual user needs. Wearable technology integration allows real-time tracking of physical activity and health metrics, enhancing user engagement and motivation. For instance, in October 2023, Found, a medically-assisted weight loss program, unveiled the Found Assistant, a revolutionary AI-powered guide within the Found app. This innovative feature enables users to ask questions and receive instant, personalized answers on topics such as nutrition, exercise, health habits, and more. Furthermore, augmented reality (AR) and virtual reality (VR) provide immersive workout experiences, making fitness routines more engaging. The use of big data analytics helps in understanding user behavior and preferences, allowing for continuous improvement and customization of app features, thereby attracting a broader user base.

Moreover, the rise in smartphone usage and the invention of new apps have significantly influenced the exercise and weight loss apps market. The increased accessibility & affordability of smartphones have made these apps more accessible, allowing users to engage with fitness and weight management tools anytime and anywhere. This convenience has driven higher adoption rates.

Additionally, the continuous development of innovative apps with features like AI-driven coaching, social sharing, and gamification has enhanced user experience and retention. For instance, in March 2024, Breakthrough M2, a provider of homeopathic supplement diets, is set to launch a new mobile app. New app inventions often incorporate user feedback and emerging trends, ensuring they meet the evolving needs of users, thereby expanding the market and encouraging a more health-conscious society.

## Exercise And Weight Loss Apps Market Report Highlights

Based on platform, the android segment held the largest share in 2023 and is expected to experience the fastest CAGR, due to its widespread accessibility across diverse price ranges. Additionally, an open ecosystem fostering app diversity, a

substantial global market share, compatibility with a variety of devices including wearables, and continuous app development are driving the segment growth.

Based on devices, the smartphone segment dominated with the largest revenue share in 2023. The widespread adoption of smartphones and the availability of exercise and weight loss apps at app stores have emerged as a cost-efficient alternative to costly gym memberships and fitness centers, serving as a primary factor for market expansion.

North America exercise and weight loss apps market dominated the overall global market in 2023, driven by increasing consumer awareness of the importance of fitness and wellness.

The competitive scenario in the exercise and weight loss apps market is highly competitive, with key players such as MyFitnessPal Inc., My Diet Coach, Fitbit, Inc., Google, and others holding significant positions. The major companies are undertaking various strategies such as new product launches, collaborations, acquisitions, mergers, and regional expansion for serving the unmet needs of their customers.

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