

# **Fitness App Market Size, Share & Trends Analysis Report By Type (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking), By Platform (Android, iOS), By Device, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Fitness App Market Growth & Trends**

The global fitness app market size is expected to reach USD 4.8 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 17.6% from 2022 to 2030. Fitness is one of the key segments in the IT industry, which is exhibiting immense growth for the past 10 years in the U.S. This can be attributed to a range of factors, including people spending more time online, increasing awareness regarding the benefits of wearable devices, and the growing spending power of middle-income households. An increase in the usage of smartphones by people of all income groups is also contributing to a rise in the adoption of fitness apps. This has been indicated by a change in the market share trend since 2013, wherein the Asia market outperformed the North American fitness apps market. This is majorly owing to a difference in the target population, wherein adoption was reported to be high in countries, such as China and India.

The COVID-19 pandemic has resulted in a transition of consumers from traditional gyms and fitness studios to virtual avenues. Moreover, the growing trend of online training and home exercise among various target groups has led to an increase in the usage of fitness apps, further contributing to the market growth. As per an article issued in the World Economic Forum in September 2020, the downloads of fitness apps have

increased globally by 46%, and the market is expected to grow further owing to the increasing adoption of smart wearables, smart devices, and smartphones. Moreover, an increase of 48.0% in the revenue generated by fitness apps was witnessed in 2020 over 2019 owing to the growing adoption of these apps during the pandemic.

Moreover, along with a rapid increase in downloads, fitness apps registered an increase in the number of daily active users (DAUs). India registered the largest increase in its DAUs with an 84.0% increase, accounting for approximately twelve million new fitness app users. MENA registered the second-highest growth in accordance with downloads, estimated at 28%. However, America registered the lowest increase at a growth rate of about 8.0% during the pandemic. In addition, despite the availability of several free or cost-effective fitness apps in stores, it is anticipated that the demand for these apps will reduce over time as other app vendors are now shifting their focus toward areas such as women's health, diet/nutrition information, and medication reminder.

### Fitness App Market Report Highlights

The exercise and weight loss segment emerged as the leading type segment in 2021 with a revenue share of over 50.0%, owing to the increasing instances of obesity

By platform, the iOS segment accounted for the largest revenue share in 2021, owing to the increased adoption of this platform, especially in countries such as Egypt, India, Brazil, Ireland, Portugal, Turkey, and South Africa

Based on devices, smartphones accounted for the largest revenue share in 2021. Wearable devices are projected to expand at the fastest CAGR during the forecast period

North America accounted for the largest revenue share in 2021 due to the high penetration of smartphones, increasing awareness pertaining to health and wellness, and the availability of several fitness apps

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1 Market Segmentation and Scope
- 1.2 Market Definition
- 1.3 Research Methodology
  - 1.3.1 Information Procurement
    - 1.3.1.1 Purchased database
    - 1.3.1.2 GVR's internal database
  - 1.3.2 Primary Research
- 1.4 Research Scope and Assumptions
- 1.5 List to Data Sources

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1 Global Fitness App Market Outlook
- 2.2 Global Fitness App Market Segment Outlook
- 2.3 Global Fitness App Market Competitive Insight
- 2.4 Global Fitness App Snapshot

### **CHAPTER 3. GLOBAL FITNESS APP MARKET VARIABLES, TRENDS, & SCOPE**

- 3.1 Market Lineage Outlook
  - 3.1.1 Parent market outlook
  - 3.1.2 Related/ancillary market outlook
- 3.2 Penetration and Growth Prospect Mapping
- 3.3 Market Dynamics
  - 3.3.1 Market Driver Analysis
  - 3.3.2 Market Restraint Analysis
  - 3.3.3 Industry Challenges
- 3.4 Global Fitness App Market Analysis Tools
  - 3.4.1 Industry Analysis - Porter's
    - 3.4.1.1 Bargaining power of the suppliers
    - 3.4.1.2 Bargaining power of the buyers
    - 3.4.1.3 Threats of substitution
    - 3.4.1.4 Threats from new entrants
    - 3.4.1.5 Competitive rivalry
  - 3.4.2 PESTEL Analysis

- 3.4.2.1 Political landscape
- 3.4.2.2 Economic and Social landscape
- 3.4.2.3 Technology landscape
- 3.4.2.4 Legal landscape
- 3.4.2.5 Technology landscape
- 3.4.3 Major Deals & Strategic Alliances Analysis
  - 3.4.3.1 Mergers & Acquisitions
  - 3.4.3.2 Technology Collaborations
  - 3.4.3.3 Joint Ventures
- 3.5 COVID-19 Impact Analysis on Fitness App Market

## **CHAPTER 4. GLOBAL FITNESS APP MARKET: COMPETITIVE ANALYSIS**

- 4.1 Recent Developments & Impact Analysis, By Key Market Participants
- 4.2 Company/Competition Categorization (Key innovators, market leaders, emerging players)
- 4.3 Vendor Landscape
  - 4.3.1 Public Companies
    - 4.3.1.1 Company Market Position Analysis
    - 4.3.1.2 Company Market Ranking, By Region
  - 4.3.2 Private Companies
    - 4.3.2.1 Regional network map
    - 4.3.2.2 Company market position analysis

## **CHAPTER 5. GLOBAL FITNESS APP MARKET: TYPE ESTIMATES & TREND ANALYSIS**

- 5.1 Definitions & Scope
- 5.2 Global Fitness App Market: Type Market Share Analysis, 2021 and 2030
- 5.3 Exercise & Weight Loss
  - 5.3.1 Exercise & weight loss analysis market estimates and forecasts, 2016 - 2030 (USD Million)
- 5.4 Diet & Nutrition
  - 5.4.1 Diet & nutrition market estimates and forecasts, 2016 - 2030 (USD Million)
- 5.5 Activity Tracking
  - 5.5.1 Activity tracking market estimates and forecasts, 2016 - 2030 (USD Million)

## **CHAPTER 6. GLOBAL FITNESS APP MARKET: PLATFORM ESTIMATES & TREND ANALYSIS**

## 6.1 Definitions & Scope

## 6.2 Global Fitness App Market: Platform Market Share Analysis, 2021 and 2030

### 6.3 iOS

#### 6.3.1 iOS market estimates and forecasts, 2016 - 2030 (USD Million)

### 6.4 Android

#### 6.4.1 Android market estimates and forecasts, 2016 - 2030 (USD Million)

### 6.5 Others

#### 6.5.1 Others market estimates and forecasts, 2016 - 2030 (USD Million)

## **CHAPTER 7. GLOBAL FITNESS APP MARKET: DEVICE ESTIMATES & TREND ANALYSIS**

## 7.1 Definitions & Scope

## 7.2 Global Fitness App Market: Device Market Share Analysis, 2021 and 2030

### 7.3 Smartphones

#### 7.3.1 Smartphones market estimates and forecasts, 2016 - 2030 (USD Million)

### 7.4 Tablets

#### 7.4.1 Tablets market estimates and forecasts, 2016 - 2030 (USD Million)

### 7.5 Wearable Devices

#### 7.5.1 Wearable devices market estimates and forecasts, 2016 - 2030 (USD Million)

## **CHAPTER 8. GLOBAL FITNESS APP MARKET: REGIONAL ESTIMATES & TREND ANALYSIS, BY TYPE, PLATFORM, AND DEVICE**

## 8.1 Global Fitness App Market: Regional Movement Analysis, 2021 and 2030

### 8.2 North America

#### 8.2.1 North America fitness app market estimates and forecasts, by Type, Platform, and Device, 2016 - 2030 (USD Million)

##### 8.2.2 U.S.

#### 8.2.2.1 U.S. Fitness App market estimates and forecasts, by Type, Platform and Device, 2016 - 2030 (USD Million)

##### 8.2.3 Canada

#### 8.2.3.1 Canada fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.3 Europe

#### 8.3.1 Europe fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

##### 8.3.2 U.K.

8.3.2.1 U.K.fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.3.3 Germany

8.3.3.1 Germany fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.3.4 France

8.3.4.1 France fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.3.5 Italy

8.3.5.1 Italy fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.3.6 Spain

8.3.6.1 Spain fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

## 8.4 Asia Pacific

8.4.1 Asia Pacific fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.4.2 Japan

8.4.2.1 Japan fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.4.3 China

8.4.3.1 China fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.4.4 India

8.4.4.1 India fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.4.5 Australia

8.4.5.1 Australia fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

## 8.5 Latin America

8.5.1 Latin America fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.5.2 Brazil

8.5.2.1 Brazil fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

### 8.5.3 Mexico

8.5.3.1 Mexico fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

## 8.6 MEA

8.6.1 MEA fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

8.6.2 South Africa

8.6.2.1 South Africa fitness app market estimates and forecasts, by type, platform, and device, 2016 - 2030 (USD Million)

## **CHAPTER 9. COMPETITIVE LANDSCAPE**

### **9.1 ADIDAS**

9.1.1 Company overview

9.1.2 Financial performance

9.1.3 Product benchmarking

9.1.4 Strategic initiatives

### **9.2 APPSTER**

9.2.1 Company overview

9.2.2 Financial performance

9.2.3 Product benchmarking

9.2.4 Strategic initiatives

### **9.3 ASICS AMERICA CORPORATION**

9.3.1 Company overview

9.3.2 Financial performance

9.3.3 Product benchmarking

9.3.4 Strategic initiatives

### **9.4 AZUMIO, INC.**

9.4.1 Company overview

9.4.2 Financial performance

9.4.3 Product benchmarking

9.4.4 Strategic initiatives

### **9.5 FITBIT, INC.**

9.5.1 Company overview

9.5.2 Financial performance

9.5.3 Product benchmarking

9.5.4 Strategic initiatives

### **9.6 FITNESSKEEPER**

9.6.1 Company overview

9.6.2 Financial performance

9.6.4 Product benchmarking

9.6.4 Strategic initiatives

### **9.7 FOODUCATE**

- 9.7.1 Company overview
- 9.7.2 Financial performance
- 9.7.3 Product benchmarking
- 9.7.4 Strategic initiatives
- 9.8 GOOGLE
  - 9.8.1 Company overview
  - 9.8.2 Financial performance
  - 9.8.3 Product benchmarking
  - 9.8.4 Strategic initiatives
- 9.9 KAYLA ITSINES
  - 9.9.1 Company overview
  - 9.9.2 Financial performance
  - 9.9.3 Product benchmarking
  - 9.9.4 Strategic initiatives
- 9.10 MYFITNESSPAL, INC.
  - 9.10.1 Company overview
  - 9.10.2 Financial performance
  - 9.10.3 Product benchmarking
  - 9.10.4 Strategic initiatives
- 9.11 NOOM
  - 9.11.1 Company overview
  - 9.11.2 Financial performance
  - 9.11.4 Product benchmarking
  - 9.11.4 Strategic initiatives
- 9.12 POLAR ELECTRO
  - 9.12.1 Company overview
  - 9.12.2 Financial performance
  - 9.12.3 Product benchmarking
  - 9.12.4 Strategic initiatives
- 9.13 UNDER ARMOUR, INC.
  - 9.13.1 Company overview
  - 9.13.2 Financial performance
  - 9.13.3 Product benchmarking
  - 9.13.4 Strategic initiatives
- 9.14 NIKE
  - 9.14.1 Company overview
  - 9.14.2 Financial performance
  - 9.14.3 Product benchmarking
  - 9.14.4 Strategic initiatives



## 9.15 WILLOW TREE, INC.

9.15.1 Company overview

9.15.2 Financial performance

9.15.3 Product benchmarking

9.15.4 Strategic initiatives

## List Of Tables

### LIST OF TABLES

- Table 1 List of secondary sources
- Table 2 North America fitness app market, by country, 2016 - 2030 (USD Million)
- Table 3 North America fitness app market, by type, 2016 - 2030 (USD Million)
- Table 4 North America fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 5 North America fitness app market, by device, 2016 - 2030 (USD Million)
- Table 6 U.S. fitness app market, by type, 2016 - 2030 (USD Million)
- Table 7 U.S. fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 8 U.S. fitness app market, by device, 2016 - 2030 (USD Million)
- Table 9 Canada fitness app market, by type, 2016 - 2030 (USD Million)
- Table 10 Canada fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 11 Canada fitness app market, by device, 2016 - 2030 (USD Million)
- Table 12 Europe fitness app market, by country, 2016 - 2030 (USD Million)
- Table 13 Europe fitness app market, by type, 2016 - 2030 (USD Million)
- Table 14 Europe fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 15 Europe fitness app market, by device, 2016 - 2030 (USD Million)
- Table 16 U.K. fitness app market, by type, 2016 - 2030 (USD Million)
- Table 17 U.K. fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 18 U.K. fitness app market, by device, 2016 - 2030 (USD Million)
- Table 19 Germany fitness app market, by type, 2016 - 2030 (USD Million)
- Table 20 Germany fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 21 Germany fitness app market, by device, 2016 - 2030 (USD Million)
- Table 22 France fitness app market, by type, 2016 - 2030 (USD Million)
- Table 23 France fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 24 France fitness app market, by device, 2016 - 2030 (USD Million)
- Table 25 Italy fitness app market, by type, 2016 - 2030 (USD Million)
- Table 26 Italy fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 27 Italy fitness app market, by device, 2016 - 2030 (USD Million)
- Table 28 Spain fitness app market, by type, 2016 - 2030 (USD Million)
- Table 29 Spain fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 30 Spain fitness app market, by device, 2016 - 2030 (USD Million)
- Table 31 Asia Pacific fitness app market, by country, 2016 - 2030 (USD Million)
- Table 32 Asia Pacific fitness app market, by type, 2016 - 2030 (USD Million)
- Table 33 Asia Pacific fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 34 Asia Pacific fitness app market, by device, 2016 - 2030 (USD Million)
- Table 35 Japan fitness app market, by type, 2016 - 2030 (USD Million)

- Table 36 Japan fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 37 Japan fitness app market, by device, 2016 - 2030 (USD Million)
- Table 38 China fitness app market, by type, 2016 - 2030 (USD Million)
- Table 39 China fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 40 China fitness app market, by device, 2016 - 2030 (USD Million)
- Table 41 India fitness app market, by type, 2016 - 2030 (USD Million)
- Table 42 India fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 43 India fitness app market, by device, 2016 - 2030 (USD Million)
- Table 44 Australia fitness app market, by type, 2016 - 2030 (USD Million)
- Table 45 Australia fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 46 Australia fitness app market, by device, 2016 - 2030 (USD Million)
- Table 47 Latin America fitness app market, by country, 2016 - 2030 (USD Million)
- Table 48 Latin America fitness app market, by type, 2016 - 2030 (USD Million)
- Table 49 Latin America fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 50 Latin America fitness app market, by device, 2016 - 2030 (USD Million)
- Table 51 Brazil fitness app market, by type, 2016 - 2030 (USD Million)
- Table 52 Brazil fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 53 Brazil fitness app market, by device, 2016 - 2030 (USD Million)
- Table 54 Mexico fitness app market, by type, 2016 - 2030 (USD Million)
- Table 55 Mexico fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 56 Mexico fitness app market, by device, 2016 - 2030 (USD Million)
- Table 57 MEA fitness app market, by country, 2016 - 2030 (USD Million)
- Table 58 MEA fitness app market, by type, 2016 - 2030 (USD Million)
- Table 59 MEA fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 60 MEA fitness app market, by device, 2016 - 2030 (USD Million)
- Table 61 South Africa fitness app market, by type, 2016 - 2030 (USD Million)
- Table 62 South Africa fitness app market, by platform, 2016 - 2030 (USD Million)
- Table 63 South Africa fitness app market, by device, 2016 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Market research approaches
- Fig. 5 Value chain-based sizing & forecasting
- Fig. 6 QFD modeling for market share assessment
- Fig. 7 Market Device & validation
- Fig. 8 Fitness app market outlook, 2021
- Fig. 9 Market trends & outlook
- Fig. 10 Fitness app market segmentation
- Fig. 11 Penetration & growth prospect mapping
- Fig. 12 Market driver relevance analysis (Current & future impact)
- Fig. 13 Market restraint relevance analysis (Current & future impact)
- Fig. 14 Fitness app type market share analysis, 2021 & 2030
- Fig. 15 Fitness app type market: Segment dashboard
- Fig. 16 Exercise & weight loss market, 2016 - 2030 (USD Million)
- Fig. 17 Diet & nutrition market, 2016 - 2030 (USD Million)
- Fig. 18 Activity tracking market, 2016 - 2030 (USD Million)
- Fig. 19 Fitness app platform market share analysis, 2021 & 2030
- Fig. 20 Fitness app platform market: Segment dashboard
- Fig. 21 Android fitness app market, 2016 - 2030 (USD Million)
- Fig. 22 iOS fitness app market, 2016 - 2030 (USD Million)
- Fig. 23 Others fitness app market, 2016 - 2030 (USD Million)
- Fig. 24 Fitness app device market share analysis, 2021 & 2030
- Fig. 25 Fitness app device market: Segment dashboard
- Fig. 26 Smartphones market, 2016 - 2030 (USD Million)
- Fig. 27 Tablets market, 2016 - 2030 (USD Million)
- Fig. 28 Wearable Devices market, 2016 - 2030 (USD Million)
- Fig. 29 Fitness app regional market share analysis, 2021 & 2030
- Fig. 30 Fitness app regional market: Segment dashboard
- Fig. 31 Regional marketplace: Key takeaways
- Fig. 32 North America fitness app market, 2016 - 2030 (USD Million)
- Fig. 33 U.S. fitness app market, 2016 - 2030 (USD Million)
- Fig. 34 Canada fitness app market, 2016 - 2030 (USD Million)
- Fig. 35 Europe fitness app market, 2016 - 2030 (USD Million)

- Fig. 36 U.K. fitness app market, 2016 - 2030 (USD Million)
- Fig. 37 Germany fitness app market, 2016 - 2030 (USD Million)
- Fig. 38 France fitness app market, 2016 - 2030 (USD Million)
- Fig. 39 Italy fitness app market, 2016 - 2030 (USD Million)
- Fig. 40 Spain fitness app market, 2016 - 2030 (USD Million)
- Fig. 41 Asia Pacific fitness app market, 2016 - 2030 (USD Million)
- Fig. 42 Japan fitness app market, 2016 - 2030 (USD Million)
- Fig. 43 China fitness app market, 2016 - 2030 (USD Million)
- Fig. 44 India fitness app market, 2016 - 2030 (USD Million)
- Fig. 45 Australia fitness app market, 2016 - 2030 (USD Million)
- Fig. 46 Latin America fitness app market, 2016 - 2030 (USD Million)
- Fig. 47 Brazil fitness app market, 2016 - 2030 (USD Million)
- Fig. 48 Mexico fitness app market, 2016 - 2030 (USD Million)
- Fig. 49 MEA fitness app market, 2016 - 2030 (USD Million)
- Fig. 50 South Africa fitness app market, 2016 - 2030 (USD Million)
- Fig. 51 Strategy framework
- Fig. 52 Fitness app competitive landscape: Market position analysis (based on products, regional presence, and recent updates (2021))

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