

# **Move To Earn Fitness Apps Market Size, Share & Trends Analysis Report By Platform (iOS, Android And Others), By Devices, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Move To Earn Fitness Apps Market Growth& Trends**

The global move to earn fitness apps market size is expected to reach USD 1.8 billion by 2030, registering a CAGR of 18.3% during the forecast period, according to a new report by Grand View Research, Inc. The major factors attributing to the market growth are the rapid adoption of smartphones throughout the world and growing awareness about healthy lifestyle.

As per the report of GSMA, there were about 4.2 billion mobile internet users all over the world and the number is going to rise to 5.0 billion by 2025. Moreover, technological advancements are driving market growth as major competitors are focusing on introducing new innovative apps in the market and are also providing premium access to consumers to expand their user base.

Presence of 3G/4G network connectivity along with the introduction of 5G is further driving the market growth. The benefits and features of these applications, such as workout calendars, workout videos, progress visualization, wearable integration, and nutrition, are resulting in an increase in the number of people adopting fitness apps, including move to earn fitness apps. In the U.K., physical inactivity is responsible for one in six deaths, and it costs the U.K. an amount of USD 10.3 billion every year. Thus, governments, all over the world, are working on various initiatives to promote everyday

wellbeing.

COVID-19 provided a growth opportunity for move to earn apps. Due to the lockdown restrictions, fitness apps were highly used for maintaining a healthy lifestyle. A growing percentage of the geriatric population and increasing awareness among elderly people about the benefits of fitness app and monitoring the current state of health is leading to a rise in the demand for move to earn fitness applications.

In addition, factors such as rising healthcare expenditure, an increasing percentage of obesity rate, and a growing number of athletes, motivating private as well as government organizations to create new models for the fitness regime are further positively impacting the market growth. For instance, as per the survey by Brazil's Ministry of Health, released in 2020, more than half of the population in Brazil was overweight. According to the same survey, 25.4% of women and 18.5% of men in Brazil were obese. Penetration of move to earn apps in such regions would help in boosting the market growth during the forecast period.

The iOS segment held the largest revenue share of 46.8% in 2021. An increase in the adoption of iOS among consumers and presence of technologically advanced apps are among the key factors contributing to segment growth. The app developers and manufacturers are striving to increase their market shares through the introduction of innovative fitness and health-related apps and digitally integrated medical devices.

North America held the largest revenue share of 37.8% in 2021. Increasing awareness about fitness & daily monitoring of health has initiated a rise in the usage of fitness apps and a substantial increase in the number of major competitors in the region. Furthermore, the market is observing a rising number of collaborations among key players, thereby resulting in the launch of new apps.

### Move To Earn Fitness Apps Market Report Highlights

Move to earn fitness apps market size is anticipated to be valued at USD 1.8billion by 2030, owing to the growing awareness about healthy lifestyle and adoption of apps for the same

Smart phone held 67.2% of the share in 2021. This can be attributed to the increasing adoption of smart phones among consumers during the past few years

Based on the platform, iOS held the largest revenue share of 46.8% in 2021

Owing to the presence of major players and the increasing rate of obesity, with a revenue share of 37.8%, North America dominated the global market in 2021

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