

Global Digital Obesity Management Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G666581DB109EN.html>

Date: October 2026

Pages: 127

Price: US\$ 3,660.00 (Single User License)

ID: G666581DB109EN

Abstracts

The global Digital Obesity Management market size is predicted to grow from US\$ 6310 million in 2025 to US\$ 11471 million in 2032; it is expected to grow at a CAGR of 9.0% from 2026 to 2032.

Digital Obesity Management refers to a comprehensive health management model that utilizes technologies such as artificial intelligence (AI), big data, mobile health applications, wearable devices, telemedicine, and digital therapeutics to provide long-term, personalized, and intelligent management for individuals with obesity. The system typically encompasses functions such as monitoring weight and body metrics, dietary management, exercise guidance, behavioral intervention, psychological support, medication-assisted management, remote physician follow-ups, and data analysis platforms. By integrating data on weight, BMI, body fat percentage, activity levels, sleep, dietary logs, and metabolic indicators, digital obesity management platforms help users establish sustainable healthy behaviors and provide dynamically adjusted plans tailored to individual needs. This service is widely applied in areas such as adult obesity management, pediatric obesity intervention, metabolic syndrome management, weight-loss medication support, and corporate wellness programs, representing a crucial shift in obesity care from traditional treatment toward prevention, intervention, and long-term management.

Driven by rising global obesity rates, the expanded use of GLP-1 weight-loss drugs, the digitalization of chronic disease management, the proliferation of telemedicine, and the upgrading of health-related consumption, Digital Obesity Management is evolving from simple weight-tracking tools into comprehensive weight-loss management ecosystems. Key opportunities currently lie in AI-driven dietary analysis, intelligent exercise guidance, data integration from wearable devices, support for GLP-1 drug therapy,

remote nutritional counseling, psychological and behavioral interventions, and corporate wellness services. Core industry competitiveness is defined by AI algorithm accuracy, user behavior analysis capabilities, medically sound content frameworks, the service capacity of physicians and nutritionists, data integration capabilities, and the ability to retain users over the long term. Current industry pain points include insufficient long-term user adherence, significant individual variation in weight-loss outcomes, limited accuracy in dietary data collection, data silos, a shortage of professional medical resources, and high pressure regarding business model profitability. Solutions involve using AI for personalized dietary recognition and intervention, continuously collecting health data via wearables, establishing standardized management pathways based on medical guidelines, and integrating digital therapeutics, pharmacotherapy, nutritional management, and telemedicine services. Overall, the industry is upgrading from traditional weight-loss apps to comprehensive digital health management platforms that combine AI, medical care, behavioral management, and medication support.

LPI (LP Information)' newest research report, the “Digital Obesity Management Industry Forecast” looks at past sales and reviews total world Digital Obesity Management sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Obesity Management sales for 2026 through 2032. With Digital Obesity Management sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Obesity Management industry.

This Insight Report provides a comprehensive analysis of the global Digital Obesity Management landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Digital Obesity Management portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Obesity Management market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Obesity Management and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Digital Obesity Management.

This report presents a comprehensive overview, market shares, and growth

opportunities of Digital Obesity Management market by product type, application, key players and key regions and countries.

Segmentation by Type:

Weight Tracking and Management Software

Ai-Based Dietary Analysis Software

Exercise Management Software

Health Data Analysis Platform

Digital Therapeutics (DTx) Platform

Others

Segmentation by Business Model:

Subscription Model

Employer Health Program

Insurance-covered Model

Clinical Care Model

Segmentation by Application:

Obesity Management for Adults

Obesity Management for Children and Adolescents

Obesity Management for the Elderly

Management of Obesity with Diabetes

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

WW International

Noom

Teladoc Health

Omada Health

Hims & Hers Health

Found Health

Lark Health

MyFitnessPal

Lose It

HealthifyMe

Lifesum

WellDoc

Better Therapeutics

Oviva AG

Lifesum AB

Liva Healthcare

CureApp Inc

Asken Inc

Alibaba Health Information Technology

Boohee

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