

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

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Abstracts

The global Digital Therapy for Obesity market size is predicted to grow from US\$ 814 million in 2025 to US\$ 3352 million in 2032; it is expected to grow at a CAGR of 22.8% from 2026 to 2032.

Digital obesity therapy refers to digital healthcare products that utilize software programs, mobile applications, artificial intelligence algorithms, digital behavioral interventions, wearable devices, telemedicine, and data analytics to provide clinically validated prevention, treatment, and long-term weight management interventions for overweight and obese individuals. Its core is not simply providing health management or dietary records, but rather changing patient behavior patterns through evidence-based medicine methods. This includes diet control, exercise management, cognitive behavioral therapy (CBT), psychological support, metabolic indicator monitoring, and personalized health guidance, thereby achieving weight loss, improved body fat percentage, reduced risk of obesity-related diseases, and long-term weight maintenance. Digital obesity therapy is typically delivered in the form of smartphone apps, web platforms, AI health assistants, digital coaches, and telemedicine platforms. It can be used alone for lifestyle interventions or in combination with GLP-1 weight loss drugs and traditional medical treatments to form a comprehensive digital obesity management system.

Digital obesity therapy, as an innovative intervention integrating software programs and evidence-based medicine, is demonstrating enormous potential to reshape the landscape of obesity management. It effectively overcomes the core bottlenecks of traditional lifestyle interventions, namely low patient adherence and insufficient personalization. By integrating technologies such as artificial intelligence, wearable devices, and remote monitoring, it achieves precise tracking of energy intake and

expenditure, as well as real-time behavioral guidance. Although current research suggests that its overall weight loss effect requires higher adherence and faces challenges such as data security and long-term effectiveness, clinical evidence has shown that highly adherent users can achieve significant and clinically meaningful weight loss. With the deep integration of artificial intelligence technology and the continuous advancement of clinical validation, this type of digital therapy, which combines accessibility, personalization, and low cost, is expected to become a key complementary strategy in combating the global obesity epidemic, driving the transformation of weight management from traditional diagnosis and treatment to a continuous and precise digital care model.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Digital Therapy for Obesity 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 Therapy for Obesity portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Therapy for Obesity market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Therapy for Obesity 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 Therapy for Obesity.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Therapy for Obesity market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Behavior-Change Digital Therapeutics

AI-Personalized Weight Loss Digital Therapeutics

Medication-Assisted Digital Therapeutics for Obesity

Others

Segmentation by Business Models:

B2C

B2B

B2B2C

Segmentation by Application:

Adult Obesity Management

Childhood and Adolescent Obesity Management

Management of Obesity with Comorbid Metabolic Diseases

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.

Boli Care

Click Therapeutics

Oviva

Liva Healthcare

Noom

Omada Health

Welldoc

Twin Health

DarioHealth

Sidekick Health

Yidu Tech

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Figure 81. GCC Countries Digital Therapy for Obesity Market Size 2027-2032 (\$ millions)

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