

Software and Services (Fitness Apps) Market Report: Trends, Forecast and Competitive Analysis

<https://marketpublishers.com/r/S76E43B1CB23EN.html>

Date: May 2024

Pages: 150

Price: US\$ 4,850.00 (Single User License)

ID: S76E43B1CB23EN

Abstracts

Get it in 2 to 4 weeks by ordering today

The future of the software & services market looks promising with opportunities in the sports nutrition, and functional foods. The global software and services (fitness apps) market is expected to grow with a CAGR of 23%-25% from 2020 to 2025. The major growth drivers for this market are adoption for digital/mobile health applications to maintain individual health, adoption for smart devices such as smartphones and smart watches for fitness-related activities, growing obese population, sedentary lifestyle of consumers leading to lifestyle diseases, and increasing disposable income.

An emerging trend, which has a direct impact on the dynamics of the industry, includes developing various new and advanced fitness apps.

A total of 157 figures / charts and 132 tables are provided in this 186-page report to help in your business decisions. Sample figures with insights are shown below. To learn the scope of benefits, companies researched, and other details of software & services (fitness apps) market report, download the report brochure.

The study includes a trend and forecast for the global software & services (fitness apps) market by application, product type, device, and region as follows:

By Application [\$M shipment analysis for 2014 – 2025]:

Lifestyle Monitoring

Health Monitoring

Others

By Product Type [\$M shipment analysis for 2014 – 2025]:

Exercise and Weight Loss

Diet and Nutrition

Activity Tracking

By Device Type [\$M shipment analysis for 2014 – 2025]:

Smartphones

Tablets

Wearable Devices

By Region [\$M shipment analysis for 2014 – 2025]:

North America

United States

Canada

Mexico

Europe

Germany

France

U.K

Italy

Asia Pacific

China

India

Japan

The Rest of the World

Some of the software & services companies profiled in this report include Google LLC, MyFitnessPal Inc., Dom and TomTom, Motorola Mobility LLC, Grandapps, Fitbit, Azumio, WillowTree, Inc., ASICS Digital Inc, Under Armour Inc., FitNow Inc., and Appster.

In this market, exercise and weight loss, diet & nutrition, and activity tracking are the major product type. Lucintel forecasts that exercise and weight loss will remain the largest product type over the forecast period due to increasing health consciousness, growing presence of fitness centers, and growing penetration of smartphones.

Within the software and services (fitness apps) market, lifestyle monitoring, health monitoring are the major applications. Smartphones, tablets, and wearable devices are the major device type segment of the global software and services (fitness apps) market. Smartphones hold the largest share due to their high adoption and app compatibility.

North America will remain the largest market over the forecast period due to growing awareness on fitness and daily health monitoring, increased per-capita, increasing consumption of fast food, increased obesity among the population in the region.

Some of the features of “Global Software & Services (Fitness Apps) Market: Trends, Forecast and Competitive Analysis” Include:

Market size estimates: Software & services (fitness apps) market size estimation in terms of value (\$M) and volume (kilotons) shipment.

Trend and forecast analysis: Market trend (2014-2019) and forecast (2020-2025) by application, product type and device.

Segmentation analysis: Software & services (fitness apps) market size by various segments, such as application, product type, and device in terms of value and volume shipment.

Regional analysis: Software & services (fitness apps) market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

Growth opportunities: Analysis on growth opportunities in different applications, product type, device and regions for Software & services (fitness apps) market.

Strategic analysis: This includes M&A, new product development, and competitive landscape for software & services (fitness apps) market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

This report answers following 11 key questions:

Q.1 What are some of the most promising potential, high-growth opportunities for the global software & services (fitness apps) market by application (lifestyle monitoring, health monitoring, and others), by product type (Exercise & Weight Loss, Diet & Nutrition, and Activity Tracking), device type (Smartphones, Tablets, and Wearable Devices), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which regions will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges of the market?

Q.5 What are the business risks and threats to the market?

Q.6 What are emerging trends in this market and the reasons behind them?

Q.7 What are some changing demands of customers in the market?

Q.8 What are the new developments in the market? Which companies are leading these developments?

Q.9 Who are the major players in this market? What strategic initiatives are being implemented by key players for business growth?

Q.10 What are some of the competitive products and processes in this area and how big of a threat do they pose for loss of market share via material or product substitution?

Q.11 What M & A activities have taken place in the last 5 years in this market?

Report Scope

Key Features Description

Base Year for Estimation 2019

Trend Period

(Actual Estimates) 2014-2019

Forecast Period 2020-2025

Pages 198

Market Representation / Units Revenue in US \$ Million

Report Coverage Market Trends & Forecasts, Competitor Analysis, New Product Development, Company Expansion, Merger Acquisitions & Joint Venture, and Company Profiling

Market Segments By Application (Lifestyle Monitoring, Health Monitoring, and Others), By Product Type (Exercise & Weight Loss, Diet & Nutrition, and Activity Tracking Apps), By Device Type (Smartphones, Tablets, and Wearable Devices)

Regional Scope North America (The United States, Mexico, Canada), Europe (Germany, France, U.K. and Italy), Asia Pacific (China, India, and Japan), and RoW

Customization 10% Customization Without any Additional Cost

Contents

1. EXECUTIVE SUMMARY

2. MARKET BACKGROUND AND CLASSIFICATIONS

2.1: Introduction, Background, and Classification

2.2: Supply Chain

2.3: Industry Drivers and Challenges

3. MARKET TRENDS AND FORECAST ANALYSIS FROM 2014 T 2025

3.1: Macroeconomic Trends (2014-2019) and Forecast (2020-2025)

3.2: Global Software & Services (Fitness Apps) Market Trends (2014-2019) and Forecast (2020-2025)

3.3: Global Software & Services (Fitness Apps) Market by Application

3.3.1: Lifestyle Monitoring

3.3.2: Health Monitoring

3.3.3: Others

3.4: Global Software & Services (Fitness Apps) market by Product Type

3.4.1: Exercise & Weight Loss

3.4.2: Diet & Nutrition

3.4.3: Activity Tracking

3.5: Global Software & Services (Fitness Apps) market by Device

3.5.1: Smartphones

3.5.2: Tablets

3.5.3: Wearable Devices

4. MARKET TRENDS AND FORECAST ANALYSIS BY REGION FROM 2014 T 2025

4.1: Global Software & Services (Fitness Apps) Market by Region

4.2: North American Software & Services (Fitness Apps) Market

4.2.1: Market by Application

4.2.2: Market by Product Type

4.2.3: Market by Device Type

4.2.4: The US Software & Services (Fitness Apps) Market

4.2.5: Canadian Software & Services (Fitness Apps) Market

4.2.6: Mexican Software & Services (Fitness Apps) Market

4.3: European Software & Services (Fitness Apps) Market

- 4.3.1: Market by Application
- 4.3.2: Market by Product Type
- 4.3.3: Market by Device Type
- 4.3.4: German Software & Services (Fitness Apps) Market
- 4.3.5: French Software & Services (Fitness Apps) Market
- 4.3.6: U.K Software & Services (Fitness Apps) Market
- 4.3.7: Italy Software & Services (Fitness Apps) Market
- 4.4: APAC Software & Services (Fitness Apps) Market
 - 4.4.1: Market by Application
 - 4.4.2: Market by Product Type
 - 4.4.3: Market by Device Type
 - 4.4.4: Chinese Software & Services (Fitness Apps) Market
 - 4.4.5: Indian Software & Services (Fitness Apps) Market
 - 4.4.6: Japanese Software & Services (Fitness Apps) Market
- 4.5: ROW Software & Services (Fitness Apps) Market
 - 4.5.1: Market by Application
 - 4.5.2: Market by Product Type
 - 4.5.3: Market by Device Type

5. COMPETITOR ANALYSIS

- 5.1: Product Portfoli Analysis
- 5.2: Market Share Analysis
- 5.3: Geographical Reach
- 5.4: Porter's Five Forces Analysis

6. GROWTH OPPORTUNITIES AND STRATEGIC ANALYSIS

- 6.1: Growth Opportunity Analysis
 - 6.1.1: Growth Opportunities for the Global Software & Services (Fitness Apps) Market by Application
 - 6.1.2: Growth Opportunities for the Global Software & Services (Fitness Apps) Market by Product Type
 - 6.1.3: Growth Opportunities for the Global Software & Services (Fitness Apps) Market by Device Type
 - 6.1.4: Growth Opportunities for the Global Software & Services (Fitness Apps) Market by Region
- 6.2: Emerging Trends in the Global Software & Services (Fitness Apps) market
- 6.3: Strategic Analysis

6.3.1: New Product Development

6.3.2: Capacity Expansion in the Global Software & Services (Fitness Apps) market

6.3.3: Certification and Licensing

6.3.4: Merger and Acquisition

7. COMPANY PROFILES OF LEADING PLAYERS

7.1: Google LLC

7.2: MyFitnessPal Inc.

7.3: TomTom

7.4: Motorola Mobility LLC

7.5: Grandapps

7.6: Fitbit

7.7: Azumio

7.8: WillowTree Inc.

7.9: ASICS Digital Inc

7.10: Under Armour Inc.

7.11: FitNow Inc.

7.12: Appster

I would like to order

Product name: Software and Services (Fitness Apps) Market Report: Trends, Forecast and Competitive Analysis

Product link: <https://marketpublishers.com/r/S76E43B1CB23EN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S76E43B1CB23EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

