

COVID-19 Outbreak-Global Fitness App Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

A fitness app is an application that can be downloaded on any mobile device and used anywhere to get fit. As of 2015, the number of health-related apps released on the two leading platforms, iPhone operating system (iOS) and Android, had reached more than 165,000. Apps can perform various functions such as allowing users to set fitness goals, tracking caloric intake, gathering workout ideas, and sharing progress on social media to facilitate healthy behavior change. They can be used as a platform to promote healthy behavior change with personalized workouts, fitness advice and nutrition plans. Fitness apps can work in conjunction with wearable devices to synchronize their health data to third-party devices for easier accessibility. Through using gamification elements and creating competition among friends and family, fitness apps can help incentive users to be more motivated. Running and workout apps such as RockMyRun allow users to run or work out to music in the form of DJ mixes that can be personalized based on the user's steps per minute, heart rate or ideal cadence thus boosting and enhancing performance during exercise.

The Fitness App market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report

provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Fitness App industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Fitness App market can be split based on product types, major applications, and important countries as follows:

Key players in the global Fitness App market covered in Chapter 12:

Polar Electro
Sports Tracking Technologies
Google
Samsung Electronics
Adidas
Runtastic
FitBit
FitnessKeeper
Nike
Daily Workouts Apps
Fooducate
Jawbone
My Diet Coach
Under Armour
Wahoo Fitness
Azumio
Noom

In Chapter 4 and 14.1, on the basis of types, the Fitness App market from 2015 to 2025 is primarily split into:

Lifestyle monitoring
Health monitoring

In Chapter 5 and 14.2, on the basis of applications, the Fitness App market from 2015 to 2025 covers:

Men

Women

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

Contents

1 FITNESS APP INTRODUCTION AND MARKET OVERVIEW

- 1.1 Objectives of the Study
- 1.2 Overview of Fitness App
- 1.3 Scope of The Study
 - 1.3.1 Key Market Segments
 - 1.3.2 Players Covered
 - 1.3.3 COVID-19's impact on the Fitness App industry
- 1.4 Methodology of The Study
- 1.5 Research Data Source

2 EXECUTIVE SUMMARY

- 2.1 Market Overview
 - 2.1.1 Global Fitness App Market Size, 2015 – 2020
 - 2.1.2 Global Fitness App Market Size by Type, 2015 – 2020
 - 2.1.3 Global Fitness App Market Size by Application, 2015 – 2020
 - 2.1.4 Global Fitness App Market Size by Region, 2015 - 2025
- 2.2 Business Environment Analysis
 - 2.2.1 Global COVID-19 Status and Economic Overview
 - 2.2.2 Influence of COVID-19 Outbreak on Fitness App Industry Development

3 INDUSTRY CHAIN ANALYSIS

- 3.1 Upstream Raw Material Suppliers of Fitness App Analysis
- 3.2 Major Players of Fitness App
- 3.3 Fitness App Manufacturing Cost Structure Analysis
 - 3.3.1 Production Process Analysis
 - 3.3.2 Manufacturing Cost Structure of Fitness App
 - 3.3.3 Labor Cost of Fitness App
- 3.4 Market Distributors of Fitness App
- 3.5 Major Downstream Buyers of Fitness App Analysis
- 3.6 The Impact of Covid-19 From the Perspective of Industry Chain
- 3.7 Regional Import and Export Controls Will Exist for a Long Time
- 3.8 Continued downward PMI Spreads Globally

4 GLOBAL FITNESS APP MARKET, BY TYPE

- 4.1 Global Fitness App Value and Market Share by Type (2015-2020)
- 4.2 Global Fitness App Production and Market Share by Type (2015-2020)
- 4.3 Global Fitness App Value and Growth Rate by Type (2015-2020)
 - 4.3.1 Global Fitness App Value and Growth Rate of Lifestyle monitoring
 - 4.3.2 Global Fitness App Value and Growth Rate of Health monitoring
- 4.4 Global Fitness App Price Analysis by Type (2015-2020)

5 FITNESS APP MARKET, BY APPLICATION

- 5.1 Downstream Market Overview
- 5.2 Global Fitness App Consumption and Market Share by Application (2015-2020)
- 5.3 Global Fitness App Consumption and Growth Rate by Application (2015-2020)
 - 5.3.1 Global Fitness App Consumption and Growth Rate of Men (2015-2020)
 - 5.3.2 Global Fitness App Consumption and Growth Rate of Women (2015-2020)

6 GLOBAL FITNESS APP MARKET ANALYSIS BY REGIONS

- 6.1 Global Fitness App Sales, Revenue and Market Share by Regions
 - 6.1.1 Global Fitness App Sales by Regions (2015-2020)
 - 6.1.2 Global Fitness App Revenue by Regions (2015-2020)
- 6.2 North America Fitness App Sales and Growth Rate (2015-2020)
- 6.3 Europe Fitness App Sales and Growth Rate (2015-2020)
- 6.4 Asia-Pacific Fitness App Sales and Growth Rate (2015-2020)
- 6.5 Middle East and Africa Fitness App Sales and Growth Rate (2015-2020)
- 6.6 South America Fitness App Sales and Growth Rate (2015-2020)

7 NORTH AMERICA FITNESS APP MARKET ANALYSIS BY COUNTRIES

- 7.1 The Influence of COVID-19 on North America Market
- 7.2 North America Fitness App Sales, Revenue and Market Share by Countries
 - 7.2.1 North America Fitness App Sales by Countries (2015-2020)
 - 7.2.2 North America Fitness App Revenue by Countries (2015-2020)
- 7.3 United States Fitness App Sales and Growth Rate (2015-2020)
- 7.4 Canada Fitness App Sales and Growth Rate (2015-2020)
- 7.5 Mexico Fitness App Sales and Growth Rate (2015-2020)

8 EUROPE FITNESS APP MARKET ANALYSIS BY COUNTRIES

- 8.1 The Influence of COVID-19 on Europe Market
- 8.2 Europe Fitness App Sales, Revenue and Market Share by Countries
 - 8.2.1 Europe Fitness App Sales by Countries (2015-2020)
 - 8.2.2 Europe Fitness App Revenue by Countries (2015-2020)
- 8.3 Germany Fitness App Sales and Growth Rate (2015-2020)
- 8.4 UK Fitness App Sales and Growth Rate (2015-2020)
- 8.5 France Fitness App Sales and Growth Rate (2015-2020)
- 8.6 Italy Fitness App Sales and Growth Rate (2015-2020)
- 8.7 Spain Fitness App Sales and Growth Rate (2015-2020)
- 8.8 Russia Fitness App Sales and Growth Rate (2015-2020)

9 ASIA PACIFIC FITNESS APP MARKET ANALYSIS BY COUNTRIES

- 9.1 The Influence of COVID-19 on Asia Pacific Market
- 9.2 Asia Pacific Fitness App Sales, Revenue and Market Share by Countries
 - 9.2.1 Asia Pacific Fitness App Sales by Countries (2015-2020)
 - 9.2.2 Asia Pacific Fitness App Revenue by Countries (2015-2020)
- 9.3 China Fitness App Sales and Growth Rate (2015-2020)
- 9.4 Japan Fitness App Sales and Growth Rate (2015-2020)
- 9.5 South Korea Fitness App Sales and Growth Rate (2015-2020)
- 9.6 India Fitness App Sales and Growth Rate (2015-2020)
- 9.7 Southeast Asia Fitness App Sales and Growth Rate (2015-2020)
- 9.8 Australia Fitness App Sales and Growth Rate (2015-2020)

10 MIDDLE EAST AND AFRICA FITNESS APP MARKET ANALYSIS BY COUNTRIES

- 10.1 The Influence of COVID-19 on Middle East and Africa Market
- 10.2 Middle East and Africa Fitness App Sales, Revenue and Market Share by Countries
 - 10.2.1 Middle East and Africa Fitness App Sales by Countries (2015-2020)
 - 10.2.2 Middle East and Africa Fitness App Revenue by Countries (2015-2020)
- 10.3 Saudi Arabia Fitness App Sales and Growth Rate (2015-2020)
- 10.4 UAE Fitness App Sales and Growth Rate (2015-2020)
- 10.5 Egypt Fitness App Sales and Growth Rate (2015-2020)
- 10.6 Nigeria Fitness App Sales and Growth Rate (2015-2020)
- 10.7 South Africa Fitness App Sales and Growth Rate (2015-2020)

11 SOUTH AMERICA FITNESS APP MARKET ANALYSIS BY COUNTRIES

- 11.1 The Influence of COVID-19 on Middle East and Africa Market
- 11.2 South America Fitness App Sales, Revenue and Market Share by Countries
 - 11.2.1 South America Fitness App Sales by Countries (2015-2020)
 - 11.2.2 South America Fitness App Revenue by Countries (2015-2020)
- 11.3 Brazil Fitness App Sales and Growth Rate (2015-2020)
- 11.4 Argentina Fitness App Sales and Growth Rate (2015-2020)
- 11.5 Columbia Fitness App Sales and Growth Rate (2015-2020)
- 11.6 Chile Fitness App Sales and Growth Rate (2015-2020)

12 COMPETITIVE LANDSCAPE

- 12.1 Polar Electro
 - 12.1.1 Polar Electro Basic Information
 - 12.1.2 Fitness App Product Introduction
 - 12.1.3 Polar Electro Production, Value, Price, Gross Margin 2015-2020
- 12.2 Sports Tracking Technologies
 - 12.2.1 Sports Tracking Technologies Basic Information
 - 12.2.2 Fitness App Product Introduction
 - 12.2.3 Sports Tracking Technologies Production, Value, Price, Gross Margin 2015-2020
- 12.3 Google
 - 12.3.1 Google Basic Information
 - 12.3.2 Fitness App Product Introduction
 - 12.3.3 Google Production, Value, Price, Gross Margin 2015-2020
- 12.4 Samsung Electronics
 - 12.4.1 Samsung Electronics Basic Information
 - 12.4.2 Fitness App Product Introduction
 - 12.4.3 Samsung Electronics Production, Value, Price, Gross Margin 2015-2020
- 12.5 Adidas
 - 12.5.1 Adidas Basic Information
 - 12.5.2 Fitness App Product Introduction
 - 12.5.3 Adidas Production, Value, Price, Gross Margin 2015-2020
- 12.6 Runtastic
 - 12.6.1 Runtastic Basic Information
 - 12.6.2 Fitness App Product Introduction
 - 12.6.3 Runtastic Production, Value, Price, Gross Margin 2015-2020
- 12.7 FitBit
 - 12.7.1 FitBit Basic Information

- 12.7.2 Fitness App Product Introduction
- 12.7.3 FitBit Production, Value, Price, Gross Margin 2015-2020
- 12.8 FitnessKeeper
 - 12.8.1 FitnessKeeper Basic Information
 - 12.8.2 Fitness App Product Introduction
 - 12.8.3 FitnessKeeper Production, Value, Price, Gross Margin 2015-2020
- 12.9 Nike
 - 12.9.1 Nike Basic Information
 - 12.9.2 Fitness App Product Introduction
 - 12.9.3 Nike Production, Value, Price, Gross Margin 2015-2020
- 12.10 Daily Workouts Apps
 - 12.10.1 Daily Workouts Apps Basic Information
 - 12.10.2 Fitness App Product Introduction
 - 12.10.3 Daily Workouts Apps Production, Value, Price, Gross Margin 2015-2020
- 12.11 Fooducate
 - 12.11.1 Fooducate Basic Information
 - 12.11.2 Fitness App Product Introduction
 - 12.11.3 Fooducate Production, Value, Price, Gross Margin 2015-2020
- 12.12 Jawbone
 - 12.12.1 Jawbone Basic Information
 - 12.12.2 Fitness App Product Introduction
 - 12.12.3 Jawbone Production, Value, Price, Gross Margin 2015-2020
- 12.13 My Diet Coach
 - 12.13.1 My Diet Coach Basic Information
 - 12.13.2 Fitness App Product Introduction
 - 12.13.3 My Diet Coach Production, Value, Price, Gross Margin 2015-2020
- 12.14 Under Armour
 - 12.14.1 Under Armour Basic Information
 - 12.14.2 Fitness App Product Introduction
 - 12.14.3 Under Armour Production, Value, Price, Gross Margin 2015-2020
- 12.15 Wahoo Fitness
 - 12.15.1 Wahoo Fitness Basic Information
 - 12.15.2 Fitness App Product Introduction
 - 12.15.3 Wahoo Fitness Production, Value, Price, Gross Margin 2015-2020
- 12.16 Azumio
 - 12.16.1 Azumio Basic Information
 - 12.16.2 Fitness App Product Introduction
 - 12.16.3 Azumio Production, Value, Price, Gross Margin 2015-2020
- 12.17 Noom

- 12.17.1 Noom Basic Information
- 12.17.2 Fitness App Product Introduction
- 12.17.3 Noom Production, Value, Price, Gross Margin 2015-2020

13 INDUSTRY OUTLOOK

- 13.1 Market Driver Analysis
 - 13.1.2 Market Restraints Analysis
 - 13.1.3 Market Trends Analysis
- 13.2 Merger, Acquisition and New Investment
- 13.3 News of Product Release

14 GLOBAL FITNESS APP MARKET FORECAST

- 14.1 Global Fitness App Market Value & Volume Forecast, by Type (2020-2025)
 - 14.1.1 Lifestyle monitoring Market Value and Volume Forecast (2020-2025)
 - 14.1.2 Health monitoring Market Value and Volume Forecast (2020-2025)
- 14.2 Global Fitness App Market Value & Volume Forecast, by Application (2020-2025)
 - 14.2.1 Men Market Value and Volume Forecast (2020-2025)
 - 14.2.2 Women Market Value and Volume Forecast (2020-2025)
- 14.3 Fitness App Market Analysis and Forecast by Region
 - 14.3.1 North America Market Value and Consumption Forecast (2020-2025)
 - 14.3.2 Europe Market Value and Consumption Forecast (2020-2025)
 - 14.3.3 Asia Pacific Market Value and Consumption Forecast (2020-2025)
 - 14.3.4 Middle East and Africa Market Value and Consumption Forecast (2020-2025)
 - 14.3.5 South America Market Value and Consumption Forecast (2020-2025)

15 NEW PROJECT FEASIBILITY ANALYSIS

- 15.1 Industry Barriers and New Entrants SWOT Analysis
 - 15.1.1 Porter's Five Forces Analysis
 - 15.1.2 New Entrants SWOT Analysis
- 15.2 Analysis and Suggestions on New Project Investment

List Of Tables

LIST OF TABLES AND FIGURES

Figure Product Picture of Fitness App
Table Product Specification of Fitness App
Table Fitness App Key Market Segments
Table Key Players Fitness App Covered
Figure Global Fitness App Market Size, 2015 – 2025
Table Different Types of Fitness App
Figure Global Fitness App Value (\$) Segment by Type from 2015-2020
Figure Global Fitness App Market Share by Types in 2019
Table Different Applications of Fitness App
Figure Global Fitness App Value (\$) Segment by Applications from 2015-2020
Figure Global Fitness App Market Share by Applications in 2019
Figure Global Fitness App Market Share by Regions in 2019
Figure North America Fitness App Production Value (\$) and Growth Rate (2015-2020)
Figure Europe Fitness App Production Value (\$) and Growth Rate (2015-2020)
Figure Asia Pacific Fitness App Production Value (\$) and Growth Rate (2015-2020)
Figure Middle East and Africa Fitness App Production Value (\$) and Growth Rate (2015-2020)
Figure South America Fitness App Production Value (\$) and Growth Rate (2015-2020)
Table Global COVID-19 Status and Economic Overview
Figure Global COVID-19 Status
Figure COVID-19 Comparison of Major Countries
Figure Industry Chain Analysis of Fitness App
Table Upstream Raw Material Suppliers of Fitness App with Contact Information
Table Major Players Headquarters, and Service Area of Fitness App
Figure Major Players Production Value Market Share of Fitness App in 2019
Table Major Players Fitness App Product Types in 2019
Figure Production Process of Fitness App
Figure Manufacturing Cost Structure of Fitness App
Figure Channel Status of Fitness App
Table Major Distributors of Fitness App with Contact Information
Table Major Downstream Buyers of Fitness App with Contact Information
Table Global Fitness App Value (\$) by Type (2015-2020)
Table Global Fitness App Value Share by Type (2015-2020)
Figure Global Fitness App Value Share by Type (2015-2020)
Table Global Fitness App Production by Type (2015-2020)

Table Global Fitness App Production Share by Type (2015-2020)
Figure Global Fitness App Production Share by Type (2015-2020)
Figure Global Fitness App Value (\$) and Growth Rate of Lifestyle monitoring (2015-2020)
Figure Global Fitness App Value (\$) and Growth Rate of Health monitoring (2015-2020)
Figure Global Fitness App Price by Type (2015-2020)
Figure Downstream Market Overview
Table Global Fitness App Consumption by Application (2015-2020)
Table Global Fitness App Consumption Market Share by Application (2015-2020)
Figure Global Fitness App Consumption Market Share by Application (2015-2020)
Figure Global Fitness App Consumption and Growth Rate of Men (2015-2020)
Figure Global Fitness App Consumption and Growth Rate of Women (2015-2020)
Figure Global Fitness App Sales and Growth Rate (2015-2020)
Figure Global Fitness App Revenue (M USD) and Growth (2015-2020)
Table Global Fitness App Sales by Regions (2015-2020)
Table Global Fitness App Sales Market Share by Regions (2015-2020)
Table Global Fitness App Revenue (M USD) by Regions (2015-2020)
Table Global Fitness App Revenue Market Share by Regions (2015-2020)
Table Global Fitness App Revenue Market Share by Regions in 2015
Table Global Fitness App Revenue Market Share by Regions in 2019
Figure North America Fitness App Sales and Growth Rate (2015-2020)
Figure Europe Fitness App Sales and Growth Rate (2015-2020)
Figure Asia-Pacific Fitness App Sales and Growth Rate (2015-2020)
Figure Middle East and Africa Fitness App Sales and Growth Rate (2015-2020)
Figure South America Fitness App Sales and Growth Rate (2015-2020)
Figure North America COVID-19 Status
Figure North America COVID-19 Confirmed Cases Major Distribution
Figure North America Fitness App Revenue (M USD) and Growth (2015-2020)
Table North America Fitness App Sales by Countries (2015-2020)
Table North America Fitness App Sales Market Share by Countries (2015-2020)
Table North America Fitness App Revenue (M USD) by Countries (2015-2020)
Table North America Fitness App Revenue Market Share by Countries (2015-2020)
Figure United States Fitness App Sales and Growth Rate (2015-2020)
Figure Canada Fitness App Sales and Growth Rate (2015-2020)
Figure Mexico Fitness App Sales and Growth (2015-2020)
Figure Europe COVID-19 Status
Figure Europe COVID-19 Confirmed Cases Major Distribution
Figure Europe Fitness App Revenue (M USD) and Growth (2015-2020)
Table Europe Fitness App Sales by Countries (2015-2020)

Table Europe Fitness App Sales Market Share by Countries (2015-2020)
Table Europe Fitness App Revenue (M USD) by Countries (2015-2020)
Table Europe Fitness App Revenue Market Share by Countries (2015-2020)
Figure Germany Fitness App Sales and Growth Rate (2015-2020)
Figure UK Fitness App Sales and Growth Rate (2015-2020)
Figure France Fitness App Sales and Growth (2015-2020)
Figure Italy Fitness App Sales and Growth (2015-2020)
Figure Spain Fitness App Sales and Growth (2015-2020)
Figure Russia Fitness App Sales and Growth (2015-2020)
Figure Asia Pacific COVID-19 Status
Figure Asia Pacific Fitness App Revenue (M USD) and Growth (2015-2020)
Table Asia Pacific Fitness App Sales by Countries (2015-2020)
Table Asia Pacific Fitness App Sales Market Share by Countries (2015-2020)
Table Asia Pacific Fitness App Revenue (M USD) by Countries (2015-2020)
Table Asia Pacific Fitness App Revenue Market Share by Countries (2015-2020)
Figure China Fitness App Sales and Growth Rate (2015-2020)
Figure Japan Fitness App Sales and Growth Rate (2015-2020)
Figure South Korea Fitness App Sales and Growth (2015-2020)
Figure India Fitness App Sales and Growth (2015-2020)
Figure Southeast Asia Fitness App Sales and Growth (2015-2020)
Figure Australia Fitness App Sales and Growth (2015-2020)
Figure Middle East Fitness App Revenue (M USD) and Growth (2015-2020)
Table Middle East Fitness App Sales by Countries (2015-2020)
Table Middle East and Africa Fitness App Sales Market Share by Countries (2015-2020)
Table Middle East and Africa Fitness App Revenue (M USD) by Countries (2015-2020)
Table Middle East and Africa Fitness App Revenue Market Share by Countries (2015-2020)
Figure Saudi Arabia Fitness App Sales and Growth Rate (2015-2020)
Figure UAE Fitness App Sales and Growth Rate (2015-2020)
Figure Egypt Fitness App Sales and Growth (2015-2020)
Figure Nigeria Fitness App Sales and Growth (2015-2020)
Figure South Africa Fitness App Sales and Growth (2015-2020)
Figure South America Fitness App Revenue (M USD) and Growth (2015-2020)
Table South America Fitness App Sales by Countries (2015-2020)
Table South America Fitness App Sales Market Share by Countries (2015-2020)
Table South America Fitness App Revenue (M USD) by Countries (2015-2020)
Table South America Fitness App Revenue Market Share by Countries (2015-2020)
Figure Brazil Fitness App Sales and Growth Rate (2015-2020)

Figure Argentina Fitness App Sales and Growth Rate (2015-2020)
Figure Columbia Fitness App Sales and Growth (2015-2020)
Figure Chile Fitness App Sales and Growth (2015-2020)
Figure Top 3 Market Share of Fitness App Companies in 2019
Figure Top 6 Market Share of Fitness App Companies in 2019
Table Major Players Production Value (\$) Share (2015-2020)
Table Polar Electro Profile
Table Polar Electro Product Introduction
Figure Polar Electro Production and Growth Rate
Figure Polar Electro Value (\$) Market Share 2015-2020
Table Sports Tracking Technologies Profile
Table Sports Tracking Technologies Product Introduction
Figure Sports Tracking Technologies Production and Growth Rate
Figure Sports Tracking Technologies Value (\$) Market Share 2015-2020
Table Google Profile
Table Google Product Introduction
Figure Google Production and Growth Rate
Figure Google Value (\$) Market Share 2015-2020
Table Samsung Electronics Profile
Table Samsung Electronics Product Introduction
Figure Samsung Electronics Production and Growth Rate
Figure Samsung Electronics Value (\$) Market Share 2015-2020
Table Adidas Profile
Table Adidas Product Introduction
Figure Adidas Production and Growth Rate
Figure Adidas Value (\$) Market Share 2015-2020
Table Runtastic Profile
Table Runtastic Product Introduction
Figure Runtastic Production and Growth Rate
Figure Runtastic Value (\$) Market Share 2015-2020
Table FitBit Profile
Table FitBit Product Introduction
Figure FitBit Production and Growth Rate
Figure FitBit Value (\$) Market Share 2015-2020
Table FitnessKeeper Profile
Table FitnessKeeper Product Introduction
Figure FitnessKeeper Production and Growth Rate
Figure FitnessKeeper Value (\$) Market Share 2015-2020
Table Nike Profile

Table Nike Product Introduction
Figure Nike Production and Growth Rate
Figure Nike Value (\$) Market Share 2015-2020
Table Daily Workouts Apps Profile
Table Daily Workouts Apps Product Introduction
Figure Daily Workouts Apps Production and Growth Rate
Figure Daily Workouts Apps Value (\$) Market Share 2015-2020
Table Fooducate Profile
Table Fooducate Product Introduction
Figure Fooducate Production and Growth Rate
Figure Fooducate Value (\$) Market Share 2015-2020
Table Jawbone Profile
Table Jawbone Product Introduction
Figure Jawbone Production and Growth Rate
Figure Jawbone Value (\$) Market Share 2015-2020
Table My Diet Coach Profile
Table My Diet Coach Product Introduction
Figure My Diet Coach Production and Growth Rate
Figure My Diet Coach Value (\$) Market Share 2015-2020
Table Under Armour Profile
Table Under Armour Product Introduction
Figure Under Armour Production and Growth Rate
Figure Under Armour Value (\$) Market Share 2015-2020
Table Wahoo Fitness Profile
Table Wahoo Fitness Product Introduction
Figure Wahoo Fitness Production and Growth Rate
Figure Wahoo Fitness Value (\$) Market Share 2015-2020
Table Azumio Profile
Table Azumio Product Introduction
Figure Azumio Production and Growth Rate
Figure Azumio Value (\$) Market Share 2015-2020
Table Noom Profile
Table Noom Product Introduction
Figure Noom Production and Growth Rate
Figure Noom Value (\$) Market Share 2015-2020
Table Market Driving Factors of Fitness App
Table Merger, Acquisition and New Investment
Table Global Fitness App Market Value (\$) Forecast, by Type
Table Global Fitness App Market Volume Forecast, by Type

Figure Global Fitness App Market Value (\$) and Growth Rate Forecast of Lifestyle monitoring (2020-2025)

Figure Global Fitness App Market Volume (\$) and Growth Rate Forecast of Lifestyle monitoring (2020-2025)

Figure Global Fitness App Market Value (\$) and Growth Rate Forecast of Health monitoring (2020-2025)

Figure Global Fitness App Market Volume (\$) and Growth Rate Forecast of Health monitoring (2020-2025)

Table Global Market Value (\$) Forecast by Application (2020-2025)

Table Global Market Volume Forecast by Application (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Men (2020-2025)

Figure Market Volume and Growth Rate Forecast of Men (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Women (2020-2025)

Figure Market Volume and Growth Rate Forecast of Women (2020-2025)

Figure North America Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure North America Consumption and Growth Rate Forecast (2020-2025)

Figure Europe Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Europe Consumption and Growth Rate Forecast (2020-2025)

Figure Asia Pacific Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Asia Pacific Consumption and Growth Rate Forecast (2020-2025)

Figure Middle East and Africa Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Middle East and Africa Consumption and Growth Rate Forecast (2020-2025)

Figure South America Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure South America Consumption and Growth Rate Forecast (2020-2025)

Figure Porter's Five Forces Analysis

Table New Entrants SWOT Analysis

Table New Project Analysis of Investment Recovery

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