

Engaging Consumers for Healthy Living: Health Apps 4Q 2014

<https://marketpublishers.com/r/EA304A4FBE0EN.html>

Date: December 2013

Pages: 41

Price: US\$ 5,000.00 (Single User License)

ID: EA304A4FBE0EN

Abstracts

Engaging Consumers for Healthy Living: Health Apps analyzes the adoption and use of health apps on smartphones and tablets as well as the use of health apps in conjunction with smart health devices. Particular attention is given to “master apps” that aggregate data from multiple other health apps. The research also gauges consumer demand for smart health apps among those not currently using them.

Contents

ABOUT THE RESEARCH

PREVIOUS RESEARCH

Reasons for the Appeal of Health & Fitness Devices (Q4/14)
360 View: Health Devices and Services for Connected Consumers (Q3/14)
Delivering Quality Healthcare to the Digital Home: The 2014 Edition (Q4/14)
Wearable Computing: Fitness and Health in Style (Q3/14)
Digital Health Consumers: A Lifestyle & Technology Segmentation (Q1/14)
Prescribing Apps: Engaging Health Consumers (Q4/13)

KEY FINDINGS

INDUSTRY INSIGHT

RECOMMENDATIONS

OVERVIEW OF HEALTH APP USE:

Smartphone and Tablet Adoption (2010 – 2014)
Smartphone App Downloads & Usage (2012 vs. 2014)
Tablet App Downloads & Usage (2012 vs. 2014)
Mobile App Usage (Q1/14)
Use of Health Apps (Q4/14)
Use of Health Apps with Digital Health Devices (Q4/14)
Weekly Time Spent Using Smartphone Apps by Genre (Q1/14)
Avg. Smartphone App Session by Genre (Q1/14)
Interest in Health Apps (Q4/14)

APPEAL OF MASTER HEALTH APP

Appeal of Health Master App (Q4/14)
Appeal of Health Master App by Age (Q4/14)
Appeal of Health Master App by Number of Health App Used Monthly (Q4/14)
Appeal of Health Master App by Frequency of Health App Use (Q4/14)
Appeal of Health Master App & Digital Health Device and App Use (Q4/14)

ADDITIONAL RESEARCH FROM PARKS ASSOCIATES

I would like to order

Product name: Engaging Consumers for Healthy Living: Health Apps 4Q 2014

Product link: <https://marketpublishers.com/r/EA304A4FBE0EN.html>

Price: US\$ 5,000.00 (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/EA304A4FBE0EN.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