

Mood Tracker App Market Forecasts to 2032 – Global Analysis By Platform (iOS, Android and Web-based), Data Analysis, Tracking Mechanism, App Interface, Subscription Model, Application and By Geography

<https://marketpublishers.com/r/M0E99A67277CEN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: M0E99A67277CEN

Abstracts

According to Statistics MRC, the Global Mood Tracker Market is accounted for \$2.74 billion in 2025 and is expected to reach \$5.35 billion by 2032 growing at a CAGR of 10.0% during the forecast period. Mood Tracker App is a digital tool that enables users to log and monitor emotional states over time, often through customizable inputs like emojis, notes, or tags. It helps identify mood patterns, triggers, and behavioral correlations, supporting mental health awareness and self-regulation. Many apps offer analytics, journaling features, and reminders to encourage consistent use. By visualizing emotional trends, these apps assist users in recognizing stressors, enhancing self-reflection, and informing therapeutic or lifestyle adjustments for improved well-being

According to Journal of Positive Psychology, individuals who regularly used bullet journal mood trackers experienced a 25% improvement in emotional self-awareness, which correlated with enhanced emotional regulation and better mental health outcomes over time.

Market Dynamics:

Driver:

Growing mental health awareness and reduced stigma

Public health campaigns, workplace wellness initiatives, and educational outreach have

contributed to destigmatizing mental health discussions, encouraging individuals to seek digital tools for emotional monitoring. These apps offer users a non-intrusive way to reflect on their psychological state, track emotional patterns, and identify triggers. The integration of mood tracking into broader wellness ecosystems such as fitness apps and teletherapy platforms has further expanded their reach.

Restraint:

Data privacy and security concerns

Many applications collect detailed emotional logs, behavioral patterns, and even biometric inputs, raising concerns about unauthorized access and data breaches. Regulatory compliance with frameworks like GDPR and HIPAA is essential, yet not uniformly enforced across all platforms. Users are increasingly cautious about sharing personal mental health information without clear transparency on data usage. The lack of standardized encryption protocols and third-party integrations further complicates privacy assurance, potentially hindering market expansion among privacy-conscious consumers.

Opportunity:

Gamification and personalized user experience

Gamified features such as mood streaks, achievement badges, and interactive journaling—are transforming user engagement in mood tracking apps. These elements foster consistent usage by making emotional self-monitoring feel rewarding and less clinical. Additionally, AI-driven personalization is enabling apps to deliver tailored insights, mood predictions, and coping strategies based on individual behavior. Integration with wearable devices and voice-based input is also enhancing accessibility.

Threat:

Competition from large technology companies

Giants like Apple, Google, and Meta are embedding mood-related features into their broader health ecosystems, leveraging vast user bases and advanced infrastructure. These companies benefit from cross-platform integration, superior data analytics, and brand trust, making it difficult for niche players to compete. Additionally, their ability to offer bundled services such as fitness tracking, sleep monitoring, and emotional health

tools can dilute the market share of standalone mood tracking apps.

Covid-19 Impact:

The pandemic accelerated the adoption of mood tracker apps as individuals grappled with isolation, anxiety, and disrupted routines. Lockdowns and remote work environments heightened the need for self-guided mental health tools, prompting a surge in downloads and daily usage. Many apps introduced COVID-specific features, such as stress check-ins and virtual support communities, to address emerging emotional challenges. At the same time, the shift toward telehealth created opportunities for mood trackers to integrate with remote therapy platforms, enhancing continuity of care.

The iOS segment is expected to be the largest during the forecast period

The iOS segment is expected to account for the largest market share during the forecast period due to its strong user base in premium markets and higher app monetization rates. Apple's ecosystem offers robust privacy controls and seamless integration with health-related APIs, making it a preferred platform for mental wellness applications. Developers often prioritize iOS for early releases and feature-rich versions, given its compatibility with advanced analytics and wearable devices contributing to higher adoption among users seeking secure and high-quality solutions.

The advanced analysis segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the advanced analysis segment is predicted to witness the highest growth rate driven by rising demand for deeper emotional insights and predictive mental health tools. These applications leverage machine learning algorithms to detect mood trends, forecast emotional states, and recommend personalized interventions. Users are increasingly drawn to platforms that go beyond basic journaling, offering data-driven feedback and actionable strategies. Integration with biometric sensors and voice sentiment analysis is further enhancing the analytical capabilities of these apps.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share attributed to massive smartphone user base and growing mental health

awareness. Countries like India, China, and Japan are witnessing increased adoption of wellness technologies, fueled by urbanization, digital literacy, and government-led mental health initiatives. Local developers are launching culturally tailored apps that resonate with regional emotional norms and language preferences.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid digital transformation and expanding access to mental health resources. Emerging economies are investing in mobile health infrastructure, enabling broader reach of mood tracking applications even in semi-urban and rural areas. The popularity of mindfulness, yoga, and holistic wellness practices in Asia is synergizing with app-based emotional monitoring.

Key players in the market

Some of the key players in Mood Tracker Market include Daylio, Moodfit, Calm, Headspace, Sanvello, MoodKit, Worry Watch, eMoods Bipolar Mood Tracker, MoodTools %- %Depression Aid, Reflectly, MindShift CBT, MoodMission, Breathe2Relax, iMoodJournal, and Moodtrack Diary.

Key Developments:

In June 2025, Headspace announced a direct-to-consumer, insurance-covered therapy offering, making therapy accessible to ~90M Americans via its platform. The corporate press release / BusinessWire listing summarises scope, pricing context and national rollout.

In May 2025, Discover Puerto Rico announced a destination partnership with Calm to release immersive audio experiences and promoted limited free/discounted Calm Premium access. This collaboration was published as a May 22, 2025 press release and covered by PR Newswire / Discover Puerto Rico.

Platforms Covered:

iOS

Android

Web-based

Data Analysis Covered:

Basic Analysis

Advanced Analysis

Predictive Analysis

Tracking Mechanisms Covered:

Self-Report

Sensor-Based

App Interfaces Covered:

Text-Based

Visual-Based

Gamified

Subscription Models Covered:

Free

Freemium

Premium

Applications Covered:

Depression & Anxiety Management

Stress Management

Wellness Management

Bipolar Disorder Management

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032

- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Application Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL MOOD TRACKER APP MARKET, BY PLATFORM

- 5.1 Introduction
- 5.2 iOS
- 5.3 Android
- 5.4 Web-based

6 GLOBAL MOOD TRACKER APP MARKET, BY DATA ANALYSIS

- 6.1 Introduction
- 6.2 Basic Analysis
- 6.3 Advanced Analysis
- 6.4 Predictive Analysis

7 GLOBAL MOOD TRACKER APP MARKET, BY TRACKING MECHANISM

- 7.1 Introduction
- 7.2 Self-Report
- 7.3 Sensor-Based

8 GLOBAL MOOD TRACKER APP MARKET, BY APP INTERFACE

- 8.1 Introduction
- 8.2 Text-Based
- 8.3 Visual-Based
- 8.4 Gamified

9 GLOBAL MOOD TRACKER APP MARKET, BY SUBSCRIPTION MODEL

- 9.1 Introduction
- 9.2 Free
- 9.3 Freemium
- 9.4 Premium

10 GLOBAL MOOD TRACKER APP MARKET, BY APPLICATION

- 10.1 Introduction
- 10.2 Depression & Anxiety Management
- 10.3 Stress Management
- 10.4 Wellness Management

- 10.5 Bipolar Disorder Management
- 10.6 Other Applications

11 GLOBAL MOOD TRACKER APP MARKET, BY GEOGRAPHY

- 11.1 Introduction
- 11.2 North America
 - 11.2.1 US
 - 11.2.2 Canada
 - 11.2.3 Mexico
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 Italy
 - 11.3.4 France
 - 11.3.5 Spain
 - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 Japan
 - 11.4.2 China
 - 11.4.3 India
 - 11.4.4 Australia
 - 11.4.5 New Zealand
 - 11.4.6 South Korea
 - 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 Daylio
- 13.2 Moodfit
- 13.3 Calm
- 13.4 Headspace
- 13.5 Sanvello
- 13.6 MoodKit
- 13.7 Worry Watch
- 13.8 eMoods Bipolar Mood Tracker
- 13.9 MoodTools - Depression Aid
- 13.10 Reflectly
- 13.11 MindShift CBT
- 13.12 MoodMission
- 13.13 Breathe2Relax
- 13.14 iMoodJournal
- 13.15 Moodtrack Diary

List Of Tables

LIST OF TABLES

- Table 1 Global Mood Tracker App Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Mood Tracker App Market Outlook, By Platform (2024-2032) (\$MN)
- Table 3 Global Mood Tracker App Market Outlook, By iOS (2024-2032) (\$MN)
- Table 4 Global Mood Tracker App Market Outlook, By Android (2024-2032) (\$MN)
- Table 5 Global Mood Tracker App Market Outlook, By Web-based (2024-2032) (\$MN)
- Table 6 Global Mood Tracker App Market Outlook, By Data Analysis (2024-2032) (\$MN)
- Table 7 Global Mood Tracker App Market Outlook, By Basic Analysis (2024-2032) (\$MN)
- Table 8 Global Mood Tracker App Market Outlook, By Advanced Analysis (2024-2032) (\$MN)
- Table 9 Global Mood Tracker App Market Outlook, By Predictive Analysis (2024-2032) (\$MN)
- Table 10 Global Mood Tracker App Market Outlook, By Tracking Mechanism (2024-2032) (\$MN)
- Table 11 Global Mood Tracker App Market Outlook, By Self-Report (2024-2032) (\$MN)
- Table 12 Global Mood Tracker App Market Outlook, By Sensor-Based (2024-2032) (\$MN)
- Table 13 Global Mood Tracker App Market Outlook, By App Interface (2024-2032) (\$MN)
- Table 14 Global Mood Tracker App Market Outlook, By Text-Based (2024-2032) (\$MN)
- Table 15 Global Mood Tracker App Market Outlook, By Visual-Based (2024-2032) (\$MN)
- Table 16 Global Mood Tracker App Market Outlook, By Gamified (2024-2032) (\$MN)
- Table 17 Global Mood Tracker App Market Outlook, By Subscription Model (2024-2032) (\$MN)
- Table 18 Global Mood Tracker App Market Outlook, By Free (2024-2032) (\$MN)
- Table 19 Global Mood Tracker App Market Outlook, By Freemium (2024-2032) (\$MN)
- Table 20 Global Mood Tracker App Market Outlook, By Premium (2024-2032) (\$MN)
- Table 21 Global Mood Tracker App Market Outlook, By Application (2024-2032) (\$MN)
- Table 22 Global Mood Tracker App Market Outlook, By Depression & Anxiety Management (2024-2032) (\$MN)
- Table 23 Global Mood Tracker App Market Outlook, By Stress Management (2024-2032) (\$MN)
- Table 24 Global Mood Tracker App Market Outlook, By Wellness Management (2024-2032) (\$MN)

Table 25 Global Mood Tracker App Market Outlook, By Bipolar Disorder Management (2024-2032) (\$MN)

Table 26 Global Mood Tracker App Market Outlook, By Other Applications (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Mood Tracker App Market Forecasts to 2032 – Global Analysis By Platform (iOS, Android and Web-based), Data Analysis, Tracking Mechanism, App Interface, Subscription Model, Application and By Geography

Product link: <https://marketpublishers.com/r/M0E99A67277CEN.html>

Price: US\$ 4,150.00 (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/M0E99A67277CEN.html>