

# **Fitness App Market Size, Trends, Analysis, and Outlook By Type (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking), By Platform (Android, iOS, Others), By Device (Smartphones, Tablets, Wearable Devices), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Fitness App market size is poised to register 19.5% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Fitness App market across By Type (Exercise & Weight Loss, Diet & Nutrition, Activity Tracking), By Platform (Android, iOS, Others), By Device (Smartphones, Tablets, Wearable Devices).

The fitness app market is experiencing rapid growth driven by increasing health awareness, rising smartphone penetration, and the popularity of wearable fitness devices. Fitness apps, also known as health and wellness apps, are mobile applications designed to track physical activity, monitor diet and nutrition, provide workout routines, and offer personalized health insights. Factors such as the growing adoption of digital health solutions, rising prevalence of lifestyle-related diseases, and the shift towards proactive healthcare management are driving market expansion. Additionally, advancements in app technology, such as integration with wearable devices, artificial intelligence (AI) algorithms for personalized recommendations, and gamification features to enhance user engagement, are further fueling market growth. Moreover, the COVID-19 pandemic has accelerated the adoption of fitness apps as people seek convenient and accessible ways to stay active and maintain their health from home. Furthermore, increasing partnerships between fitness app developers, healthcare providers, and wellness organizations, along with innovations in app design and

functionality, are expected to drive market growth in the foreseeable future.

## Fitness App Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Fitness App market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Fitness App survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Fitness App industry.

## Key market trends defining the global Fitness App demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Fitness App Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Fitness App industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Fitness App companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Fitness App industry

Leading Fitness App companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Fitness App companies.

## Fitness App Market Study- Strategic Analysis Review

The Fitness App market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Fitness App Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Fitness App industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Fitness App Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Fitness App Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in

2024), potentially driving demand for various Fitness App market segments. Similarly, Strong end-user demand is encouraging Canadian Fitness App companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Fitness App market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

**Europe Fitness App Market Size Outlook-**Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Fitness App industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Fitness App market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

**Asia Pacific Fitness App Market Size Outlook-** an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Fitness App in Asia Pacific. In particular, China, India, and South East Asian Fitness App markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Fitness App Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued

urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Fitness App Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Fitness App market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Fitness App.

### Fitness App Market Company Profiles

The global Fitness App market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Adidas, Appster, FitnessKeeper, Fitbit, Inc., Azumio, Inc., MyFitnessPal Inc., Noom, Nike, Under Armour, Inc., WillowTree, Inc., Polar Electro, Kayla Itsines, Google, Fooducate, ASICS America Corporation

### Recent Fitness App Market Developments

The global Fitness App market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

### Fitness App Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

*Fitness App Market Size, Trends, Analysis, and Outlook By Type (Exercise & Weight Loss, Diet & Nutrition, Acti...*

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Type

Exercise & Weight Loss

Diet & Nutrition

Activity Tracking

By Platform

Android

iOS

Others

By Device

Smartphones

Tablets

## Wearable Devices

### Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

### Companies

Adidas

Appster

FitnessKeeper

Fitbit, Inc.

Azumio, Inc.

MyFitnessPal Inc.

Noom

Nike

Under Armour, Inc.

WillowTree, Inc.

Polar Electro

Kayla Itsines

Google

Fooducate

ASICS America Corporation

Formats Available: Excel, PDF, and PPT



## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Fitness App Market Overview and Key Findings, 2024
- 1.2 Fitness App Market Size and Growth Outlook, 2021- 2030
- 1.3 Fitness App Market Growth Opportunities to 2030
- 1.4 Key Fitness App Market Trends and Challenges
  - 1.4.1 Fitness App Market Drivers and Trends
  - 1.4.2 Fitness App Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Fitness App Companies

### 2. FITNESS APP MARKET SIZE OUTLOOK TO 2030

- 2.1 Fitness App Market Size Outlook, USD Million, 2021- 2030
- 2.2 Fitness App Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. FITNESS APP MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. FITNESS APP MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Type
    - Exercise & Weight Loss
    - Diet & Nutrition
    - Activity Tracking

By Platform

Android

iOS

Others

By Device

Smartphones

Tablets

Wearable Devices

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Fitness App Market, 2025

5.2 Asia Pacific Fitness App Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Fitness App Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Fitness App Market, 2025

5.5 Europe Fitness App Market Size Outlook by Type, 2021- 2030

5.6 Europe Fitness App Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Fitness App Market, 2025

5.8 North America Fitness App Market Size Outlook by Type, 2021- 2030

5.9 North America Fitness App Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Fitness App Market, 2025

5.11 South America Pacific Fitness App Market Size Outlook by Type, 2021- 2030

5.12 South America Fitness App Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Fitness App Market, 2025

5.14 Middle East Africa Fitness App Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Fitness App Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Fitness App Market Size Outlook and Revenue Growth Forecasts

6.2 US Fitness App Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Fitness App Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

6.6 Mexico Fitness App Industry Drivers and Opportunities

6.7 Germany Market Size Outlook and Revenue Growth Forecasts

6.8 Germany Fitness App Industry Drivers and Opportunities

- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Fitness App Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Fitness App Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Fitness App Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Fitness App Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Fitness App Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Fitness App Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Fitness App Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Fitness App Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Fitness App Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Fitness App Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Fitness App Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Fitness App Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Fitness App Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Fitness App Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Fitness App Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Fitness App Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Fitness App Industry Drivers and Opportunities

## **7. FITNESS APP MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case

### 7.3 High Growth Case

## **8. FITNESS APP COMPANY PROFILES**

### 8.1 Profiles of Leading Fitness App Companies in the Market

### 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies

### 8.3 Financial Performance and Key Metrics

Adidas

Appster

FitnessKeeper

Fitbit, Inc.

Azumio, Inc.

MyFitnessPal Inc.

Noom

Nike

Under Armour, Inc.

WillowTree, Inc.

Polar Electro

Kayla Itsines

Google

Fooducate

ASICS America Corporation

## **9. APPENDIX**

### 9.1 Scope of the Report

### 9.2 Research Methodology and Data Sources

### 9.3 Glossary of Terms

### 9.4 Market Definitions

### 9.5 Contact Information

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