

# Fitness App Market Segments Based on Geography, Key Players, Driver, Market Challenge, Market Trend 2022

Global Fitness App Market Information, by Deployment (Android, iOS, Windows), by Platform (Smartphones, Tablets, Wearable Devices) - Forecast 2016-2022

PUNE, MAHARASHTRA, INDIA, December 16, 2016 /EINPresswire.com/ -- Market Scenario



Major Key Players are Motorola Mobility LLC, Grandapps, Fitbit, MyFitnessPal Inc, Azumio, Under Armour, ASICS, Appster, WillowTree, Inc., Dom and Tom Tom,"

*Market Research Future*

As the adoption rate of the smartphones and tablets have been increasing, fitness apps are coming in picture in order to keep the population healthy. Global [fitness app market](#) has been valued at US \$XX million in the year 2015 which is growing rapidly with the CAGR of XX% and it is expected that high consumption rate of smartphones and tablets will lead heavy increase in the market size of fitness app and it will reach market size of US \$XX million by the end of forecasted period.

*Industry News*

• In February 2016, ASICS announced that company has

acquired Boston-based health app company Fitness Keeper.

• In the year 2015, Under Armour announced the acquisition of My Fitness Pal.

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## Key players

The key players in the market of App development are-

- Motorola Mobility LLC (U.S.),
- Grandapps (U.S.),
- Fitbit (U.S.),
- MyFitnessPal Inc. (U.S.),
- Azumio (U.S.),
- Under Armour (U.S.),
- ASICS (Japan),
- Appster (Australia),
- WillowTree, Inc. (U.S.),
- Dom
- Tom Tom (U.S.) among others.

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## Target Audience

- Smartphone App Developers
- Fitness Product Manufacturers
- Sports Product Manufacturers

Growing health issues and lack of concentration towards health is driving the market of fitness apps.

Time has become very important factor in today's life. People decide in advance that what he'll be doing tomorrow which results less concentration on the physical health. As the adoption rate of the smartphones and tablets have been increasing, fitness apps are coming in picture in order to keep the population healthy.

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#### Study Objective of Fitness App Market

- To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the Global Fitness App Market
- To provide insights about factors affecting the market growth
- To analyze the Fitness App market based on various factors- value chain analysis, porter's five force analysis etc.

The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different market segments and regions.

#### Key questions answered in this report

- What will the market size be in 2022 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

#### Related Report

Mobile Application Development Platform Market Research Report- Global Forecast 2022 The Mobile application development platform market is expected to grow at a high CAGR of XX% and is expected to reach the market size of USD XX million by the end forecasted period from USD XX million in the 2016. Know more about this report @

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