

# Fitness App Market Size 2023 Expected To Reach US\$ 7.5 Billion With CAGR Of 26.9% By 2028

*The rising penetration of internet connectivity and the inflating sales of smartphones are among the major factors fueling the growth of the fitness app market.*

SHERIDAN, WYOMING, UNITED STATES, February 13, 2023 /EINPresswire.com/ -- According to the latest report by IMARC Group, titled "Fitness App Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028," The global fitness app market size reached US\$ 1.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.5 Billion by 2028, exhibiting a growth rate (CAGR) of 26.9% during 2023-2028.



Fitness App Market Size Report

## Fitness App Industry Definition and Application:

A fitness app refers to an application designed to be downloaded on an electronic device, such as a smartphone, personal computer (PC), wearables, and tablet. It is easy and convenient to use, and consumers can easily track all their daily physical activities and water and food intake. It allows users to communicate easily with a personal trainer or nutritionist for health concerns. It provides instructions on doing proper exercises and other physical activities to consumers. It also assists in offering knowledge about nutritional diet intake for better health results and maintaining a healthy body. Besides this, it is widely utilized to record calories burn, identify heart rates, oxygen levels, and blood sugar levels, and collect data on walking, running, swimming, and cycling across the globe.

Request Free Sample Report: <https://www.imarcgroup.com/fitness-app-market/requestsample>

## Global Fitness App Market Trends and Drivers:

At present, the rising prevalence of various chronic diseases, such as diabetes, stroke, and heart attacks, represents one of the primary factors contributing to the market growth. Besides this, the increasing utilization of fitness apps due to the rising preference towards fitness and weight reduction among the masses is strengthening the growth of the market. Apart from this, the rising demand for fitness apps due to rapid digitalization and the increasing adoption of smartphones and wearable devices across the globe is positively influencing the market. Moreover, the growing awareness about physical and mental well-being among individuals is offering a positive market outlook. Furthermore, key players operating in this industry are introducing live-streaming interactive workout sessions in a fitness app, which is bolstering the growth of the market.

Fitness App Market 2023-2028 Analysis and Segmentation:

Competitive Landscape:

The competitive landscape of the market has been studied in the report with the detailed profiles of the key players operating in the market.

Aaptiv Inc.  
Adidas AG  
Appinventiv  
Applico LLC  
ASICS India Pvt. Ltd (ASICS Corporation)  
Azumio Inc.  
Fitbit Inc. (Alphabet Inc.)  
MyFitnessPal Inc.  
Nike Inc.  
Noom Inc.  
Wahoo Fitness.

The report has segmented the market on the based on region, type, platform and device.

Breakup by Type:

Exercise and Weight Loss  
Diet and Nutrition  
Activity Tracking  
Others

Breakup by Platform:

Android  
IOS

Others

Breakup by Device:

Smartphones

Tablets

Wearable Devices

Breakup by Region:

North America: (United States, Canada)

Asia Pacific: (China, Japan, India, South Korea, Australia, Indonesia, Others)

Europe: (Germany, France, United Kingdom, Italy, Spain, Russia, Others)

Latin America: (Brazil, Mexico, Others)

Middle East and Africa

Key highlights of the report:

Market Performance (2017-2022)

Market Outlook (2023- 2028)

Porter's Five Forces Analysis

Market Drivers and Success Factors

SWOT Analysis

Value Chain

Comprehensive Mapping of the Competitive Landscape

Ask Analyst for Customization and Explore Full Report with TOC & List of Figure:

<https://www.imarcgroup.com/request?type=report&id=3563&flag=C>

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

Other Related Reports:

Live Chat Software Market: <https://www.einpresswire.com/article/556174378/live-chat-software-market-research-report-2021-2026-size-growth-share-trends-outlook-and-forecast>

Hybrid Cloud Market: <https://www.einpresswire.com/article/563365710/hybrid-cloud-market-share-2021-2026-industry-size-trends-growth-opportunity-and-forecast>

Material Testing Market: <https://www.linkedin.com/pulse/material-testing-market-hit-us-78-billion-2027-511-cagr-rocky-rai>

Electronic Security Market: <https://www.linkedin.com/pulse/electronic-security-market-share-2022-27-size-outlook-rocky-rai>

Test and Measurement Equipment Market: <https://www.linkedin.com/pulse/467-cagr-test-measurement-equipment-market-worth-us-310-rocky-rai>

Industrial Sensors Market: <https://www.linkedin.com/pulse/industrial-sensors-market-trends-revenue-analysis-size-rocky-rai>

About Us:

IMARC Group is a leading market research company that offers management strategy and market research worldwide. We partner with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high-technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

Anand Ranjan

IMARC Services Private Limited

+1 631-791-1145

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/616692718>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.