

## Mindfulness Meditation Application Market Poised for Remarkable Growth: Expected to Reach US\$ 307.1 Mn by 2031

WILMINGTON, DE, UNITED STATES, July 5, 2024 /EINPresswire.com/ -- The mindfulness meditation application market was valued at \$97.60 million in 2021, and is estimated to reach \$307.1 million by 2031, growing at a CAGR of 12.4% from 2022 to 2031.

The mindfulness meditation application market share is expected to enhance due to the increasing desire for having a stable and healthy lifestyle.



Mindfulness Meditation Application Market

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Utilizing techniques for mental training such as meditation, deep breathing, and other exercises, mindfulness meditation applications assist users in achieving a sense of tranquility. The use of these apps encourages self-control and self-awareness, which is anticipated to increase demand for this market, during the forecast period.

According to mindfulness meditation application market research, the android and iOS segments collectively accounted for around 98.45% market share in 2021, with the former constituting around 51.66% share. The iOS and android segments are expected to witness considerable CAGRs of 13.13% and 11.78%, respectively, during the forecast period.t

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Region-wise, Asia-Pacific held a significant global mindfulness meditation application market share, owing to the presence of government initiatives promoting yoga and meditation in this region. The demand is mostly being driven by early technological adoption and considerable mobile device penetration. Moreover, rapid urbanization and an increase in the application of sensor technology and smartwatches to upgrade mindful well-being are the primary factors that

drive the growth of the mindfulness meditation application market in Asia-Pacific, North America, and Europe.

Key players profiled in the report include Calm.com, Inc., Headspace, Inc., Inner Explorer, Inc., Meditation Moments B.V., Mindfulness Everywhere Ltd., Simple Habit, Inc., Smiling Mind, Stop, Breathe, & Think PBC, Ten Percent Happier and The Mindfulness App. Market players have adopted various strategies, such as product launch, collaboration & partnership, joint venture, and acquisition to expand their foothold in the mindfulness meditation application market.

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