

Global Fitness App Market Forecast To Reach \$35.79 Billion By 2028 With 24.4% Annual Growth

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Fitness App Global Market Report 2024 - Market Size, Trends, And Global Forecast 2024-2033

The fitness app market has experienced exponential growth in recent years. It is projected to increase from \$12.2 billion in 2023 to \$14.96 billion in 2024, reflecting a compound annual

growth rate (CAGR) of 22.6%. This growth during the historical period can be attributed to a rise in health and fitness awareness, the convenience of home workouts, the popularity of personalized fitness plans, and enhanced social and community engagement.

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The fitness app market size is expected to see exponential growth in the next few years. It will grow to \$35.79 billion in 2028 at a compound annual growth rate (CAGR) of 24.4%.”

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Company*

What Are the Market Size Estimates for the [Global Fitness App Market](#) and Its Expected Growth Rate?

The fitness app market is anticipated to experience exponential growth in the coming years. It is expected to reach \$35.79 billion by 2028, with a compound annual

growth rate (CAGR) of 24.4%. The growth during the forecast period can be attributed to the popularity of virtual fitness classes and live streaming, nutrition and wellness tracking features, gamification to enhance user engagement, and the implementation of corporate wellness programs.

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What Are The Primary Growth Drivers Of The Fitness App Market?

The rising prevalence of chronic diseases is projected to drive the growth of the fitness app market in the future. Chronic diseases, such as obstructive pulmonary disease, diabetes, and cancer, are long-lasting health conditions. Fitness apps assist individuals with chronic diseases in effectively managing their health and improving their overall well-being.

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Who Are The Top Market Players Contributing To The Growth Of The Fitness App Market?

Key players in the fitness app market include Google LLC, Nike Inc., Adidas AG, Aaptiv Inc., Under Armour Inc., Asics America Corporation, Fitbit Inc., Calm, MyFitnessPal Inc., Headspace Inc., Strava Inc., Appster LLC, Noom Inc., Lifesum AB, Freeletics GmbH, Applico Inc., Tone It Up LLC, Azumio Inc., 7 Minute Workout, YAZIO GmbH, Sworkit Inc., AllTrails LLC, Asana Rebel Inc., Livestrong Foundation, Sweat, Fitnesskeeper Inc., Fooducate Inc., Endomondo, Keelo Inc., Runtastic AG, Yoga Studio, Zova Health Limited, Beachbody LLC, Peloton Interactive Inc., Glofox Limited, Virtuagym, Mindbody Inc., Trainerize Inc.

What Emerging Trends Are Affecting The Size Of The Fitness App Market?

Key companies in the fitness app market are focusing on developing new products, such as advanced coaching platforms, to secure a competitive advantage. A coaching platform is a digital or online system created to enhance coaching and mentoring interactions between coaches and their clients.

How Is the Global Fitness App Market Segmented?

- 1) By Type: Workout and Exercise Apps, Disease Management, Lifestyle Management, Nutrition and Diet, Medication Adherence
- 2) By Platform: Android, iOS, Other Platforms
- 3) By Device: Smartphones, Tablets, Wearable Devices
- 4) By Application: Tracking, Training, Fitness games, Other Applications

Geographical Analysis: North America Emerges as the Fitness App Market Leader

North America was the largest region in the market in 2023. The regions covered in the report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

What Is The Definition And Overview Of The Fitness App Market?

A fitness app is an application that can be downloaded on mobile devices, serving as a platform

to encourage healthy behavior changes through personalized workouts, fitness guidance, and nutrition plans. These apps may also integrate with wearable devices to synchronize health data with third-party devices for easy access. They provide users with instructions and examples for exercises, nutritional programs, physical activities, and various fitness-related topics.

The Fitness App Global Market Report 2024 from The Business Research Company includes the following key information:

- Market size data for both historical and future periods
- Analysis of both macro and microeconomic factors that have impacted the market over the past five years
- Regional market analysis covering Asia-Pacific, China, Western Europe, Eastern Europe, North America, the USA, South America, and the Middle East and Africa
- Country-specific market analysis for Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, the UK, and the USA.

[Overview of the Global Fitness App Market](#) Report: Trends, Opportunities, Strategies, and More
The Fitness App Global Market Report 2024 from The Business Research Company is an extensive resource that delivers insights into fitness app market size, fitness app market drivers and trends, fitness app competitors' revenues, and fitness app market growth across geographies. This report provides valuable in-depth insights into potential opportunities and strategies. Companies can utilize the information presented to target segments with the greatest growth potential.

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