

# Digital Health Tracking Apps Market to Reach USD \$53.2 Billion by 2029 at 16.9% CAGR

*The Business Research Company's Digital Health Tracking Apps Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034*

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/EINPresswire.com/ -- What Is The Estimated Industry [Size Of Digital Health Tracking Apps Market?](#)

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The market for digital health tracking apps has experienced swift expansion in the recent past. The market size, currently at \$24.27 billion in 2024, is projected to increase to \$28.46 billion in 2025, registering a compound annual growth rate (CAGR) of 17.3%. Factors contributing to this

historic growth include an increase in smartphone usage, heightened health consciousness, a surge in chronic illnesses, growing acceptance of wearable technology, and an upswing in demand for remote patient observation.

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The market size of digital health tracking apps is projected to experience significant expansion in the coming years, ballooning to \$53.20 billion by 2029 with a Compound Annual Growth Rate (CAGR) of 16.9%. The predicted increase over the forecast period is due to the amplified integration of machine learning (ML), increased

requirement for customized health information, a surge in the use of telehealth solutions, a prioritization of preventive healthcare, and a growing consumer inclination towards digital health solutions. Notable trends to be aware of during this forecast period encompass forward strides in artificial intelligence (AI)-powered health analytics, progress in wearable health monitoring technology, the creation of custom digital coaching, breakthroughs in remote patient interaction, and an increased focus on real-time health data monitoring.

Download a free sample of the digital health tracking apps market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=28197&type=smp>

**What Are The Major Factors Driving The Digital Health Tracking Apps Global Market Growth?**  
The continued growth of the digital health tracking app market is anticipated in coordination with the increasing prevalence of smartphone use. A smartphone is a portable device that combines the capacity for mobile calls with sophisticated computing features. This enables users to carry out a range of tasks well beyond basic communication. With the affordability of such devices growing more and more, a wider demographic is being exposed to them, resulting in their greater adoption. Increased smartphone usage fuels demand for digital health tracking apps, as these handy devices offer a reliable platform for individuals to keep track of and regulate their health anytime and anywhere with ease. For example, a report from Uswitch Limited, a UK-based online and telephone comparison and switching services provider, stated in February 2023 that there were 71.8 million active mobile connections in 2022. This reflects a growth of 3.8% compared to 2021. The report also projected that by 2025, there will be 68.3 million inhabitants in the UK, and ninety-five percent are expected to own smartphones. Thus, the surge in smartphone adoption encourages the expansion of the digital health tracking apps market.

**Who Are The Leading Companies In [The Digital Health Tracking Apps Market?](#)**

Major players in the Digital Health Tracking Apps Global Market Report 2025 include:

- Apple Inc.
- Google LLC
- Samsung Electronics Co. Ltd.
- Huawei Technologies Co. Ltd.
- Johnson & Johnson
- Nike Inc.
- Abbott Laboratories
- Xiaomi Corporation
- Medtronic Plc
- Koninklijke Philips N.V.

**What Are Some Emerging Trends In The Digital Health Tracking Apps Market?**

A shift in the strategy of leading entities in the digital health tracking applications industry is being observed, with a focus on implementing avant-garde methods, like artificial intelligence (AI)-empowered health coaching, to intensify personalization of user experiences and boost health results. The concept of AI-based health coaching incorporates using AI to provide specialist health, sleep, and fitness recommendations according to a user's data. For example, In August 2025, Google LLC, a tech firm based in U.S, unveiled improvements to its Fitbit offering during Made by Google event. The updated Fitbit app, which is compatible with Fitbit trackers, smartwatches, and Pixel Watches, amalgamates fitness networking, sleep augmentation, and health advisories into a single cohesive experience, banked on ceaseless biometric screening and Google's hardware network to offer customizable and dynamic health administration for users.

**What Are The Primary Segments Covered In The Global Digital Health Tracking Apps Market**

Report?

The digital health tracking apps market covered in this report is segmented as

- 1) By Type Of Health Tracking: Fitness Tracking Apps, Nutrition Tracking Apps, Chronic Condition Management Apps, Sleep Tracking Apps, General Wellness Apps
- 2) By Features Offered: Data Tracking, Community Support, Customization Options, Gamification
- 3) By Technology Integration: Wearable Devices, Mobile Apps, Telehealth Platforms, Artificial Intelligence
- 4) By Application: Men, Women
- 5) By End User: Individuals, Healthcare Professionals, Corporate Wellness Programs

Subsegments:

- 1) By Fitness Tracking Apps: Step Tracking, Heart Rate Monitoring, Workout Tracking, Calorie Burn Tracking, Activity Scheduling
- 2) By Nutrition Tracking Apps: Calorie Intake Tracking, Meal Logging, Water Intake Tracking, Macronutrient Tracking, Personalized Diet Planning
- 3) By Chronic Condition Management Apps: Diabetes Management, Hypertension Management, Asthma Management, Mental Health Management, Cardiovascular Disease Management
- 4) By Sleep Tracking Apps: Sleep Duration Tracking, Sleep Cycle Analysis, Snoring Detection, Restlessness Monitoring, Smart Alarm Features
- 5) By General Wellness Apps: Stress Management, Meditation And Mindfulness, Habit Formation And Tracking, Women Health And Wellness, Preventive Health Monitoring

View the full digital health tracking apps market report:

<https://www.thebusinessresearchcompany.com/report/digital-health-tracking-apps-global-market-report>

Which Region Is Forecasted To Grow The Fastest In The Digital Health Tracking Apps Industry?

In 2024, North America held the dominant position in the Digital Health Tracking Apps Global Market Report, with Asia-Pacific predicted to experience the most rapid growth in the future. The report encompasses several regions which include North America, South America, Western Europe, Eastern Europe, Asia-Pacific, the Middle East, and Africa.

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