



ONLINE HEALTH & FITNESS

FEB
2025

DIGITAL HEALTH, FITNESS, AND WELLBEING

PERCENTAGE OF INTERNET USERS AGED 16+ THAT MAKE USE OF CONNECTED HEALTH, FITNESS, AND WELLBEING DEVICES AND SERVICES



USE A DIGITAL HEALTH
OR FITNESS WEBSITE OR
MOBILE APP EACH MONTH



GWJ.

20.4%

CHECK HEALTH
SYMPTOMS ONLINE
EACH WEEK



17.4%

USE ONLINE RESOURCES
TO IDENTIFY TREATMENTS
FOR EVERYDAY AILMENTS



GWJ.

92.9%

OWN A
SMARTWATCH
(E.G. APPLE WATCH)



18.1%

OWN A SMART
WRISTBAND
(E.G. FITBIT)



6.1%

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DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE



NUMBER OF PEOPLE
USING DIGITAL HEALTH
TREATMENT & CARE



statista

34.7
MILLION

YEAR-ON-YEAR CHANGE
IN USERS OF DIGITAL
HEALTH TREATMENT & CARE



Meltwater

+7.1%
+2.29 MILLION

TOTAL ANNUAL VALUE OF THE
DIGITAL HEALTH TREATMENT &
CARE MARKET (USD, 2024)



statista

\$1.51
BILLION

YEAR-ON-YEAR CHANGE IN
MARKET VALUE: DIGITAL HEALTH
TREATMENT & CARE MARKET



we
are
social

+6.4%
+\$91.0 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL HEALTH
TREATMENT & CARE (USD, 2024)



\$43.36

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



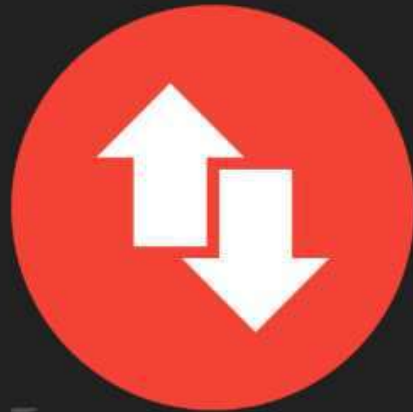
NUMBER OF PEOPLE
USING ONLINE DOCTOR
CONSULTATION SERVICES



statista

6.77
MILLION

YEAR-ON-YEAR CHANGE IN
USERS OF ONLINE DOCTOR
CONSULTATION SERVICES



Meltwater

+5.5%
+350 THOUSAND

TOTAL ANNUAL VALUE
OF ONLINE DOCTOR
CONSULTATIONS (USD, 2024)



statista

\$131
MILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
DOCTOR CONSULTATIONS



we
are
social

+13.4%
+\$15.5 MILLION

AVERAGE ANNUAL VALUE
PER USER: ONLINE DOCTOR
CONSULTATIONS (USD, 2024)



\$19.31

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES



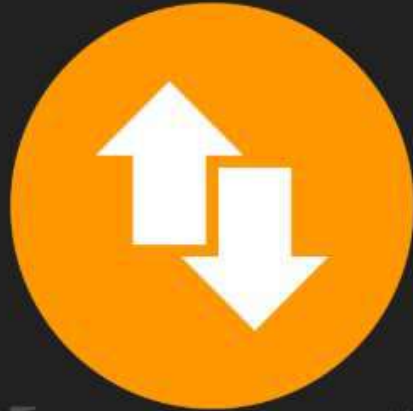
NUMBER OF PEOPLE USING
DIGITAL FITNESS & WELL-
BEING DEVICES AND SERVICES



statista

49.4
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF DIGITAL
FITNESS & WELL-BEING USERS



Meltwater

+14.4%
+6.20 MILLION

TOTAL ANNUAL VALUE OF
THE DIGITAL FITNESS & WELL-
BEING MARKET (USD, 2024)



statista

\$660
MILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
FITNESS & WELL-BEING MARKET



we
are
social

+18.1%
+\$101 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL FITNESS &
WELL-BEING (USD, 2024)



\$13.37

SOURCE: STATISTA MARKET INSIGHTS. **NOTES:** INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST-WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS; DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES.

we
are
social

Meltwater