

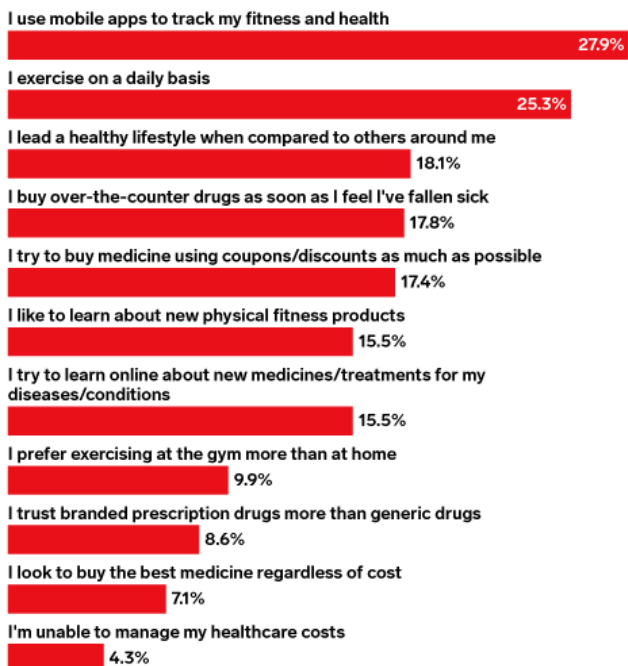
Consumers use mobile apps to track fitness, health

Article



Attitudes and Behaviors of US Internet Users Toward Health and Wellness-Related Activities, Oct 2024

% of internet users



Source: Comscore Plan Metrix, "Opinions/Attitudes/Behavior - Health Opinions," Total Digital Population, Oct 2024, U.S., Dec 4, 2024

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Key stat: Over a quarter (27.9%) of US internet users use [mobile](#) apps to track their fitness and health, according to October 2024 data from Comscore.

Beyond the chart:

- There will be 92.4 million smartphone health/fitness app users in the US in 2025, per our forecast.
- After a 13.9% increase in 2024, US healthcare and pharma industry mobile ad spend growth will slow slightly, rising 5.7% this year to reach \$13.32 billion, 42.6% of the industry's total media ad spending, per our forecast.

Use this chart: [Marketers](#) can use this chart to craft ad strategies aimed at health and wellness consumers, prioritizing mobile ad formats, emphasizing cost savings or value, and promoting discovery of new products.

Related EMARKETER reports:

- [Health Trends to Watch in 2025](#) (EMARKETER subscription required)
- [US Healthcare and Pharma Ad Spending 2024](#) (EMARKETER subscription required)

Note: Data was provided to EMARKETER by Comscore.