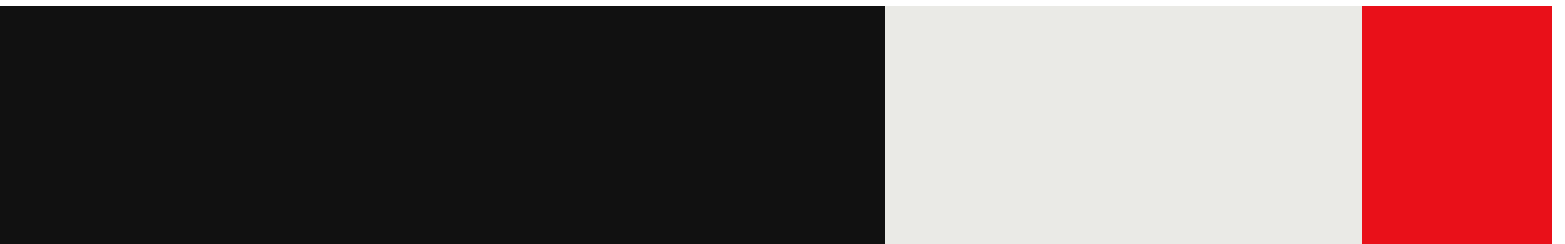# Nearly two-thirds of US consumers are mobile health app users

Article

The data: Nearly two-thirds **(63.4%)** of US adults have used an app for a health-related purpose in the last 12 months, according to a recent survey from Insider Intelligence.

Comparing two surveys on mobile health app usage: Insider Intelligence's December 2022 survey of 1,470 US adults and Morning Consult's January 2023 questionnaire of 2,201 adults

revealed similar findings about health apps.

- **Health apps for exercise or fitness** ranked as the **most common type downloaded** by consumers in both surveys.

- Apps for **general wellness, which includes nutrition, weight loss, and sleep**, were the **next most popular** in each survey.

- Only **1 in 5** respondents in our survey and **1 in 4** in Morning Consult's research said they're **using mental health apps**.

- Nearly **6 in 10** consumers who **use fitness and general wellness apps are doing so daily,** per our data. And Morning Consult's findings showed that **half of health app users** are on the application either **once a day (23%) or multiple times per day (27%)**.

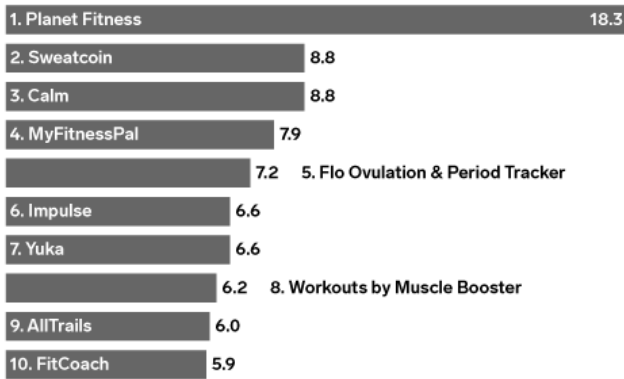- Morning Consult's data signaled a **6% increase in health app users** since late 2018.

We see three drivers explaining the recent growth:

1. **Consumers have more options than ever to choose from.** Health app developers rushed to market with new launches in the early days of the pandemic. More than **90,000 health apps**—250 per day—were released in 2020 on top app stores worldwide, per 2021 data from IQVIA.

2. **Interest in health apps spiked as in-person physician visits were postponed. 32%** of health app users increased usage during the pandemic, while just **13%** used them less often, per Morning Consult.

3. **Consumers are seeing results**. Fitness and exercise apps ranked highest among consumers **(27%)** when asked which digital tools have the greatest impact on their physical health, according to 2022 Kantar data shared with Insider Intelligence.

Our take: Consumers are mostly turning to free or low-cost health apps to meet specific goals related to fitness, diet, and weight loss. Mental health apps are also popular, but among a smaller patient pool. With so many options readily available, developers and marketers will need to show consumers how their health app delivers unique value.

Top 10 US Mobile Health & Fitness Apps, Ranked by Downloads, 2022

millions

1. Planet Fitness	18.3
2. Sweatcoin	8.8
3. Calm	8.8
4. MyFitnessPal	7.9
5. Flo Ovulation & Period Tracker	7.2
6. Impulse	6.6
7. Yuka	6.6
8. Workouts by Muscle Booster	6.2
9. AllTrails	6.0
10. FitCoach	5.9

Source: Apptopia, "Worldwide and US Download Leaders 2022," Jan 4, 2023

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