

Competitive Analysis: Emotions/Mood Tracking Apps

Analysis Date: February 11, 2026

Executive Summary

The emotions and mood tracking market is mature and competitive, with five major players serving distinct user segments. The market has evolved from simple mood logging to comprehensive health tracking with AI features, clinical tools, and ecosystem integrations. Key trends include privacy-first architectures, freemium monetization, and integration with broader health ecosystems.

Market Positioning Overview:

- **How We Feel:** Science-based nonprofit focused on emotional intelligence
- **Daylio:** Feature-rich customizable tracker for power users

Moodkit: Designed for mental health professionals, offering clinical-grade tools

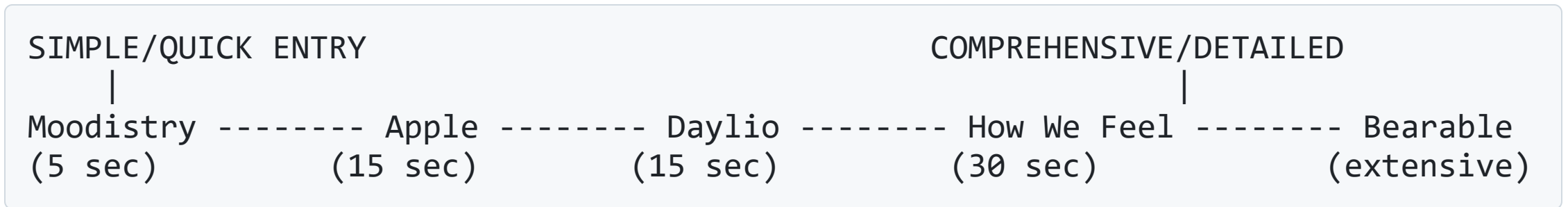
1. Feature Comparison Matrix

Feature Category	How We Feel	Daylio	Moodistry	Bearable	App Men Heal
Emotion Tracking					
Emotion Granularity	144 emotions (energy-valence)	5-point scale + custom	2-11 point scale	Multi-dimensional	Pleasant Unpleasant slider
Physical Sensations	✔ Yes (added 2025)	✗ No	✗ No	✔ Yes (extensive)	✗ No
Quick Entry	~30 seconds	~15 seconds	~5 seconds	~30 seconds	~15 seconds

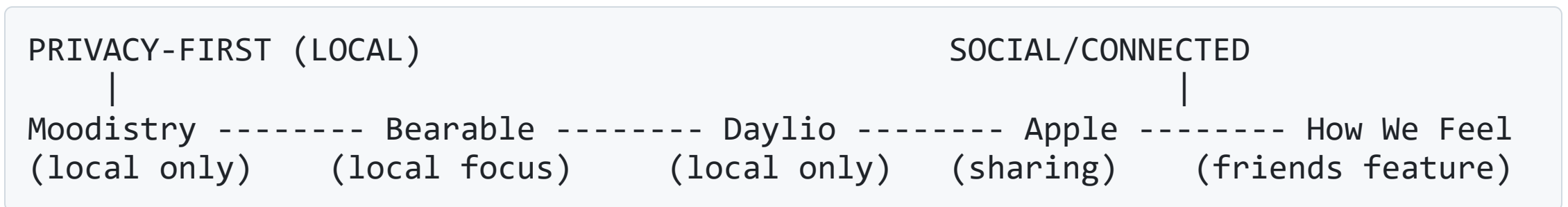
2. Market Positioning Map

Positioning Dimensions

Complexity vs. Simplicity



Privacy Focus vs. Social/Connected



Pricing Strategy

3. Target Audience Segmentation

Competitor	Primary Audience	Secondary Audience	User Count/Scale
How We Feel	Emotional intelligence seekers, therapy clients	Students, relationship builders	Moderate (22.8K reviews)
Daylio	Mental health enthusiasts, habit trackers	ADHD users, mood disorder management	Large (438K reviews combined)
Moodistry	Privacy-conscious iOS users	Apple ecosystem enthusiasts	Small (25K+ users)
Bearable	Chronic illness patients	Mental health + physical symptom overlap	Large (900K+ users)
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4. Feature Gaps and Opportunities

Identified Market Gaps

1. Professional Care Integration Gap

Current State:

- Only Apple offers clinical assessments (PHQ-9, GAD-7)
- Limited connection to therapists/professionals
- No live professional support in any app

Opportunity:

- Therapist collaboration features (shared dashboards)
- Teletherapy integration
- Professional care recommendations based on patterns

5. Competitive Threats Analysis

Threats to New Entrant

Apple's Ecosystem Power:

- **Threat Level: HIGH**
- Free, built-in, trusted brand
- Seamless integration with all Apple health data
- Expanding features (AI coming in 2026)
- Massive pre-installed user base

Daylio's Market Position:

- **Threat Level: MEDIUM-HIGH**
- Established brand with 438K reviews
- Strong feature set and customization

6. Competitive Advantages: Opportunity Areas

Underserved Opportunities (Ranked by Potential)

#1: AI-Native Experience

Why it wins: Only How We Feel has AI; Apple planning for 2026

- Natural language mood logging ("I had a terrible day at work")
- Predictive insights ("you tend to feel down on Monday mornings")
- Personalized intervention timing
- Conversation-style journaling

#2: Professional Care Bridge

Why it wins: No competitor connects users to therapists effectively

- Therapist dashboard (with user permission)

7. Pricing Strategy Analysis

Current Market Pricing

Competitor	Free Tier	Premium Monthly	Premium Annual	Lifetime
How We Feel	Full app	N/A	N/A	N/A
Apple	Full features	N/A	N/A	N/A
Moodistry	Limited	\$2.99	\$14.99	~\$35
Daylio	Robust	\$4.99	\$35.99	N/A
Bearable	Robust	\$6.99	\$34.99	N/A

Market Pricing Insights

Free Tier Strategies:

- **Fully Free** (How We Feel, Apple): Used by non-profits and platform holders

8. User Sentiment Summary

What Users Love (Across All Apps)

1. **Simplicity and speed** - Fast entry is critical for adoption
2. **Pattern recognition** - Users want to see trends and correlations
3. **Privacy** - Local storage and encryption are table-stakes
4. **Free access** - Generous free tiers drive adoption and loyalty
5. **Design** - Beautiful, intuitive interfaces matter greatly
6. **Integration** - Seamless health ecosystem connections valued

What Users Complain About (Across All Apps)

1. **Paywall frustration** - Moving features behind premium creates backlash
2. **Backup concerns** - Data loss anxiety when backup is premium-only
3. **Setup complexity** - Too much configuration deters users (Daylio, Bearable)

9. Key Takeaways & Strategic Recommendations

Must-Have Features (Table Stakes)

- ✓ Quick entry (< 30 seconds)
- ✓ Local-first privacy architecture
- ✓ Data export (CSV/PDF)
- ✓ Health app integration (Apple Health, Google Fit)
- ✓ Clean, intuitive design
- ✓ Basic pattern recognition
- ✓ Mood and emotion tracking
- ✓ Free tier with meaningful functionality

Differentiating Features (Competitive Advantages)

- 🎯 **AI-native experience** (natural language, predictions, personalized insights)
- 🎯 **Professional care integration** (therapist dashboards, session tracking)

10. Conclusion

The emotions/mood tracking market is mature but has clear gaps in AI-powered insights, professional care integration, and true cross-platform experiences. Success requires:

1. **Differentiation through AI** while maintaining transparency
2. **Professional care bridge** that competitors lack
3. **Privacy without sacrifice** (backup, sync, multi-device at free tier)
4. **Simplified experience** that works immediately
5. **Fair monetization** that doesn't gate critical features like backup

The opportunity exists to build a next-generation mental health companion that learns, predicts, intervenes, and connects users to care—going beyond simple tracking to become a true mental health partner.