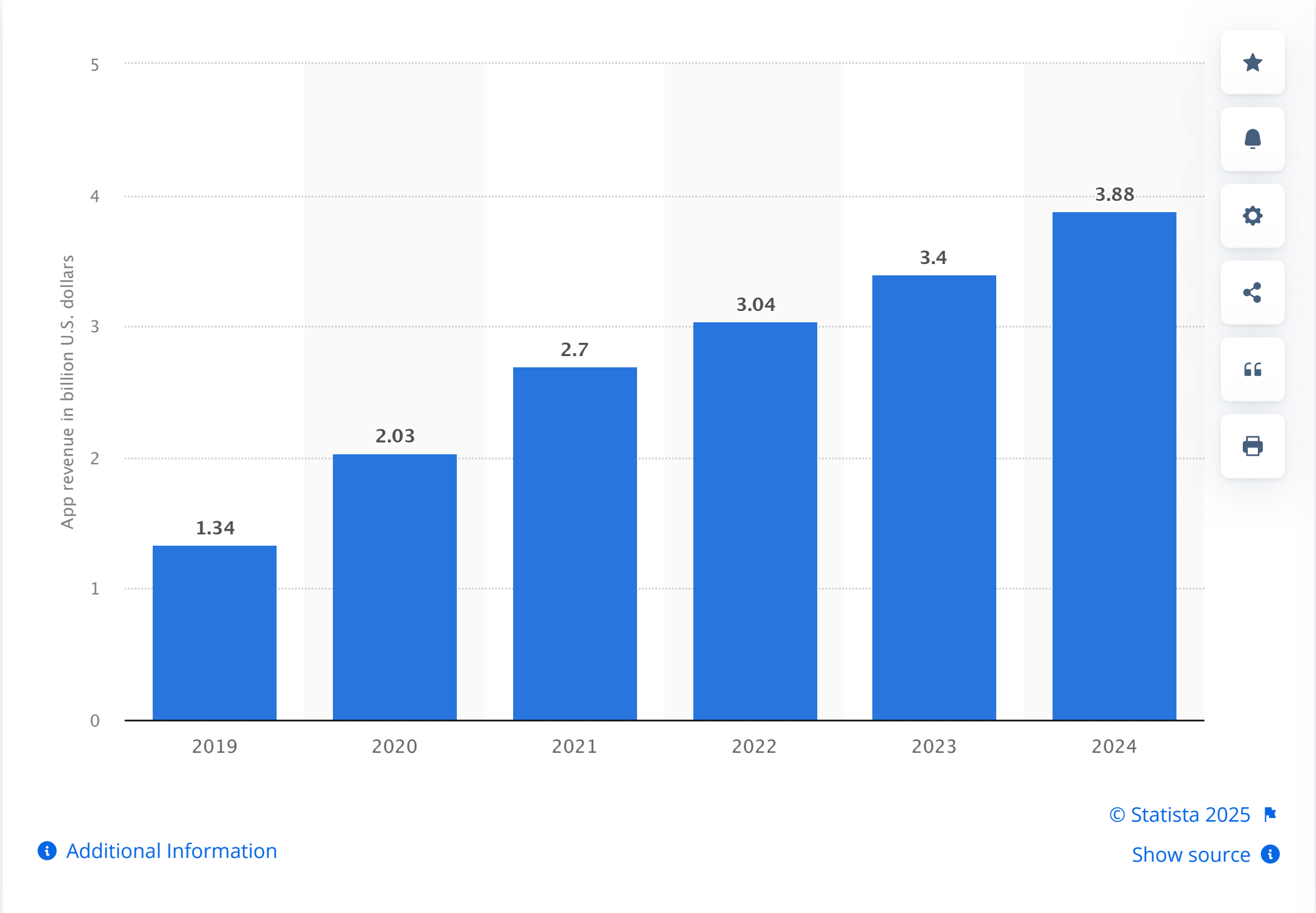


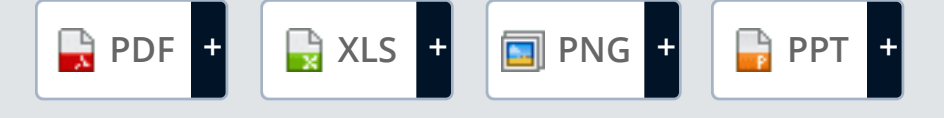
Internet > Mobile Internet & Apps

In-app purchase revenue of health and fitness apps worldwide from 2019 to 2024

(in billion U.S. dollars)



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Release date

February 2025

Region

Worldwide

Survey time period

2019 to 2024

Special properties

includes apps on Apple App Store and Google Play Store

Citation formats

View options

Health and wellness apps in-app purchase revenue worldwide 2019-2024

Published by [Laura Ceci](#), Feb 20, 2025

In 2024, health and wellness apps registered an in-app purchase (IAP) revenue of around four billion U.S. dollars worldwide. This represents an increase of approximately 200 percent compared to 2019, when apps in the health industry generated approximately 1.34 billion U.S. dollars.

OTHER STATISTICS ON THE TOPIC

Health and fitness apps

MOBILE INTERNET & APPS
Apple App Store: number of available medical apps as of Q2 2024

MOBILE INTERNET & APPS
Most popular fitness and sport apps worldwide 2025, by revenue

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Everything on "Health and fitness apps" in one document: edited and divided into chapters, including detailed references.

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Dr. Horst Stipp
EVP, Research & Innovation, Advertising Research Foundation

Statistics on " Health and fitness apps "

Overview

Benchmark

Market leaders

Mobile health and fitness

mHealth awareness and usage

Privacy and online safety

Spotlight: Meditation and mental wellness apps

The most important statistics

- Growth of leading fitness and workout mobile apps downloads in January 2025
- Health and wellness apps global downloads 2019-2024
- Health and wellness apps in-app purchase revenue worldwide 2019-2024
- Health and wellness apps in the U.S. downloads 2019-2024
- Health and wellness apps in-app purchase revenue in the U.S. 2019-2024
- Leading global markets for Android health apps 2024, by downloads
- Leading global markets for Android health apps 2024, by revenue
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