

Health & Fitness Tech Trends

From fancy apps to wearables that track your vital signs, technology is shaping the way we train.

Not too long ago, basic pedometers were the trendiest activity monitors available. Today, technology has advanced beyond accelerometers to include numerous apps and wearable devices that track almost every fitness variable imaginable. What does the current digital-fitness landscape look like?

1.6 million smart bands, such as those used to monitor fitness, were shipped in the second half of 2013, versus just over **200,000** in the first half of the year. This represented **700%** growth. Shipments could reach a total of **8 million** units in 2014 and over **23 million** by 2015.



During a research trial, overweight participants who used smartphones to journal food intake and exercise dropped **three times as much weight** as those who used paper diaries. A weekly text updated app users on their progress.

NEARLY ONE-THIRD OF U.S. SMARTPHONE OWNERS—ABOUT **46 MILLION UNIQUE USERS**—DOWNLOADED APPS FROM THE FITNESS AND HEALTH CATEGORY IN JANUARY 2014, AN **18%** INCREASE IN USERS COMPARED WITH THE SAME MONTH A YEAR EARLIER.

34% of smartphone owners and **31%** of tablet owners in 2013 used their devices to look for health-related information.

Diet and fitness apps were used by **55.7 million** American adults in 2013, up from **43.9 million** in 2012.

1 in 10 Americans over 18 now owns an activity tracker.

1 in 3 consumers has heard of wearable fitness devices. Among likely buyers, counting calories (50%) and tracking the number of steps taken in a day (32%) are the most sought-after features.

