Mobile applications (‘apps’) for weight management: current market characteristics

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Methods:
• Searches performed in five app-stores and ten countries
• Apple, Google, Amazon, Windows, Blackberry
• UK, US, Russia, Japan, Germany, Italy, France, China, Australia, and Canada

Introduction:
• mHealth is the fastest-developing eHealth sector
• >Over 100,000 health-apps currently available
• Overweight/obesity, a major public health problem, could be treated and prevented through mHealth
• This study describes the current weight-management app-market

Results:
• 28,905 relevant apps were found in
  Apple-iTunes=8,559
  Google-Play=1,762
  Amazonapp=13,569
  Windows=2,419
  Blackberry=2,596
• The 28,905 identified apps’ main themes are shown in Figure 1.
• Only 17 apps (0.05%) were developed with identifiable professional input.

Conclusions
• Apps on weight-management are widely available and very popular
• Currently lack professional content-expertise
• Encouraging app-development based on evidence-based online approaches would assure content quality, allowing health-care professionals to recommend their use

Figure 1: Main content of apps identified through the search in all five online app-stores