

More consumers are using health mobile apps to check health info and track fitness progress.

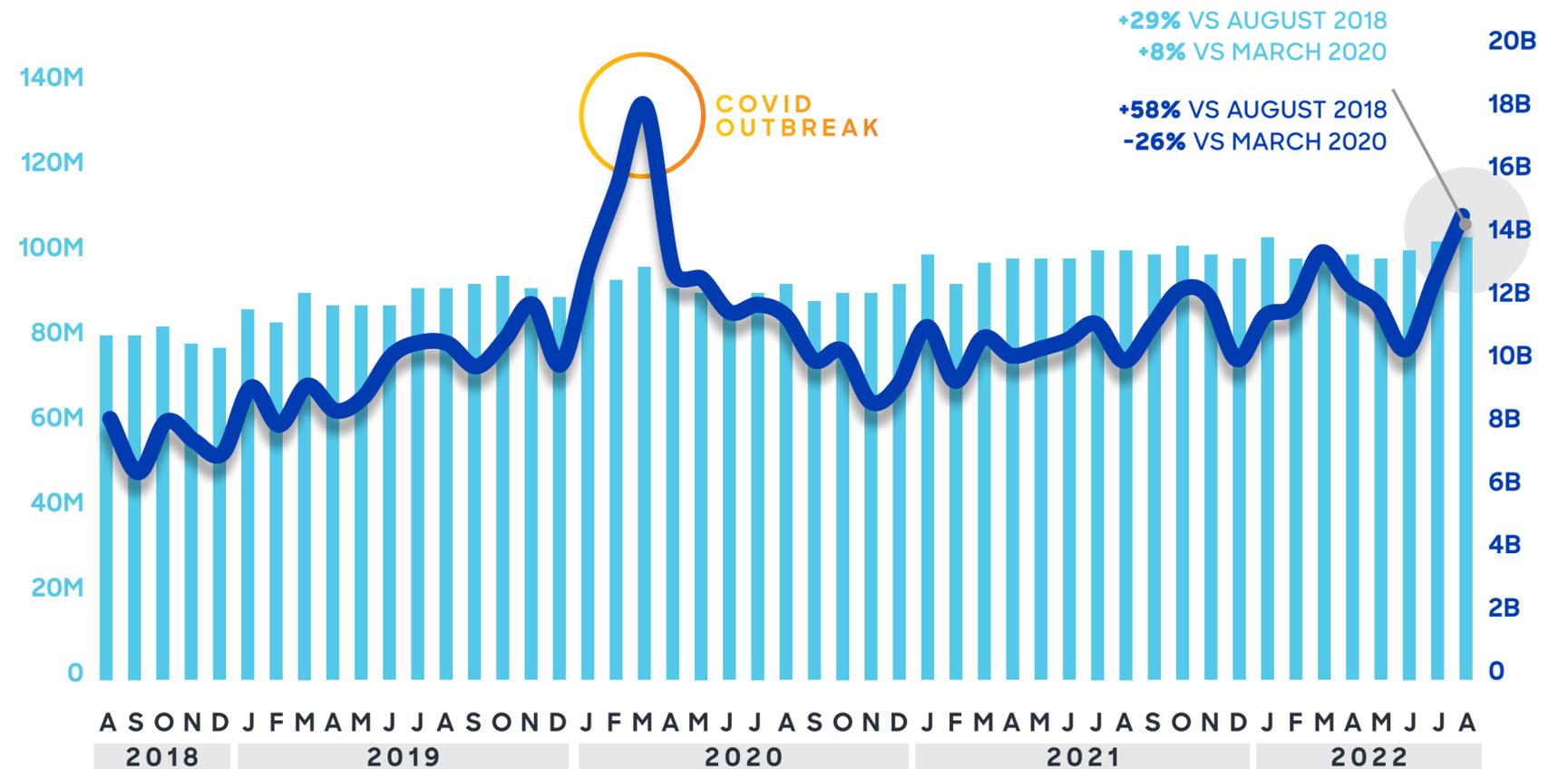
Sweatcoin tops all competitors with 15 million monthly visitors.



HEALTH MOBILE APPS

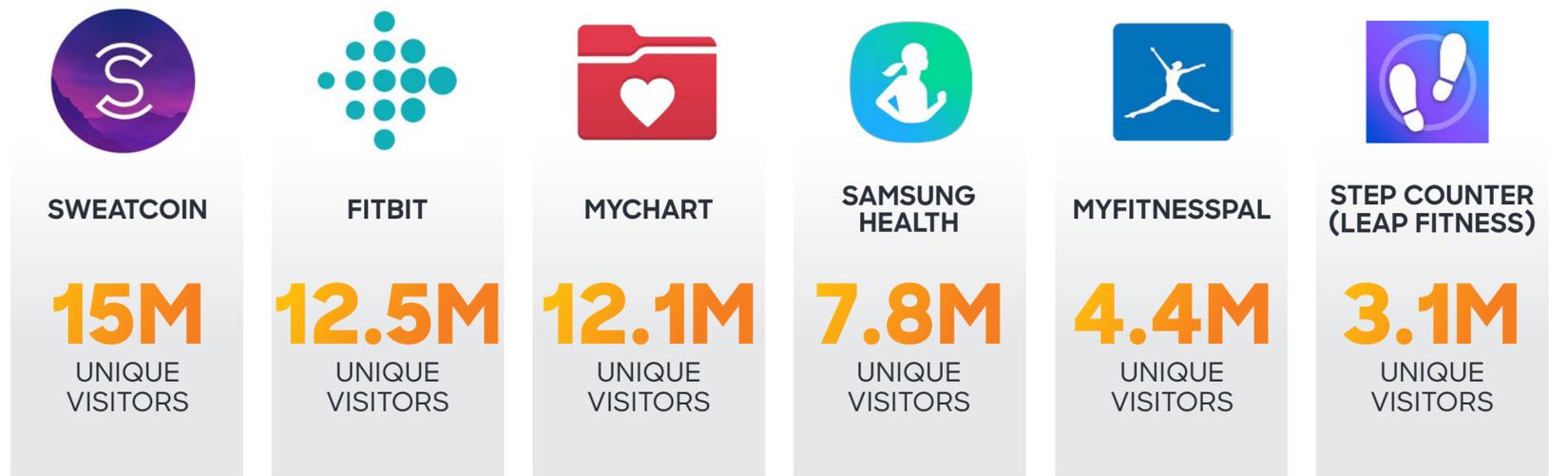
UNIQUE VISITORS TOTAL MINUTES

Advances in technologies are enabling people to stay on top of their health. More and more consumers find themselves frequently checking health information and tracking their fitness progress via various mobile applications. The overall mobile app traffic to the Health category has seen steady growth in the past 4 years, with total unique visitors gaining 29% and total minutes 58%, compared with August 2018. The pandemic did cause an activity spike during March 2020, but activity reverted to the mean in the following months.



Source: Mobile Metrix, Total Audience 18+, August 2018 - August 2022, U.S.

Among Health mobile apps, Sweatcoin, Fitbit, and MyChart lead this category with over 10 million unique visitors each in the month of August 2022. Overall, a growing user base provides opportunities for brands to engage with an audience that increasingly turns to their mobile devices to check information, track fitness, or monitor wellness.



Source: Mobile Metrix, Total Audience 18+, from August 2022, U.S.