

Smartphone Health Apps: Big Opportunity

Written by Marco Attard
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The sports and health mobile app market will reach annual revenues of over \$400M by 2016 according to ABI Research, up from \$120M in 2010-- and will become an increasingly important part of the healthcare market.



Thanks to smartphones connecting easily to wearable devices via Bluetooth, offerings will not only cover sports and fitness, but also home monitoring systems for aging customers, personal emergency response services and remote healthcare monitoring apps.

Devices aiming for athletic use will remain king though-- athletic equipment vendors (such as Nike) are already either launching or supporting handset apps using proprietary or Bluetooth-based systems.

Meanwhile the likes of Garmin and Polar deliver either handset applications or high-end specialist systems, and start-ups and new entrants offer apps, online communities and wearable devices.

ABI concludes app revenues will lag behind download growth-- with app downloads growing "at nearly twice the rate of revenues between 2010 and 2016, with more than a billion downloads annually by 2016."

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