

Connected Wellness:

TRACKING THE RISE OF
HEALTH-TRACKING TECHNOLOGY

Connected Wellness: Tracking The Rise Of Health-Tracking Technology, a PYMNTS report with research sponsored by CareCredit, examines how payments experiences impact consumers' medical choices and their loyalty to healthcare providers.

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Connected Wellness:

TRACKING THE RISE OF HEALTH-TRACKING TECHNOLOGY



Wearable devices such as the Fitbit Versa and Apple Watch have become a cornerstone of the United States healthcare landscape. In the U.S., 107.8 million consumers use wearables to keep tabs on their health, and their numbers are growing — especially among millennials, Generation Z and consumers living in urban areas.

These numbers indicate that wearables and other health-tracking technologies will grow more central to U.S. consumers' lives. The only question is, which ones will deliver the level of experience these health-conscious users demand?

In *Connected Wellness: Tracking The Rise Of Health-Tracking Technology*, a collaboration with CareCredit, PYMNTS goes back to the field to survey a census-balanced panel of 2,668 consumers about how they use the internet and connected devices to take their health into their own hands — and why they choose one wearable over another.

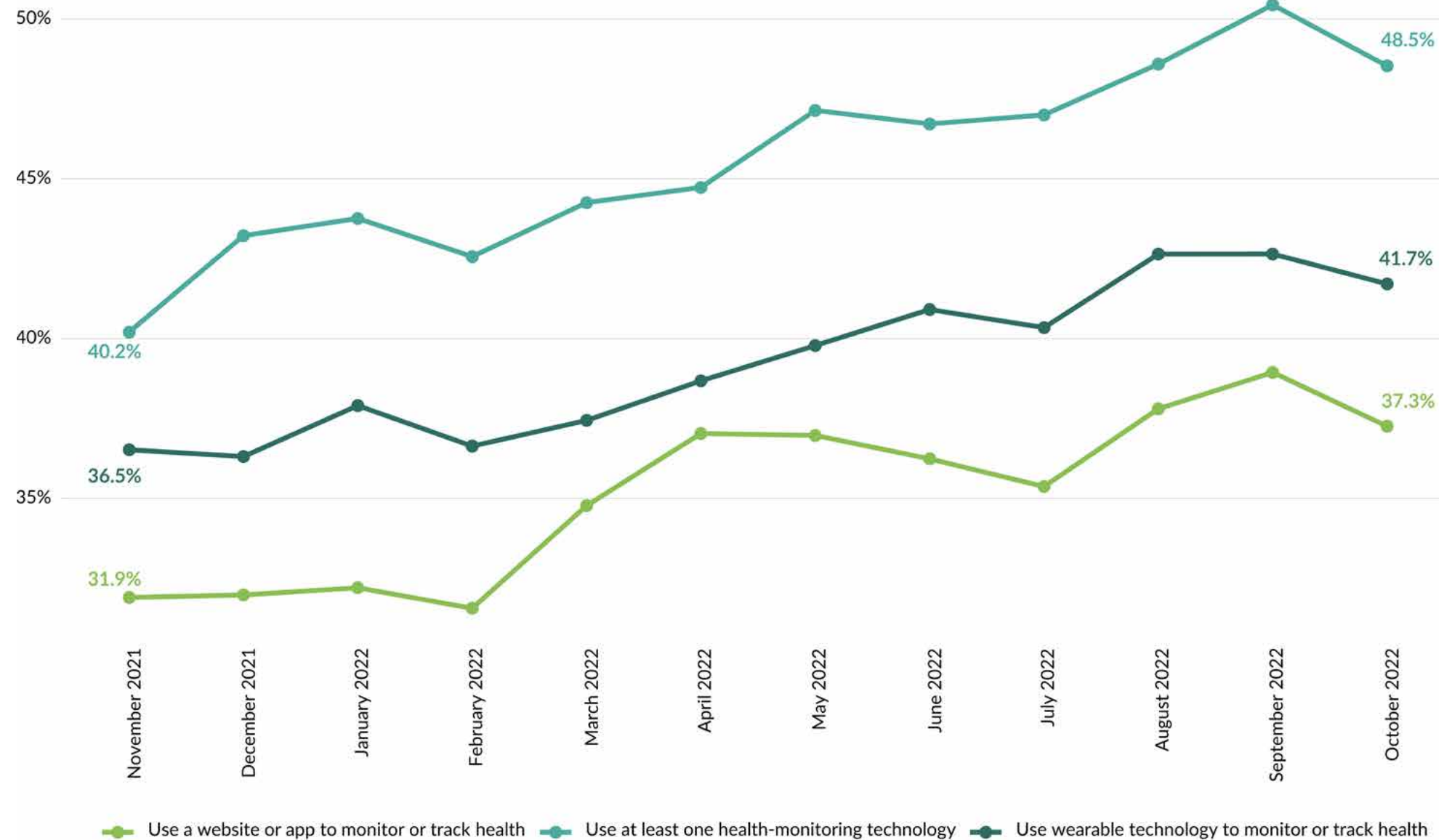
This is what we learned.

HALF OF U.S. CONSUMERS NOW USE WEARABLES OR APPS TO MONITOR THEIR HEALTH.

Across the country, 96.5 million consumers used a device, app or website to track their health or vitals at least once in October 2022, and more are beginning to try such devices every day. The use of health-tracking technologies has grown by 21%, a projected 21 million more U.S. consumers, since November 2021.

This usage makes health-tracking technology the single most used connected health technology in the U.S. Roughly one-third of consumers used other connected health technologies last month, including telemedicine appointment portals and social exercise.

FIGURE 1:
Adoption of health-monitoring technologies
Share of consumers using health-monitoring technologies, by date

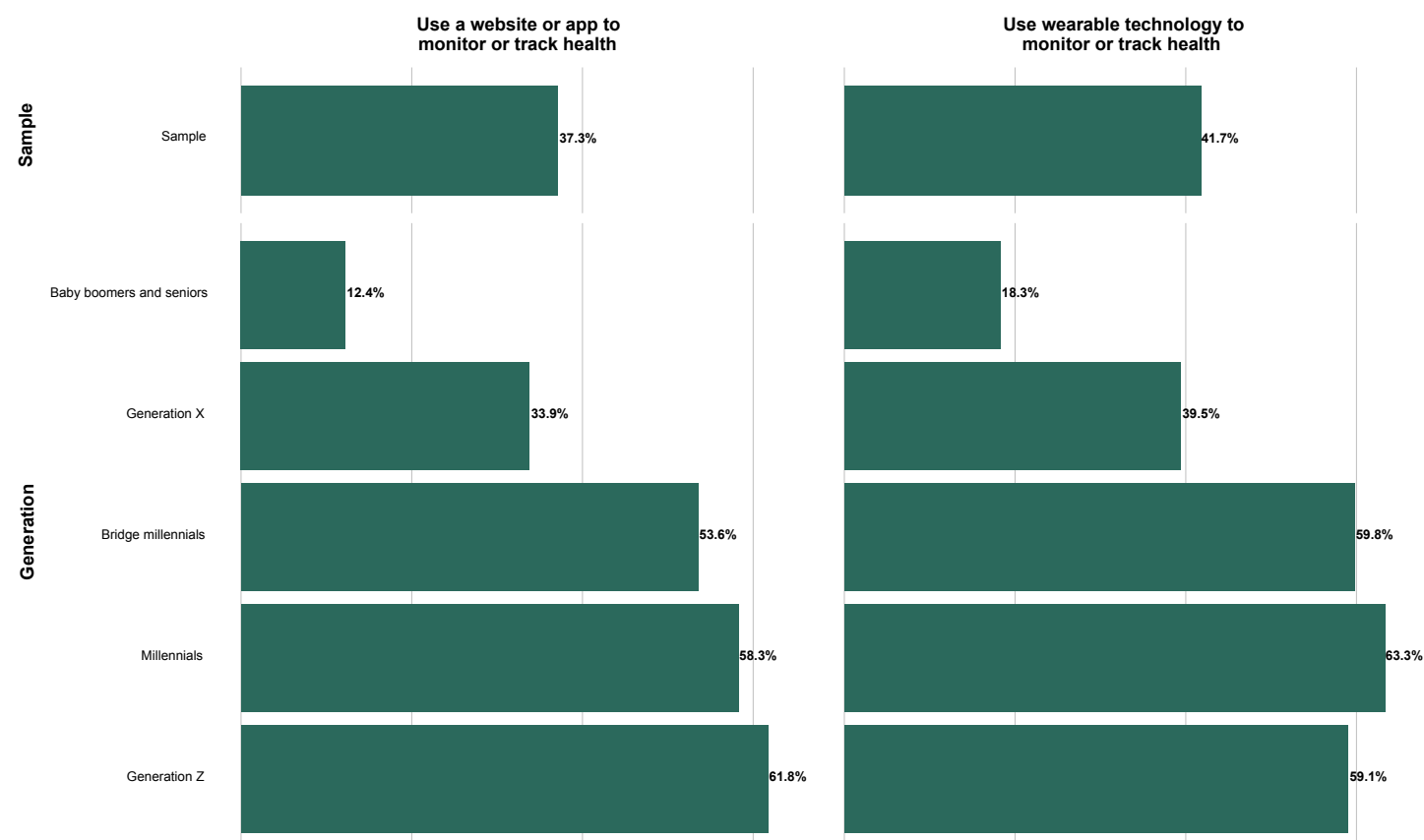


Source: PYMNTS
Proprietary research
N varies based on month; N = 2,668: Complete responses in
October 2022, fielded Oct. 10, 2022 – Oct. 18, 2022

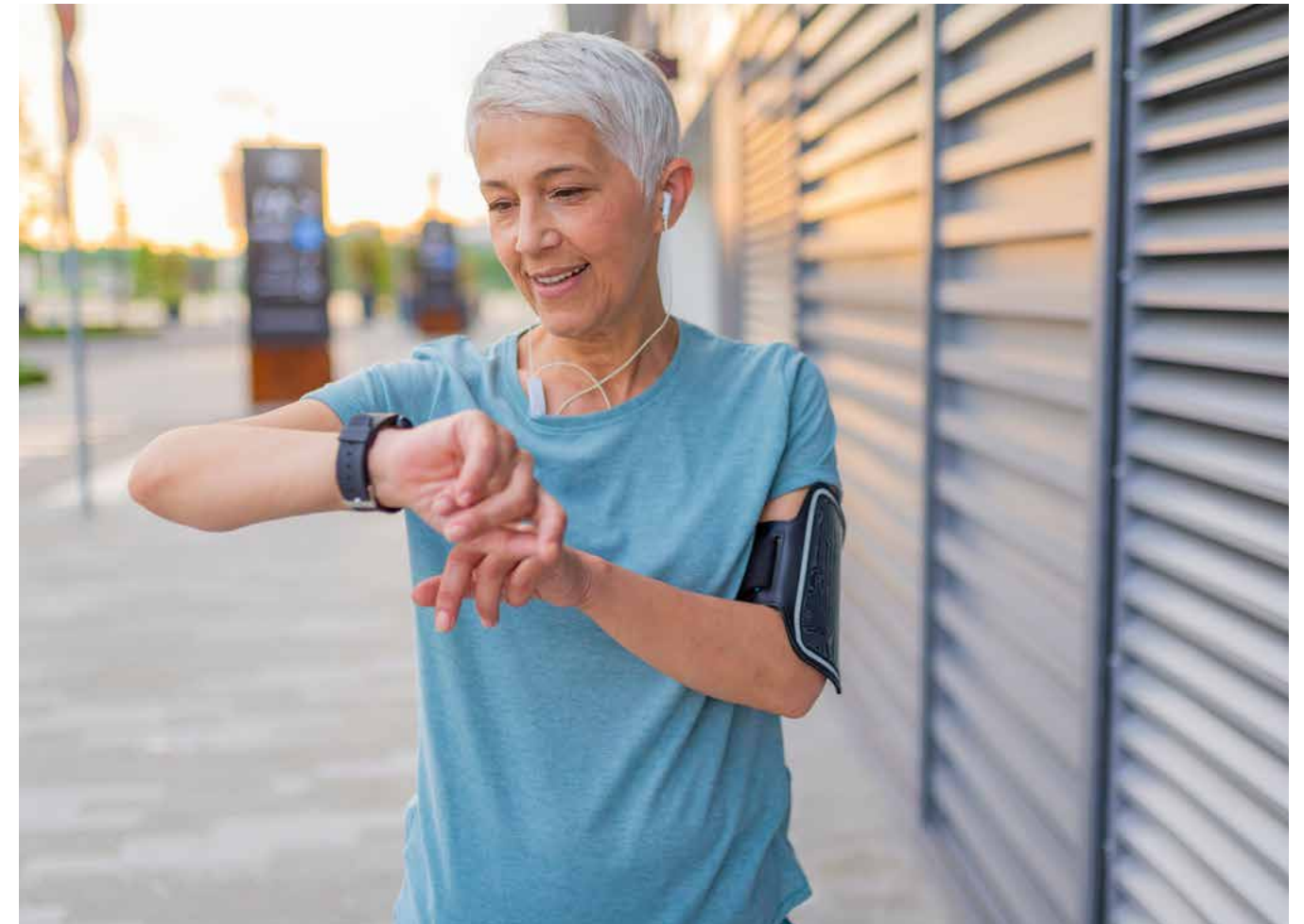
Gen Z was the most likely to track and manage their health data via app or site, with 62% of these consumers doing so. Just 34% of Generation X consumers and 12% of baby boomers and seniors used apps and sites to track their health indicators.

FIGURE 2:
Usage of health-monitoring technologies by generation

Share of consumers in each demographic group who use select health monitoring technologies



Source: PYMNTS
Proprietary research
N = 2,668: Complete responses, fielded Oct. 10, 2022 – Oct. 18, 2022



Wearable devices are also rapidly gaining popularity, with smartwatch ownership growing the fastest. One in every three adults reported owning a smartwatch in October 2022 — 38% more than in January 2021.

Wearables are especially popular among millennials: 63% used at least one in October. Just 40% of Gen X consumers and 18% of baby boomers and seniors used wearables in October.

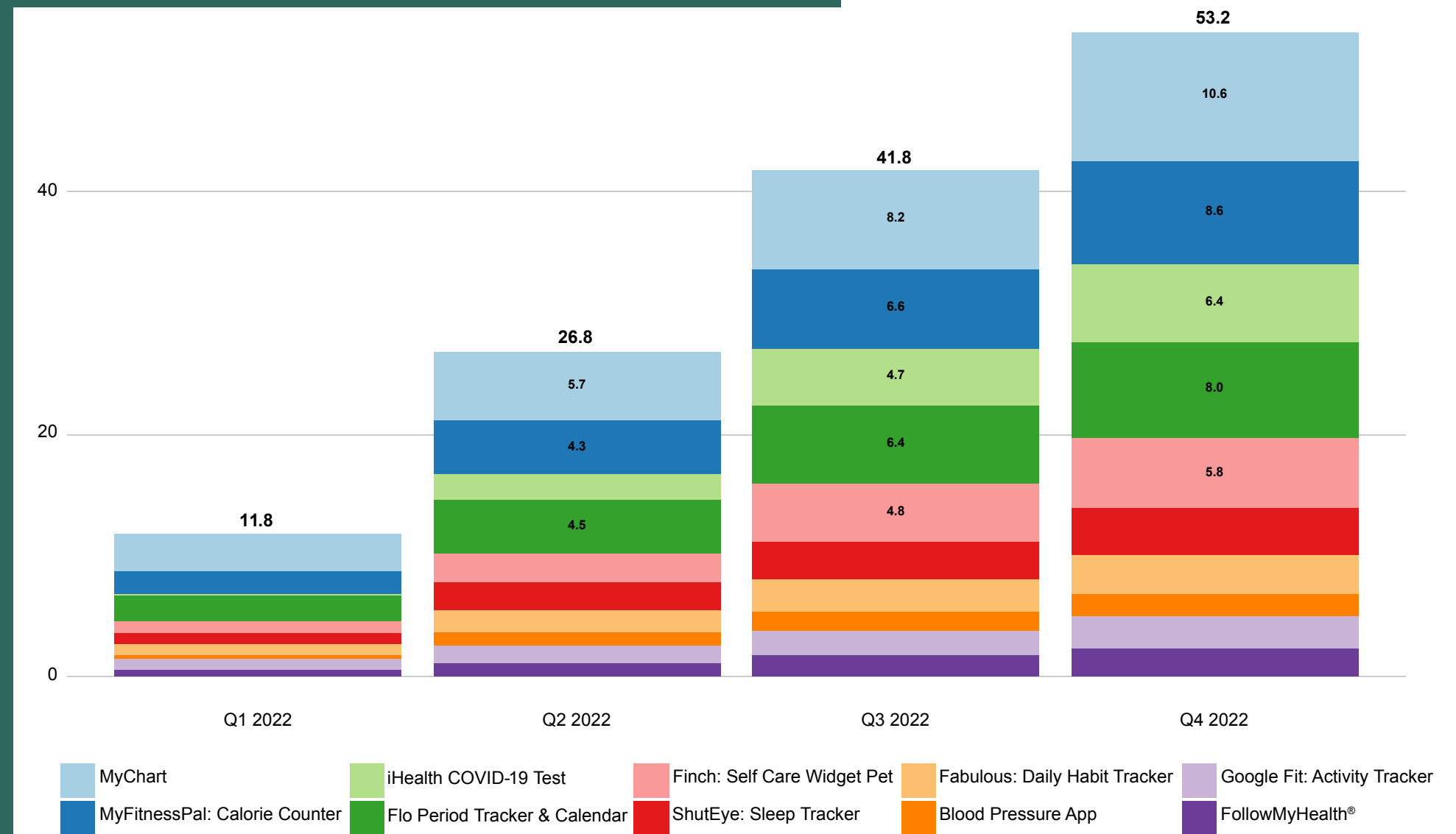
THE MOST POPULAR HEALTH-TRACKING APPS IN THE U.S.

Consumers downloaded the top health-tracking apps in the U.S. a collective 53 million times in the last year. Among the 10 most downloaded apps, MyChart was the leader, with 10.6 million downloads between Q4 2021 and Q3 2022. The third-most downloaded app was Flo Period Tracker & Calendar, which consumers downloaded 8 million times in that same time frame.¹

¹ Author unknown. Current App Usage Statistics. Apptopia. 2022. <https://apptopia.com/>. Accessed November 2022.

FIGURE 3: Most downloaded health-tracking apps in the U.S.

Number of year-to-date Apple App Store and Google Play Store downloads for top 10 health-tracking apps



Source: Author unknown. Current App Usage Statistics. Apptopia. 2022. <https://apptopia.com/>. Accessed November 2022.

THERE IS A DIGITAL DIVIDE IN HEALTH AND WELLNESS TRACKING: TWICE AS MANY AFFLUENT CONSUMERS USE WEARABLES OR APPS THAN LOWER-INCOME CONSUMERS.

Consumers in urban areas are nearly twice as likely as those living in rural areas to have used health-tracking devices, apps or sites in the month preceding the survey. In total, 63% of urban consumers used a health-tracking device or app, and 32% of rural consumers did the same.

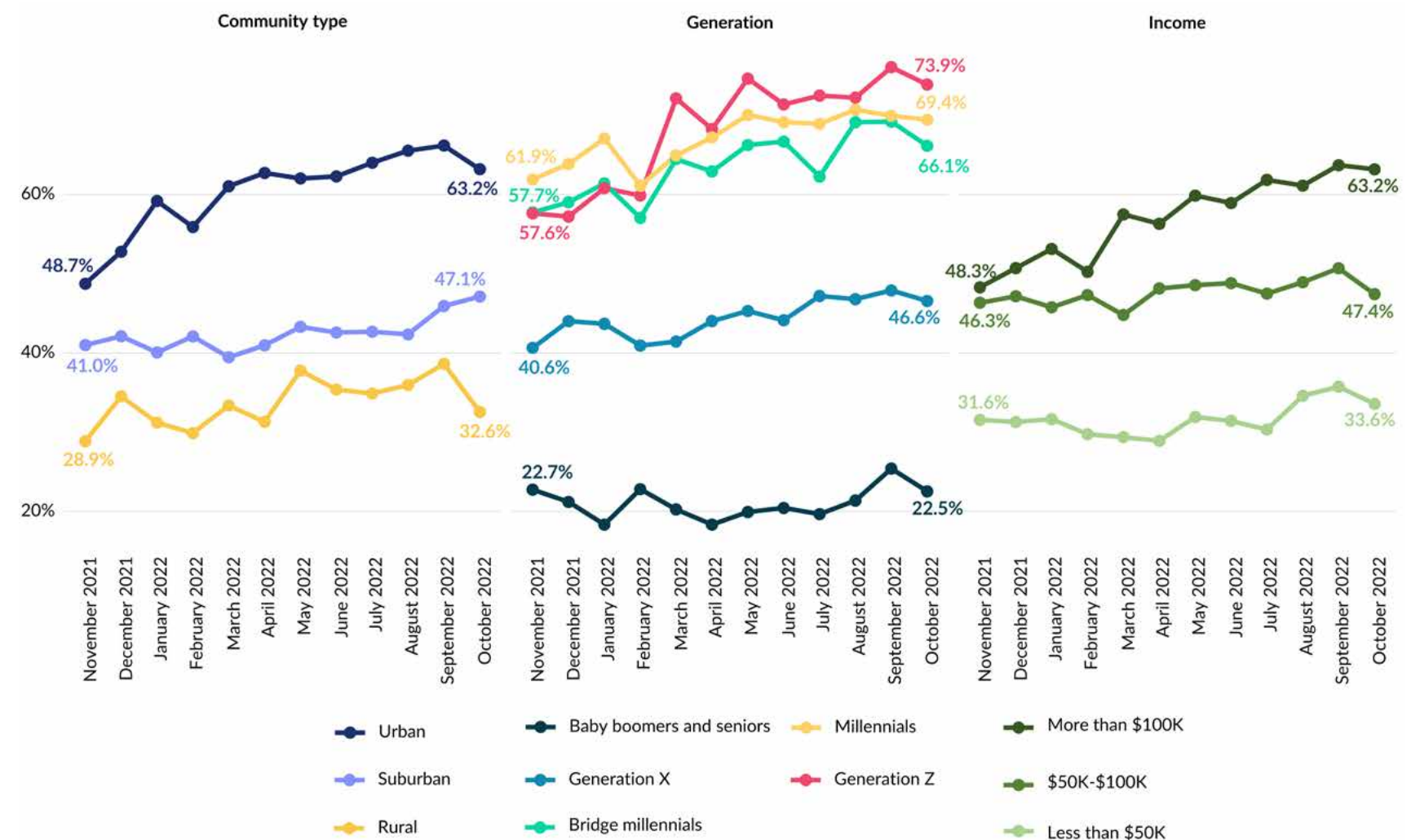
Location is not the only factor determining consumers' appetite for health-tracking technology. Income also plays a key role. High-income consumers are nearly twice as likely to use these technologies than low-income consumers, with 63% of high-income consumers adopting these technologies in October, far ahead of their low-income counterparts, of which 34% use them.

Both of these divides — across geographic locations and income brackets — are growing with time. Urban and high-income consumers' use of wearables, sites or apps to track health data has increased by 31% since November 2021, but use among rural and low-income consumers has remained largely unchanged throughout the year.

FIGURE 4: Evolution of health-monitoring technology

Share of consumers using at least one health-monitoring technology over time, by demographic

Source: PYMNTS
Proprietary research
N varies based on month; N = 2,668: Complete responses in October 2022, fielded Oct. 10, 2022 – Oct. 18, 2022

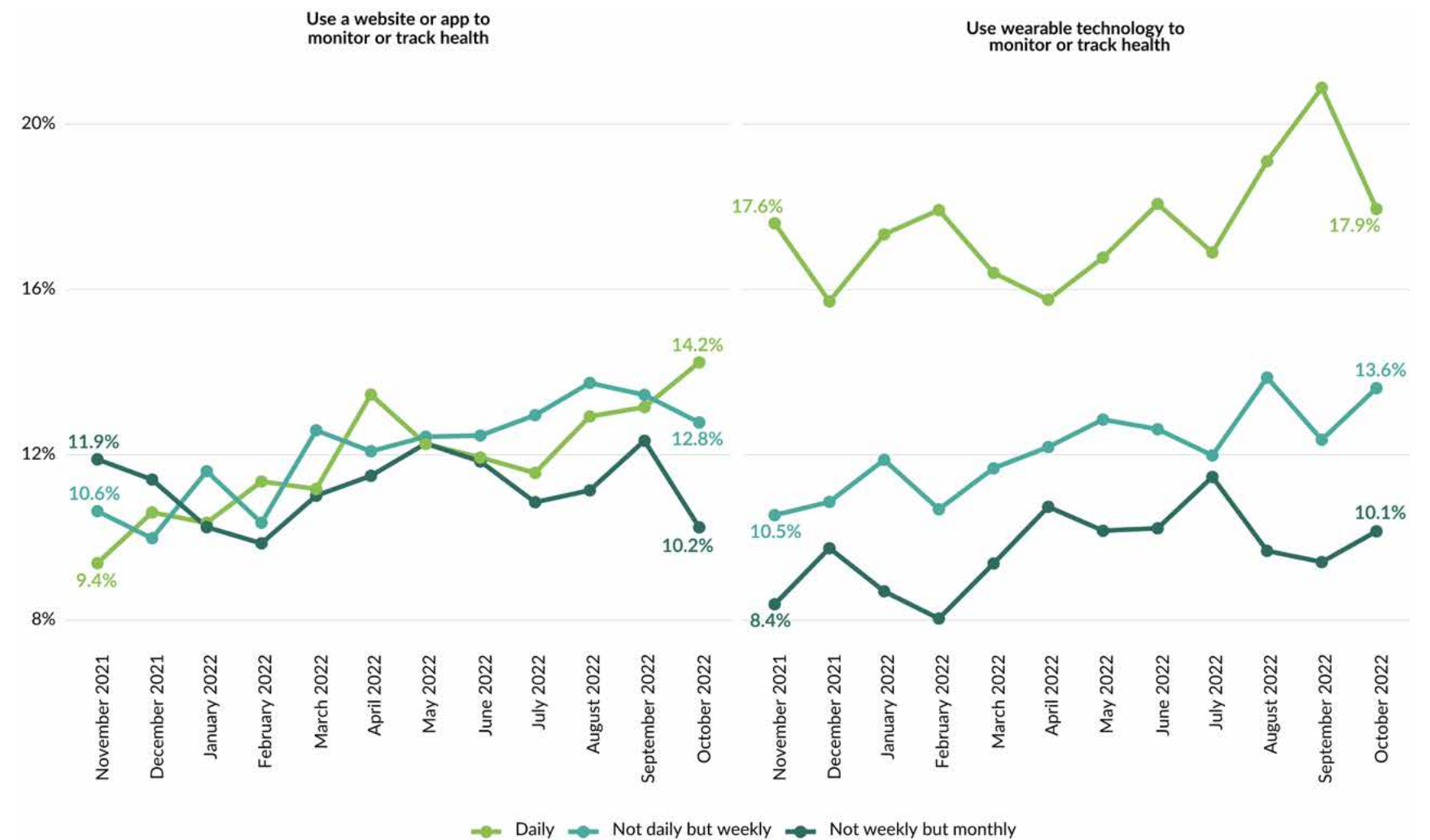


EVEN AMONG THE MOST ENTHUSIASTIC ADOPTERS, FEW CONSUMERS USE HEALTH-RELATED TECHNOLOGIES IN THEIR DAILY ROUTINES.

Although the number of consumers using health-tracking sites and devices is growing, their use of those technologies remains sporadic. Just 18% of all consumers use wearable technology daily, and just 14% use health-tracking apps and sites daily. Among people who use smartwatches, 61% of them use them weekly or monthly. Among those who use health-tracking apps, 57% cite weekly or monthly usage.

This usage is very much at odds with how the companies selling these technologies intend consumers to use them. Companies designed these wearables and other health-tracking technologies for consumers to use every day, but just a handful of consumers use them more than once per week.

FIGURE 5: Changes in the frequency of use of health-monitoring technologies
Share of consumers who used a health-monitoring technology, by frequency of interaction and date



Source: PYMNTS
Proprietary research
N varies based on month; N = 2,668: Complete responses in October 2022, fielded Oct. 10, 2022 – Oct. 18, 2022

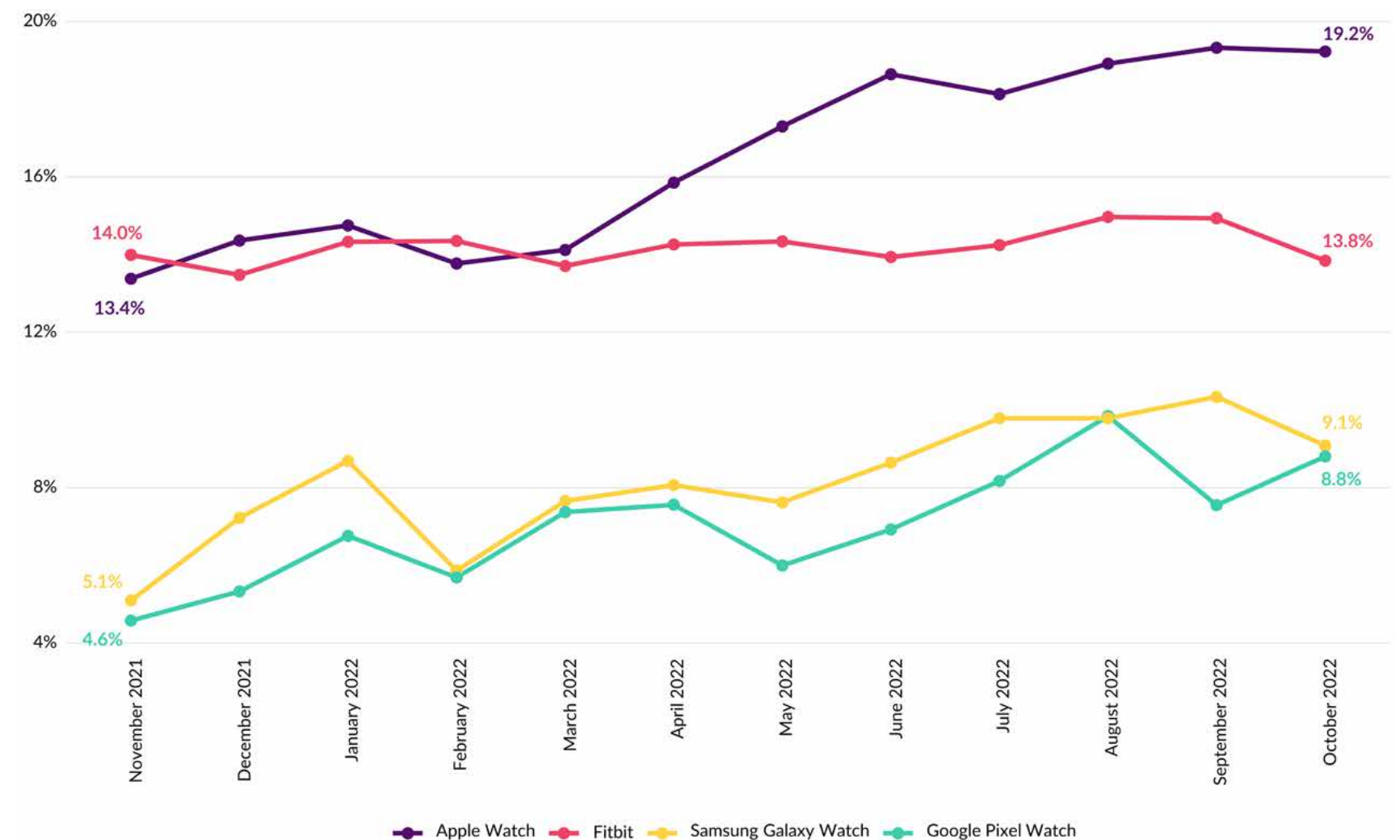
THE APPLE WATCH IS THE MOST POPULAR WEARABLE TECHNOLOGY IN THE U.S., AND ITS COMMAND OVER THE MARKET IS GROWING.

Apple reported shipping 137 million Apple Watches worldwide in 2021, well above the 92 million registered in 2019² — and our research shows that their popularity is still growing. Nineteen percent of the adult population, a projected 49.6 million people, owned an Apple Watch in October 2022, compared to 13% in November 2021 — far and away more than any other wearable technology. The next-most common wearable is a Fitbit, which 14% of consumers in the U.S. own.

² Lim, S. Smartwatch Market Grows 24% YoY in 2021, Records Highest Ever Quarterly Shipments in Q4. Counterpoint. 2022. <https://www.counterpointresearch.com/global-smartwatch-market-2021/>. Accessed November 2022.

FIGURE 6:
Top four wearable tech brands

Share of consumers who reported owning selected brands of health-monitoring wearables, by date



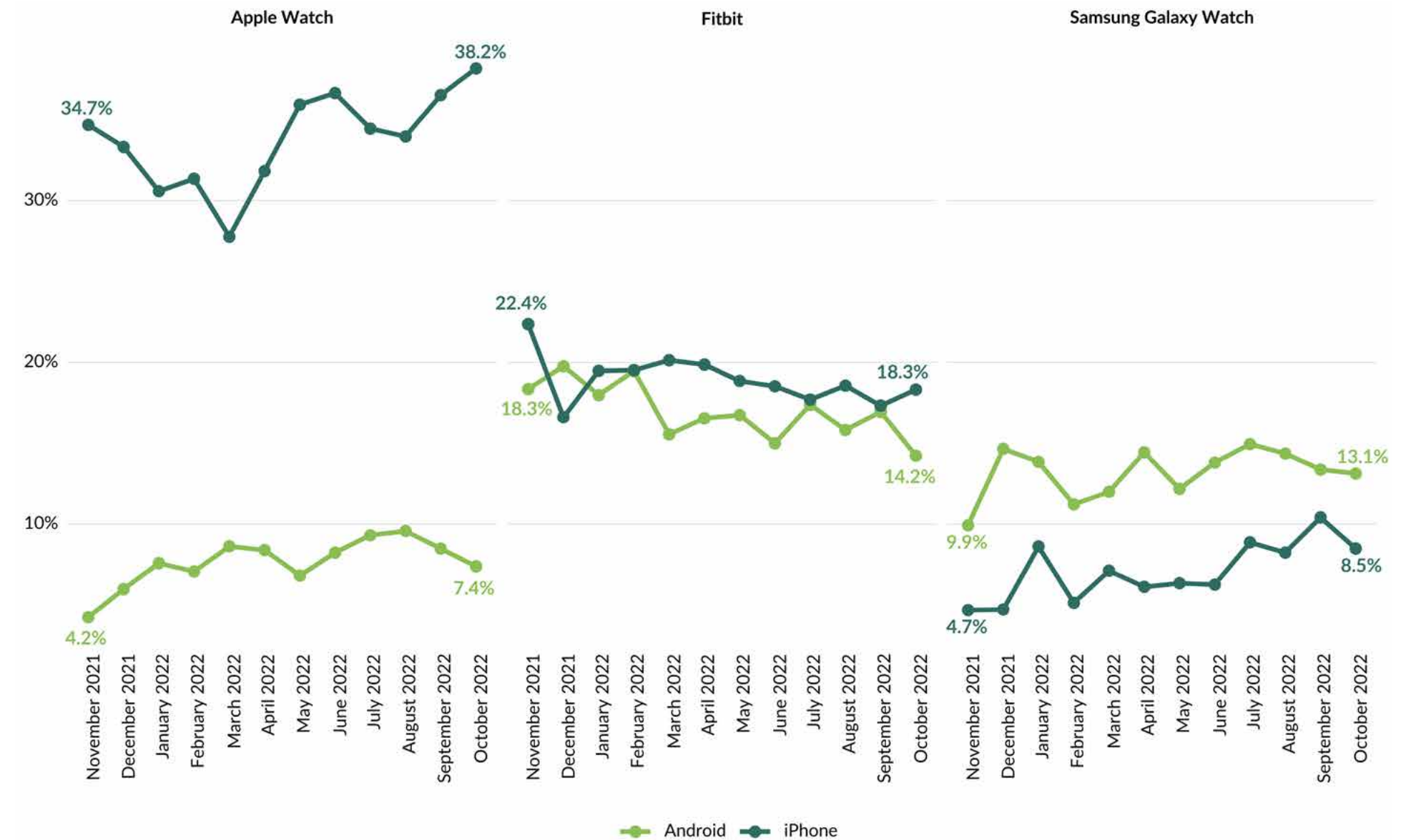
Source: PYMNTS
Proprietary research
N varies based on month; N = 2,668: Complete responses in October 2022, fielded Oct. 10, 2022 – Oct. 18, 2022

The consumers who own Apple Watches appear to be using them partly because they connect to their other Apple devices. Thirty-eight percent of Apple-branded smartwatch owners also use an iPhone, compared to just 7.4% who use Android phones. Similarly, the consumers who own Samsung watches tend not to own iPhones. This suggests that many consumers choose wearable technologies that are designed to function alongside compatible devices.



FIGURE 7:
Evolution of usage of wearable brands

Share of consumers who report owning select brands of health-monitoring wearables, by date and type of smartphone



Source: PYMNTS
Proprietary research
N varies based on month; N = 2,668: Complete responses
in October 2022, fielded Oct. 10, 2022 – Oct. 18, 2022

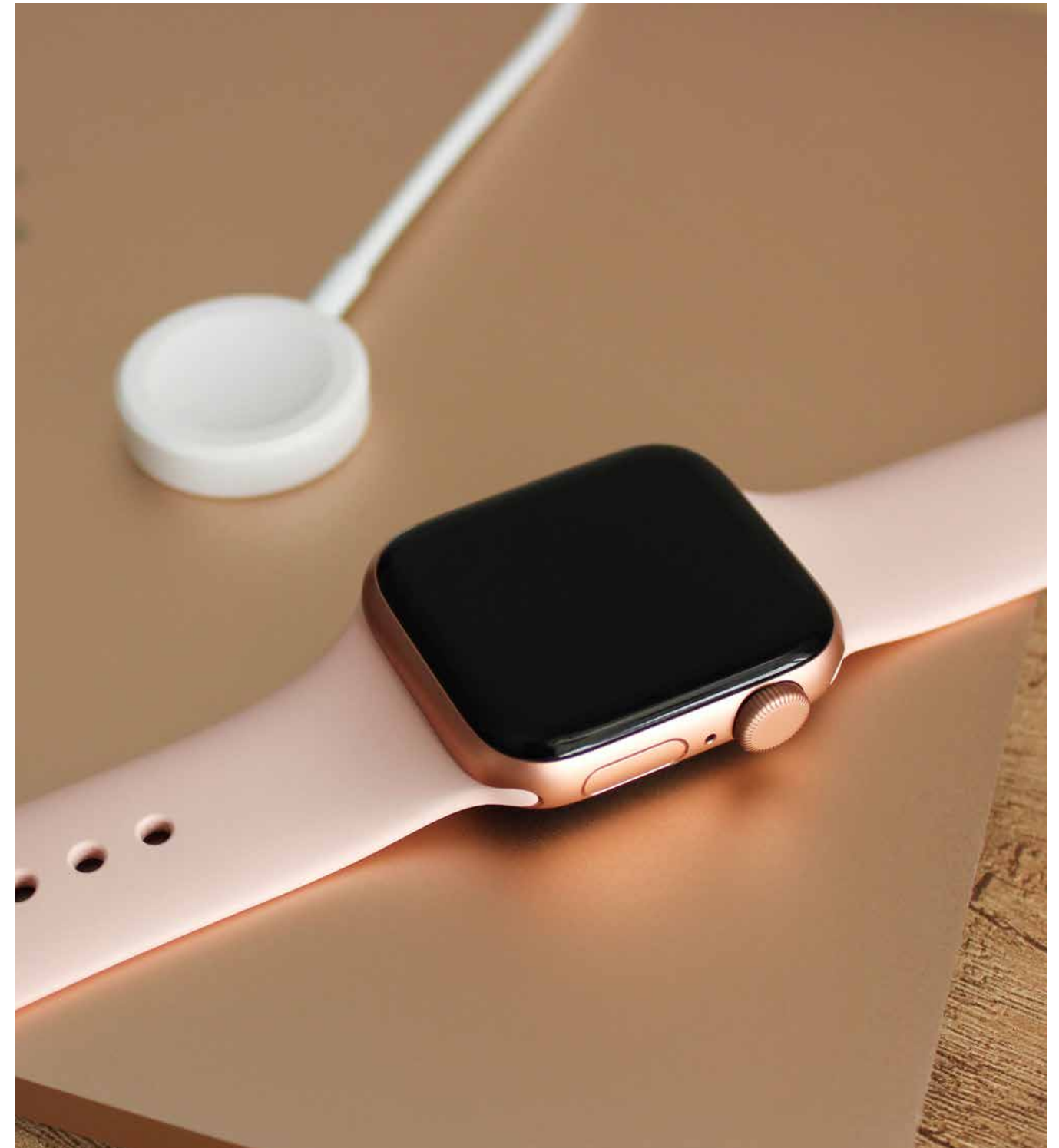


Conclusion

Consumers across the U.S. — especially the young and the urban — are turning to health-tracking apps and wearables to take their health into their own hands. This underscores a growing opportunity for businesses and innovators to capture these health-conscious consumers' business — if they can deliver a digitally integrated, seamless user experience to win out the competition.

Methodology

For Connected Wellness: Tracking The Rise Of Health-Tracking Technology, a PYMNTS and CareCredit collaboration, we surveyed 2,668 consumers from Oct. 10 to Oct. 18 to learn about how patients pay for healthcare. Respondents were 48 years old on average, 51% were female and 32% held college degrees. We also collected data from consumers in different income brackets: 36% of respondents earned more than \$100,000 annually; 30% earned between \$50,000 and \$100,000; and 33% earned less than \$50,000.



About

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PYMNTS

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