

## **Body Composition Analyzers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Body Composition Analyzers Market size is estimated at USD 639.00 million in 2025, and is expected to reach USD 854.31 million by 2030, at a CAGR of 5.98% during the forecast period (2025-2030).

The COVID-19 pandemic has impacted the body composition analyzers market owing to the high prevalence of obesity as a result of poor eating habits during the pandemic. Also, various studies indicated that COVID-19 adversely impacted people with obesity. For instance, in an article published in September 2021, studies in New York City demonstrated that after advanced age, obesity was the most common risk factor leading to severe illness and death from COVID-19. Post-pandemic, there is a high awareness regarding the importance of prioritizing personal health.

This has also led to partnerships and launches by market players to boost the utilization of body composition analyzers. For instance, in January 2022, Orangetheory Fitness partnered with InBody to offer more precise body composition tracking. Through this collaboration, Orangetheory Fitness members could take a 15-second InBody Test, a research-backed body composition analysis, at more than 1,400 participating studio locations to get an accurate and reliable breakdown of their body composition. Hence, the studied market is expected to register a stable growth rate during the forecast period.

The major drivers for the studied market are the large pool of obese patients and the increasing prevalence of metabolic disorders, technological advancements, and rising awareness for health and fitness.

The rising prevalence of obesity and metabolic disorders worldwide is expected to boost the demand for body composition analyzers to track their health progress. For instance, as per the World Obesity Atlas 2022 report, an estimated one billion people globally, including 1 in 5 women and 1 in 7 men, are predicted to live with obesity by 2030. Also, according to the Global Obesity

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Observatory data updated in 2022, the prevalence of obesity in adults aged 18 and above was 38.1% in Iran, 35% in Ireland, 32.5% in Italy, and 36.4% in Scotland in 2021. Therefore, the high burden of obesity is expected to boost the market growth during the forecast period.

Furthermore, the strategies adopted by government bodies for creating awareness of health and fitness also contribute to market growth. For instance, in March 2022, the National Obesity Strategy was launched in Australia, a 10-year framework (2022-2032) for action to prevent, educate, reduce, and treat overweight and obesity in the country. It emphasizes prevention and includes steps to help Australians who are overweight or obese live their healthiest lives. Such initiatives are expected to boost the utility of body composition analyzers for measuring obesity and fitness.

Therefore, owing to the aforementioned factors, such as the high burden of obesity and rising government initiatives for awareness and obesity control, which is expected to boost the demand for body composition analyzing devices, the studied market is anticipated to witness growth over the analysis period. However, the high equipment costs and inconsistency and inaccuracy in different analyzers are expected to restrain the market growth.

### Body Composition Analyzers Market Trends

#### The Bio-impedance Analyzer Segment is Expected to Hold a Significant Market Share Over The Forecast Period

A bio-impedance analyzer (BIA) is a screening tool that measures and analyzes body composition and body fat. It also enables the estimation of the percentage of muscle tissues, the share of hydration levels, bone weight, metabolic rate, and fitness levels.

The bio-impedance analyzer segment is expected to grow during the forecast period owing to the rising adoption of wearable bio-impedance devices and the research studies leading to the development of innovative BIA devices.

For instance, a research article published in Scientific Reports in January 2021 stated that researchers developed a wristwatch-type bioelectrical impedance analyzer that gave users a convenient measurement experience using the index finger. Bioelectrical impedance analyzers with miniature electrodes are used in wrist wearables for daily obesity management. The article stated that the interest of consumers in personalized health, including fitness and weight management, is increasing. Therefore, the segment is expected to grow owing to the rising research studies and the high utility of such devices during the forecast period.

Furthermore, the rising launches backed up by research by market players are expected to augment the segment growth during the forecast period. For instance, in November 2022, Samsung launched a bioelectric impedance analysis sensor in its Galaxy Watch in the United States. In a study to evaluate the accuracy of body composition data obtained from smartwatches, a research team from Louisiana State University, Pennington Biomedical Research Center, and the University of Hawaii Cancer Center found that the Samsung Galaxy watch may help users prevent or manage obesity. Additionally, in January 2022, Withings launched a Body Scan device to measure from top to toe in Europe and the United States. The device can measure weight and monitor cardiac activity, segmental body composition, and nerve activity.

Thus, the factors described above, such as rising research studies for developing innovative bio-impedance analyzers, high utilization of wearable BIA, and rising launches by market players, are projected to contribute to the segment's growth over the forecast period.

#### North America is Expected to Hold a Significant Market Share Over The Forecast Period

The North American region is expected to hold a significant market share during the forecast period owing to the rising burden of

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obesity, technological advancements in devices, increasing research spending on obesity, and the high concentration of market players in the region. For instance, according to the National Center for Health Statistics, data updated in 2022, the prevalence of obesity for adults aged 18 and over in the United States was 32.8% in 2021.

Furthermore, as per the Centers for Disease Control and Prevention Adult Obesity Prevalence Maps updated in September 2022, all states and territories of the United States had more than 20% of adults with obesity in 2021. Therefore, the high burden of obesity in the region is expected to attract market growth opportunities during the forecast period.

Also, the rising launches by market players significantly contribute to the market growth. For instance, in August 2022, Samsung Electronics Canada launched Galaxy Watch5 and Galaxy Watch5 Pro to boost fitness and wellness habits with intuitive insights and advanced features. The watch is integrated with a body composition measurement tool that provides a snapshot of the user's overall wellness and guides them through personalized workouts and track progress. Such launches boost the demand for body composition analyzers in the region during the forecast period.

Therefore, owing to the above-mentioned factors, such as the high burden of obesity, rising R&D spending, and product launches, the studied market is anticipated to grow in the North American region.

### Body Composition Analyzers Industry Overview

The body composition analyzers market is highly competitive and consists of several major players. Many companies are developing novel products, and mergers and acquisitions are also fostering technological advancements and operational expansions in the body composition analyzers industry. Companies like Bodystat, Cosmed S.R.L, Koninklijke Philips NV, Hologic Inc., Inbody Co. Ltd, Maltron International Ltd, Omron Healthcare Inc., Seca GmbH & Co. Kg., and Tanita Corporation, among others, hold substantial market shares.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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