

400 Health & Fitness category  
apps limited to most popular  
200 free  
200 paid

40 apps included in analysis  
20 free  
20 paid

20 apps excluded as unrelated to  
physical activity and dietary  
behaviours

8 sleep apps  
3 menstrual period tracker apps  
3 heart rate meters apps  
1 horoscope app  
1 fundraising app  
3 magazines apps  
1 pregnancy app