



**TOP
10**

Health

**Down-
loads**

**Top 10 mHealth Apps Performance Benchmarking
Brazil**

24st of May 2013

Preview

This report analysis the performance of the most successful mHealth apps in Brazil



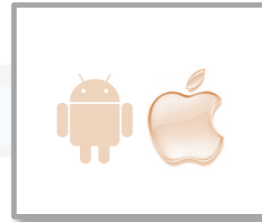
Downloads: Average monthly and total lifetime downloads for free and paid apps



Pricing: Displays the pricing of top 10 paid mHealth apps



Time span: Detailed view for December 2012 to Februar 2013 and lifetime performance



Platform: mHealth apps for iPhone, iPad and Android phones



mHealth app categories: Apps in the Health & Fitness and Medical category



mHealth apps: Apps that have listed in the top 10 during the time span

The performance benchmarking contains 18 analyses



Top 10 Health & Fitness

1. Average monthly downloads of the top 10 free Health & Fitness apps
2. Average accumulated downloads of the top 10 free Health & Fitness apps at end of February 2013
3. Average accumulated downloads of the top 10 paid Health & Fitness apps at end of February 2013
4. Top 10 paid Health & Fitness apps price (\$) at February 2013
5. Top free app categories of Health & Fitness category over the past 3 months
6. Top paid app categories of Health & Fitness category over the past 3 months
7. Dispersion of top 10 free and paid Health & Fitness apps among platforms
8. Dispersion of top 10 free and paid Health & Fitness apps by subcategory

Top 10 Medical

9. Average monthly downloads of the top 10 free Medical apps
10. Average accumulated downloads of the top 10 free Medical apps at February 2013
11. Average accumulated downloads of the top 10 paid Medical apps at February 2013
12. Top 10 paid Medical apps price (\$) at February 2013
13. Top free app categories of Medical category over the past 3 months
14. Top paid app categories of Medical category over the past 3 months
15. Dispersion of top 10 free and paid Medical apps among platforms
16. Dispersion of top 10 free and paid Medical apps by subcategory

Top 10 category comparison

17. Average accumulated downloads of the top 10 free app within Health & Fitness and Medical at February 2013
18. Average accumulated downloads of the top 10 paid app within Health & Fitness and Medical at February 2013

List of best performing Health & Fitness apps included in the benchmarking

Top 10 Health & Fitness

FREE			PAID		
iPhone	iPad	Android	iPhone	iPad	Android
1. Tecnonutri - Gestão da sua dieta	1. Dieta e Saúde	1. Dieta e Saúde	1. Sleep Cycle alarm clock	1. iMuscle - (NOVA Series) - iPad edition	1. Endomondo Sports Tracker PRO
2. Nike+ Running	2. Calorie Counter by FatSecret for iPad	2. Period Calendar / Tracker	2. NutraBem	2. Pregnancy (Sprout)	2. Runtastic PRO
3. Eu Atleta	3. WomanLog Calender	3. RunKeeper - GPS Track Run Walk	3. FitX Treinos e Exercícios	3. WomanLog PRO Calender	3. Instant Heart Rate - Pro
4. Dieta e Saúde	4. Gestação Semana a Semana	4. Cardiograph	4. Runtastic Heart Rate PRO	4. Smart Alarm Clock for iPad: sleep cycles and noise recording	4. SleepStats
5. RunKeeper - GPS Track Running Walking Cycling	5. BOA FORMA	5. Medida Certa	5. Runtastic PRO	5. Diet Watchers Diary	5. Zombies, Run!
6. Medida Certa	6. Daily Workouts FREE	6. TecnoNutri	6. Cardiograph - Heart Rate Meter	6. Runtastic PushUps PRO	6. WomanLog Pro Calender
7. Runtastic	7. Abs Workout	7. Nike+ Running	7. Diet Watchers Diary	7. Cardiograph - Heart Rate Meter	7. Diet Watchers Diary
8. 100+ Pushups	8. Relax Melodies HD: A white noise ambience for sleep	8. Runtastic	8. Period Tracker Deluxe	8. Diet Planning Calculator	8. JEFIT Pro - Workout & Fitness
9. BOA FORMA calculadora de calorias	9. Pink Pad Period Tracker for iPad	9. AcaDroid - Bodybuilding Guide	9. iMuscle - iPhone edition	9. Brain Wave	9. Point by Point - Diet
10. My Diet Diary	10. Weight Tracker QuickLog.me	10. Endomondo Sports Tracker	10. Pregnancy (Sprout)	10. Relax Melodies Premium HD	10. CardioTrainer Pro
11. Runtastic Push-Ups PRO	11. Receitas fáceis: Aprenda a preparar algo saudável	11. Minhas trilhas	11. Fitness Point Pro - Workout & Exercise Journal	11. SleepLantern	11. Ponto por Ponto - Dieta
12. Fitness Point - Workout & Exercise Journal	12. Gravidez Lite	12. IMC Calculadora - Peso Ideal	12. Smart Alarm Clock: sleep cycles and noise recording	12. Runtastic Squats PRO	12. Bebê Conecta (diário do bebê)
13. Runtastic Sit-Ups	13. Sons Relaxantes - Durma bem, alivie o stress		13. Sleep Bug Pro: White Noise Soundscapes	13. Runtastic SitUps PRO	13. Fitness Buddy : 1700 Exercises
14. Runtastic Road Bike GPS Cycling Computer			14. Runtastic SitUps PRO	14. BemStar	
				15. Cyclometer GPS Cycling and Running	

Benchmarking includes apps of the category Health&Fitness that have been listed in the top 10 during the period December 2012 – February 2013

List of best performing Medical apps included in the benchmarking

Top 10 Medical

FREE			PAID		
iPhone	iPad	Android	iPhone	iPad	Android
1.Hora da Pílula	1.Atlas Corpo Humano 3D	1.Anti Mosquito	1.Guia dos Remédios	1.Emergências Clínicas	1.Guia de Bulas
2.CID-10 Pro	2.CID-10 Pro	2.Bulário Bulas de Remédios FREE	2.Emergências Clínicas	2.MedGravidez	2.MEDGuide
3.Genericos BR	3.Genericos BR	3.Cruzi - Health Guide	3.Conduas em Emergência	3.Conduas em Emergência	3.Emergência Brasil
4.Medicamentos de A a Z Free	4.Anti Mosquitoes	4.Diseases Codes ICD-10	4.Baby Connect (Activity Logger)	4.Drogas - Emergência & CTI	3.MedQuiz - Residência Médica
5.Doctoralia	5.vMEye free	5.Menstrual Calender	5.Med Time	5.ECG Pratico	4.CONDUTAS EM EMERGÊNCIA 2.0
6.Dr.Drauzio - Primeiros Socorros	6.Medicamentos de A a Z: Pediatria Free	6.Dr Drauzio Primerios Socorros	6.Guia dos Exames	6.Guia dos Remédios	5.Bulário Bulas Remédios PREMIUM
7.Menstrual Calender	7.Dr. Drauzio Varella	7.Contraceptive pill	7.Medicamentos de A a Z	7.Medicamentos de A a Z	6.Emergências Cirúrgicas
8.Lista Farma Mobile	8.Aché - Ortopedia e trauma do esporte	8.Blood Pressure	8.MedQuiz - Residência Médica	8.Suporte Avançado de Vida	7.PR Vade-mécum Brazil
9.Universo Médico	9.Netter's Anatomy Atlas Free	9.Procedimentos SUS	9.MedCalc (medical calculator)	9.Tabela SUS Pro	8.ECG
10.Procedimentos SUS	10.Vet Fácil Brasil	10.GAPS - Antibiótico na Urgência	10.Drogas - Emergência & CTI	10.Guia do ECG	9.Drugs in Emergency & ICU
11.SafeDosePro	11.SafeDosePro	11.Anatomy Muscles	11.Bulas	11.MedQuiz - Residência Médica	10.Vacinas Brasil
12.Pressão Arterial - Smart Pressão Arterial	12.Atlas Cardiologia		12.MedGravidez	12.iAuscultar	11.iSemiologia
13.Hemograma - Manual de interpretação Free	13.Resuscitation!		13.iAuscultar	13.Calcomed	12.Ausculta Cardíaca
14. Anti Mosquitoes	14.Atlas Sistema Musculoesquelético		14.ECG Clínico	14.Anamnese	13.P-MED Preço Médico de Proced
	15.Atlas infantil animado de anatomia y fisiologia humanas			15.Guia dos Exames	

Benchmarking includes apps of the category Medical that have been listed in the top 10 during the period December 2012 – February 2013

The content is presented in a graphical style

Package content at a glance (extract)



About us

About reserch2guidance

research2guidance is a strategic advisory and market research company specialized in the mobile application market. Based in Berlin (Germany) we help out global clients to define and implement their mobile application strategy. Our mission is to provide guidance based on robust research data and expertise.

The founders of research2guidance have worked in the consultancy and research business for years, gaining valuable experience in both European and global initiatives. We provide empirical research, expert knowledge and strategic consulting, helping companies and organizations who want to deepen their engagement in the mobile market.

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