

Headspace Revenue and Usage Statistics (2025)



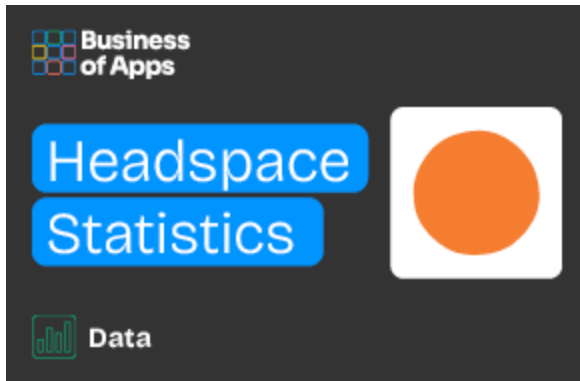
[David Curry](#)

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In 2004, Andy Puddicombe returned to London from a ten year expedition training as a Buddhist monk. Returning home, he established his own private meditation practice and in 2010 one of his clients, Richard Pierson (CEO), helped him establish Headspace.

Headspace was originally an events company, offering prospective clients a way to book Puddicombe. After several clients asked him for material to take home, the team (a few friends of Puddicombe and Pierson) built an app to fill that need.

The app originally came with a few offline sessions, which followed the classes conducted in London. Puddicombe delivered the sessions in his soothing British voice, which is still the default male voice on

Headspace. His appearances on [Jimmy Fallon](#) and his [TED Talk](#) have made him a key ambassador for mindfulness in the West.

The app quickly surpassed event bookings as the revenue driver for Headspace. It reached one million downloads in 2014, and received [early praise](#) from several celebrities, alongside partnerships with Virgin Atlantic and Harvard University.

Even with this growing interest in mindfulness, Headspace was still a rather niche company until 2018. In that year, it reached one million paid subscribers, a 50 percent surge over the previous year, alongside a growth in commercial clients, such as Google and [LinkedIn](#).

As Headspace grew, so did its rival, [Calm](#). Both built by UK entrepreneurs, Headspace and Calm are in what they describe as “mindful competition”.

Headspace has always been focused on meditation, with its exhaustive list of A-Z list of sessions. Courses for stress, anger, depression, work performance and even teaching kids how to meditate are all available on the app. Many courses are built within the three level framework: learn, practice and master.

However, in the past few years it has branched into other forms of wellness, such as adult sleeping, exercise routines and music playlists. It launched a podcast called Radio Headspace, in which Puddicombe discusses a few key questions from listeners. [Mindful Earth](#) launched in 2020, which combines BBC Planet Earth cinematography with Headspace’s wellness sessions.

In 2021, Headspace and on-demand mental health platform Ginger announced plans to merge. The combined entity combines Headspace’s approachable self-serve platform with Ginger’s clinical expertise.

We have collected data and statistics on Headspace. Read on below to find out more. Explore further with our [in-depth health & fitness app report](#).

Headspace Key Statistics

- Headspace made an estimated \$195 million in 2023
- 2.8 million people subscribe to Headspace and the app has been downloaded 80 million times
- 2,700 businesses have partnered with Headspace to offer the app for free to employees
- Headspace Health, the combined company of Headspace and Ginger, was valued at \$3 billion

[Health & Fitness App Report 2025](#)

Want to learn more about the health & fitness app industry? Our [Health & Fitness App report](#) covers app financials, market share, users, installs and benchmarks.

- Charts: 81
- Data Points: 1228
- Apps covered: 22

Headspace Overview

Launch date	6 January 2012
HQ	Santa Monica, California
People	Russell Glass (CEO), Andy Puddicombe (co-founder, advisor)
Business type	Private
Industry	Meditation and wellness

Headspace Revenue

The Headspace app made an estimated \$195 million in 2023, through the \$10 a month subscription it charges to access its library of wellness guides.

Headspace revenue 2016 to 2023 (\$mm)

Year	Revenue (\$mm)
2016	30
2017	40
2018	60
2019	100
2020	150
2021	220
2022	235
2023	195

Note: 2020-2023 values are estimates. Sources: [Health & Fitness App Report](#), [Fortune](#)

Headspace Subscribers

Headspace subscribers declined by 500,000 to 2.8 million paid subscribers in 2023.

Headspace subscribers 2017 to 2023 (mm)

Year	Subscribers (mm)
2017	0.4
2018	1
2019	1.3
2020	2
2021	3.5
2022	3.3
2023	2.8

Sources: [Health & Fitness App Report](#), Company data

Headspace Commercial Customers

Headspace has over 2,000 commercial customers, which provide Headspace and Ginger for free to employees.

Headspace commercial customers 2018 to 2022

Year	Commercial customers
2018	300
2019	420
2020	600
2021	2,100
2022	2,700

Sources: Company data, [Marketwatch](#)

Headspace Downloads

Headspace has been downloaded 80 million times, with most downloads occurring during the pandemic.

Headspace cumulative downloads 2016 to 2023 (mm)

Year	Downloads (mm)
2016	6
2017	16
2018	32
2019	47
2020	59
2021	69
2022	75
2023	80

Source: [AppMagic](#)

Headspace Valuation

Headspace Health, the combined entity of Headspace and Ginger, was recently valued at \$3 billion.

Headspace valuation 2015 to 2021 (\$mm)

Year	Valuation (\$mm)
2014	50
2017	250
2018	320
2021	3000

Sources: [The Times](#), [Forbes](#), [TechCrunch](#)

Headspace Funding

Headspace has received \$320 million cumulative funding since launch.

Headspace cumulative funding 2015 to 2023 (\$mm)

Year	Funding (\$mm)
2015	38
2017	75
2020	215
2023	320

Source: [Crunchbase](#)

Health & Fitness App Market Landscape

The health and fitness app industry is a combination of many subsectors, including health, fitness and wellness. Headspace is one of the leading meditation and wellness apps. You can [download this market map as a PDF](#), which includes a landscape version.

Headspace vs Calm: Revenue

Calm has held a lead on Headspace in revenue over the six years, although both have increased and decreased revenues at similar rates.

Headspace and Calm revenue 2016 to 2023 (\$mm)



Want to learn more about wellness apps? [Check out our Health & Fitness App Report](#)

Headspace FAQ

What companies offer Headspace to employees?

Google, LinkedIn, Starbucks, Adobe, GE and Turner have all partnered with Headspace for commercial use ([Marketwatch](#))

Who has the most subscribers out of Headspace and Calm?

Calm has the most subscribers at four million, although Headspace has not updated its subscriber count since early 2020

What are Headspace demographics?

Usage demographics are evenly split between 18 to 65 year olds, gender is also a 50/50 split ([Forbes](#), [Jinhong Chen](#))

How many meditation sessions are available on Headspace?

There is over 300 hours of guided meditation available on the app

How many countries is Headspace available in?

Headspace is available in over 190 countries, in five languages

When was Headspace founded?

Headspace was founded in 2012 by Andy Puddicombe and Richard Pierson, who received \$50,000 from friends to launch the app ([Forbes](#))

More Health & Fitness App Data

- [Health & Fitness App Benchmarks \(2025\)](#)
- [Health App Revenue and Usage Statistics \(2025\)](#)
- [Peloton Revenue and Usage Statistics \(2025\)](#)
- [Fitness App Revenue and Usage Statistics \(2025\)](#)
- [Calm Revenue and Usage Statistics \(2024\)](#)
- [Fitbit Revenue and Usage Statistics \(2025\)](#)
- [Strava Revenue and Usage Statistics \(2025\)](#)
- [Sweatcoin Revenue and Usage Statistics \(2025\)](#)
- [Flo Revenue and Usage Statistics \(2025\)](#)
- [MyFitnessPal Revenue and Usage Statistics \(2025\)](#)

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