

# AI IN FITNESS & WELLNESS

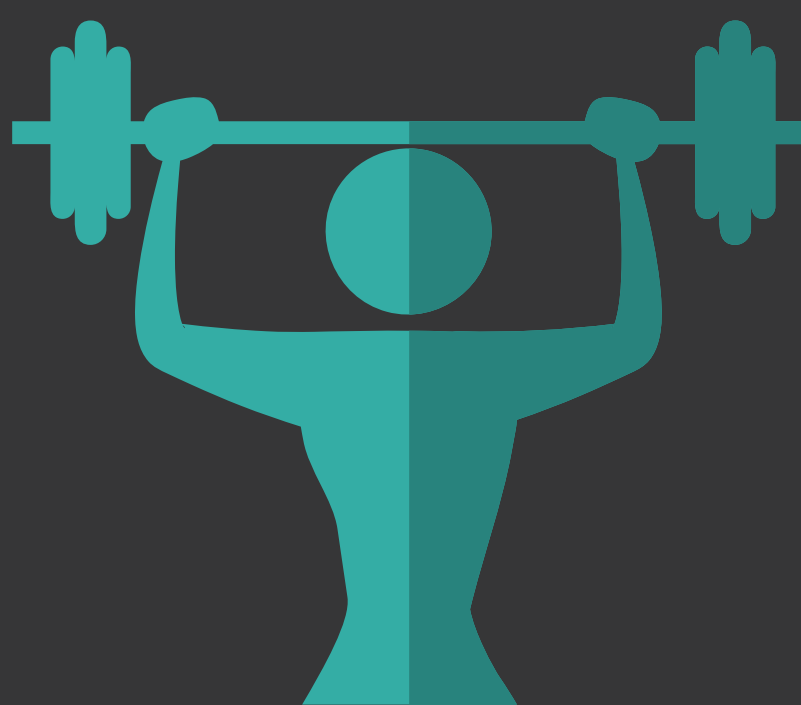


**\$87.5**  
BILLION

**REVENUES OF  
GLOBAL FITNESS  
INDUSTRY IN 2018**

**34,000**

**NUMBER OF  
FITNESS CENTERS  
IN THE U.S.**



## 7 WAYS AI IS BEING USED



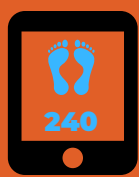
### 24/7 Customer Service

Virtual customer assistants can handle requests on websites, mobile apps, and social networks 24/7.



### AI Fitness Wearables

AI fitness wearables can analyze activity levels and how the body responds to strenuous workouts, with detailed and useful views.



### Personalized Workouts

AI can offer suggested workout programs individually tailored for your fitness goals.



### Promote General Health

AI can recognize changes in key metrics that could indicate a problem with the user's health, allowing for immediate diagnosis and treatment.



### Low Priced Personal Training

AI enabled digital coaching learns how individuals work out and provides motivation and customize workouts.



### AI Assistants

AI assistants helps answer questions without involving the need for additional staff.



### Track Client Progress

AI can help trainers track client progress from a distance via integrations with wearables and smart monitors.

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