

# The impact of AI on healthcare and fitness



## 5 Decision-behavior insights for brand success

**SKIM**

How is AI influencing consumer behavior in healthcare and fitness? The SKIM Trends Lab's research uncovered the friction points, opportunities and implications for innovation, communication and pricing strategies. Read on to learn how to successfully influence adoption of AI-driven health and fitness solutions.

### 1 Huge potential for health & fitness brands

Across the board, there is significant interest from consumers to use AI to support their health and fitness goals, opening up opportunities for brands seeking to integrate AI into their health and fitness offerings.



**73%**  
Consumers are interested in AI-powered solutions



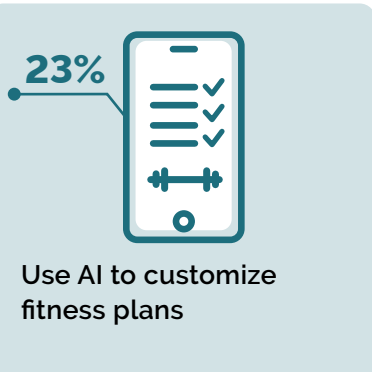
**36%**  
Baby Boomers are the most resistant to using it

#### RECOMMENDATION

Seize the opportunity of enhancing your solutions with AI. Emphasize benefits of AI in health that resonate with different generations.

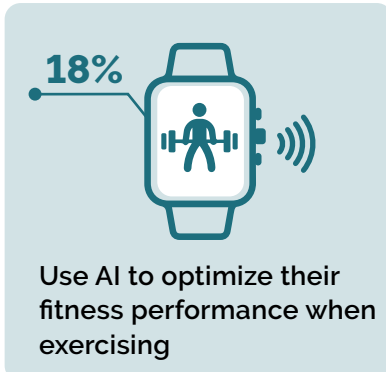
### 2 Crafting unique health journeys

AI-powered services have streamlined the decision journey for consumers by offering personalized solutions that cater to individual preferences, fitness and nutrition goals, ultimately enhancing the overall health experience.



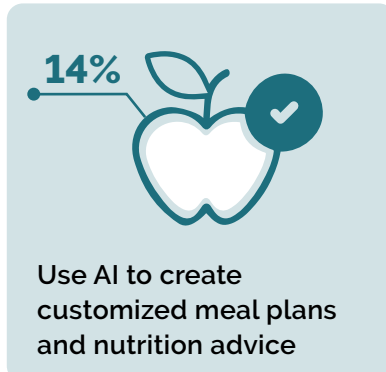
**23%**

Use AI to customize fitness plans



**18%**

Use AI to optimize their fitness performance when exercising



**14%**

Use AI to create customized meal plans and nutrition advice

#### RECOMMENDATION

Increase brand value by marketing AI services as a personal health coach that adapts to individual lifestyle and wellness goals.

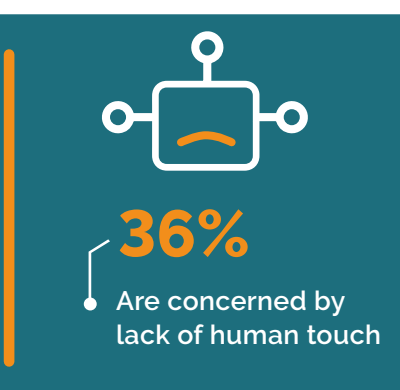
### 3 Trust vs. skepticism in AI

53% of consumers are hopeful that AI will improve experiences in health. However, some are more skeptical.



**39%**

Worry about inaccurate information



**36%**

Are concerned by lack of human touch



**35%**

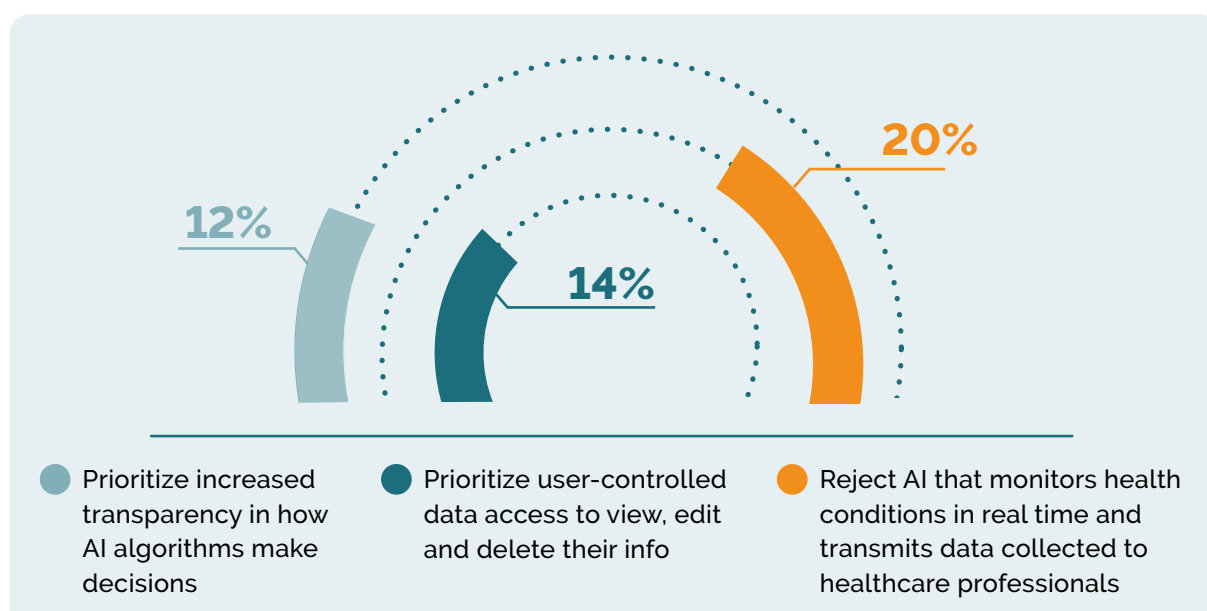
Are concerned about the use of sensitive, personal information

#### RECOMMENDATION

Reassure consumers about information accuracy and investigate trust-building measures like strict data privacy regulations and build empathetic, human-like interactions into AI services.

### 4 Transparency as the bedrock of AI adoption

Consumers want transparency, clear policies and control over their data.



**12%**

Prioritize increased transparency in how AI algorithms make decisions

**14%**

Prioritize user-controlled data access to view, edit and delete their info

**20%**

Reject AI that monitors health conditions in real time and transmits data collected to healthcare professionals

#### RECOMMENDATION

Build trust with consumers by prioritizing transparency and providing clear policies regarding data collection, usage and sharing.

### 5 Willingness to pay for customized solutions

Consumers are willing to pay for AI-based services that offer real-time health insights and instant responses to health-related queries.

Consumers are willing to pay for AI-based services that cater to their priorities:



**31%**

Are interested in customized fitness plans

**36%**

Prefer proactive lifestyle advice

**32%**

Would like customized meal & diet plans

**35%**

Want real-time insights & instant support

#### RECOMMENDATION

To increase brand revenue, introduce value-driven AI solutions that emphasize comprehensive personalization for a wide spectrum of wellness needs.

Want to learn how to increase brand value by seizing the potential of AI?

Schedule a consultation today



#### ABOUT THIS SKIM RESEARCH

With 45 years of experience in understanding and predicting decision behavior, we wanted to go beyond the hype of AI to uncover real implications for our clients. Using a hybrid quantitative, qualitative approach, the SKIM Trends Lab conducted research in the United Kingdom and Germany between September and December 2023. "Beyond the hype: The impact of AI on consumers and brands" reveals AI's broad impact on five key industry sectors (online shopping, health, travel, finance, and education). We share the friction points in the customer experience and potential AI solutions you should consider to elevate your brand.