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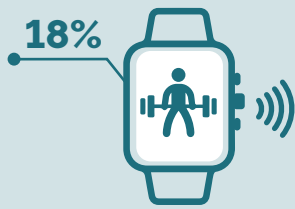
RECOMMENDATION
Seize the opportunity of enhancing your solutions with AI.
Emphasize benefits of AI in health that resonate with different generations.

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.
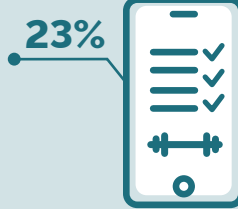
23% Use AI to customize fitness plans

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

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