

The advent of artificial intelligence and its subsets (**computer vision, machine learning, NLP, and more**) is modernizing the health and fitness industry at an unprecedented rate. By making fitness machines, gadgets, wearables, and mobile applications smarter, this technology is helping people to stay fit and healthy.

Right from helping businesses in this industry in improving their marketing and sales strategies to assisting people to reshape their day-to-day habits, AI is playing a big role in the fitness world. And if you are wondering how AI has become a game-changer, then this article is for you.

Here, we have listed all the benefits it renders to the fitness world. Check out below:

## **Human Pose Estimation Technology**

It is similar to facial recognition technology. The only difference is that the human pose estimation technique is for the entire body. It detects and analyzes the human body positions in 3 ways –

**Skeleton Modeling:** It represents the skeleton structure

**Contours Modeling:** It covers the width of the body's torso and limbs

**Volume Modeling:** It uses the 3D body scan technique to represent the body in different geometric shapes

Zenia is the best-fit example of an AI-based fitness app that leverages human pose estimation technology to help users practice yoga with the right posture.

## AI-driven Diet Planning

The application of AI in fitness apps is adding more value to your dieting efforts and meal planning. If you are willing to reach a certain weight or achieve a specific fitness goal, this AI-driven diet planning feature supports you.

Right from keeping a track of your progress to making weekly adjustments in your diet, the self-adjusting diet algorithms of the app does it all. It works based on the data gathered in a particular time interval. Some calorie counter apps like FitGenie serve as a perfect example of a fitness app offering AI-driven diet suggestions.

## AI Based Personal Trainers

In this fast-paced and hectic lifestyle, sparing time to visit a gym and hiring a personal trainer can cost you an arm and a leg. We are not kidding! Personal trainers with considerable experience might not be affordable to everyone. But fitness applications integrated with artificial intelligence is a perfect way for all such people who want to achieve their fitness goals.

What's more exciting is that the AI personal trainers act like human trainers; yes, they tell you the right posture to exercise. You can also have a one-on-one setting and receive feedback on your body posture during an exercise.

You can also get your personalized fitness and lifestyle plans from the AI-powered fitness applications. The trainer integrated into such apps offers these fitness plans considering your eating habits, present fitness level, fitness goals, and the data garnered from wearable devices.

## Smarter Wearable and Other Exercise Equipment

Artificial intelligence makes wearables smarter; besides collecting your health data, these wearables can now identify your irregular heartbeats and signs of diabetes. Moreover, it can also help you to track the exercise time, calories you burned, and more. Big companies that are providing these wearables (Apple Watch or Fitbit) are now working to integrate a virtual assistant to offer more specific instructions to its users.

AI can also modernize exercise equipment and help users to use them efficiently. Just by entering a few personal details, the equipment would provide them recommendations for achieving and maintaining their fitness.

## Performance Improvement

AI is being used in various fitness gadgets, which ultimately help fitness enthusiasts as well as the amateurs to set and achieve personalized fitness goals. Through various AI-enabled fitness applications, people can improve their performance and stamina of doing a specific exercise.

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## Drive Sales

By integrating AI in ordinary fitness applications, businesses can attract their targeted audience and improve their sales. They can also make better decision for future depending on the data collected by such applications. Additionally, AI-powered chatbots can also help them to deliver

unmatched customer experience to the app users.

## Why Build an AI-powered Fitness App?

### AI-in-Fitness-app

Artificial Intelligence makes everything better. When it comes to fitness apps, it appears that AI and fitness are now inevitably linked. It can empower the app while increasing engagement immensely. And increased engagement undoubtedly leads to higher revenue.

Though the use of AI in the fitness industry is at its early stage, it will soon gear its significance. Besides, developing an AI-powered fitness application with specific features can yield a bundle of benefits for users. So, if you are thinking to step into the fitness industry, give AI-powered fitness app development a shot. You can connect with leading fitness app development service providers like Quytech to determine the future of such app development.

## Case Studies

To know more about how artificial intelligence is revolutionizing the fitness sector, have a look over these case studies:

Zenia is an AI-based personal yoga assistant that analyzes the body movements, monitors progress, and provides real-time feedback on its users' asana performance. By using the front camera of its user's device, it analyzes the body posture and tells corrections through voice commands. Like Zenia, there are many other fitness apps that offer an AI fitness coach to aid people to maintain their fitness.

## Kaiahealth

Kaia Health, the market leader in digital therapeutics, uses AI to monitor and analyze human movement to provide real-time instructions as well as feedback. All you need to do is to install this app and start exercising. It uses your phone’s front camera to analyze the posture of an exercise and then provide the feedback.

## Asensei

The company is developing sensors that can be easily put into your workout clothes to keep a track of your movements. Analyzing those movements, the sensor will send you personalized instructions to correct your body posture.

## Aaptiv Coach

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This AI-enabled fitness coach offers personalized lifestyle and fitness plans based on every user’s eating habits, present fitness levels, and future fitness goals. To do so, Aaptiv monitors the data collected from wearable device of the user. After analyzing the data, Aaptive prepares a tailor-made fitness plan that tells the user about the exercises or other tasks required to achieve their fitness goals.

OBJ

Apps such as Zenia, Kaiahealth, and a few more have made it possible to workout at home without hiring a personal trainer to know the right posture of an exercise, personalize exercises, and have information about other healthy habits

## Applications of AI in Fitness

Artificial intelligence can be used in a variety of ways in the fitness sector. Here are six of them:

Artificial intelligence in fitness mobile applications

AI-based wristbands

AI-driven diet planning mobile apps

Intelligence footwear powered by artificial intelligence

Smart assistants for gyms and other health clubs

AI-powered yoga suits to monitor movement and set accurate posture during an asana

To know more about these applications or to build your own fitness app with the capabilities of artificial intelligence, reach out to Quytech, the most trusted AI development company. The company has a team of highly experienced and qualified developers with a proven record of developing hundreds of AI-based applications for startups and enterprises.

## Bottom Line

AI or artificial intelligence has stepped into almost all types of industries, including health and fitness. The technology helps people stay fit by making them achieve their fitness goals without heading to a gym. Today we have many AI-powered mobile applications with AI personal assistants to provide people exercises based on their fitness goals and eating habits.

Some of these apps even help its users to track their daily fitness routine. Apart from individuals, the technology also aid businesses to drive sales by making better decisions based on the collected and analyzed data.