

Market Demand

Company Growth (Peloton)

User Engagement (Fitbit)

# AI Fitness Market – Demand Signals (Google Trends)

2/4/2024

12/26/2025

AVG FITNESS APP TREND

40.36

AVG AI COACH TREND

0

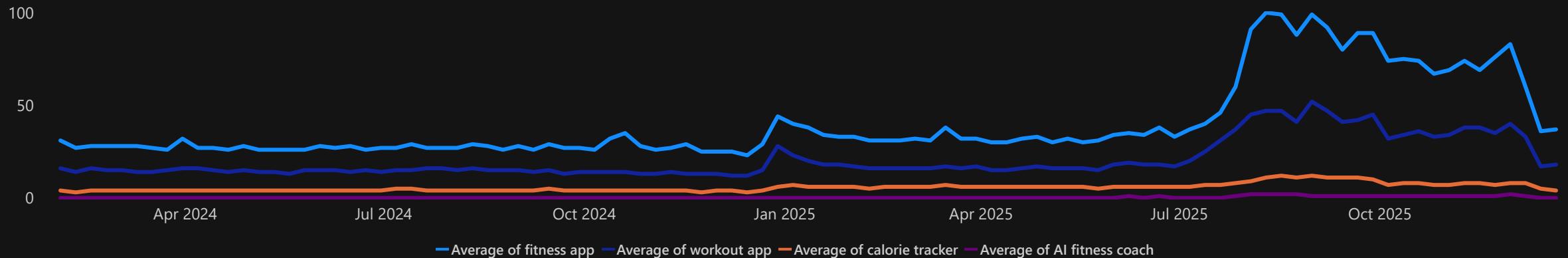
AI DEMAND INDEX (%)

0.7%

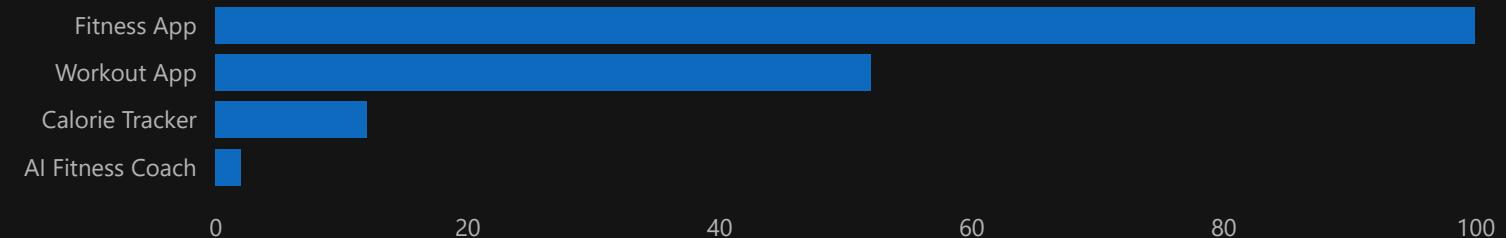
AI VS FITNESS INTREST GAP

40.1

## SEARCH INTEREST TRENDS OVER TIME



## PEAK INTREST BY TOPIC



## KEY INSIGHTS

- AI fitness coach interest accelerates toward Q4.
- Calorie tracker demand remains steady with seasonal spikes.
- Overall market momentum indicates a strong upward trajectory.

Market Demand

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User Engagement (Fitbit)

Quarter

All

# Company Growth – Peloton KPIs (Quarterly)

TOTAL REVENUE (\$M)

1904.8

PELOTON CONNECTED SUBS

8.559

PELOTON APP SUBS

1.704

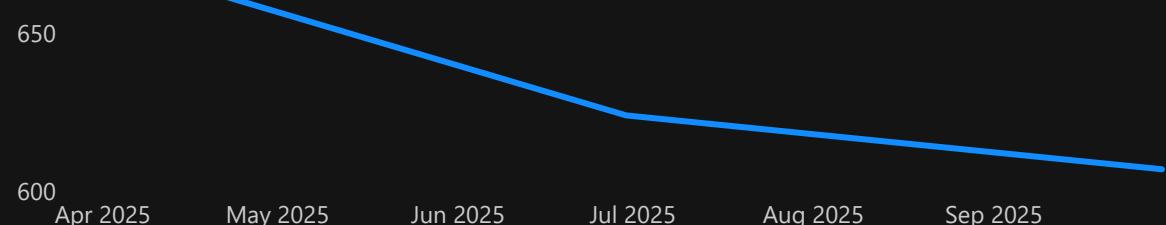
PELOTON CONNECTED CHURN

1%

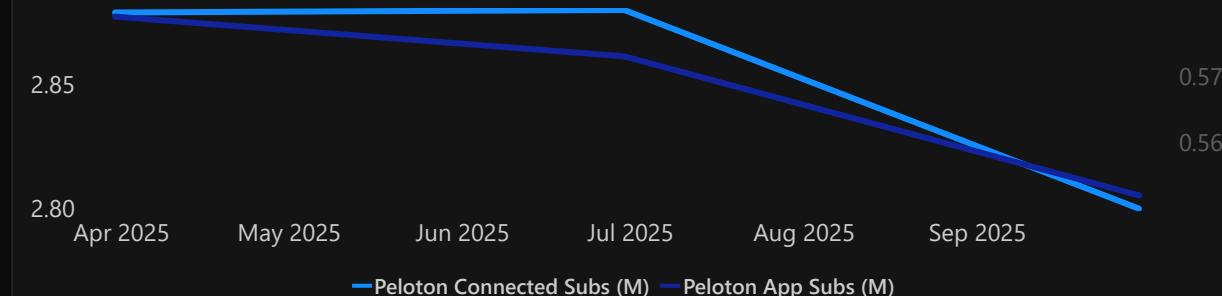
PELOTON FREE CASH FLOW (\$M)

313.1

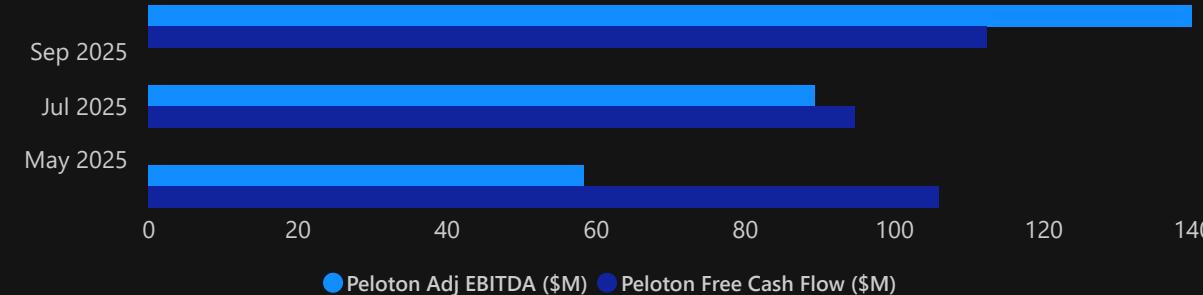
PELOTON REVENUE (\$M)



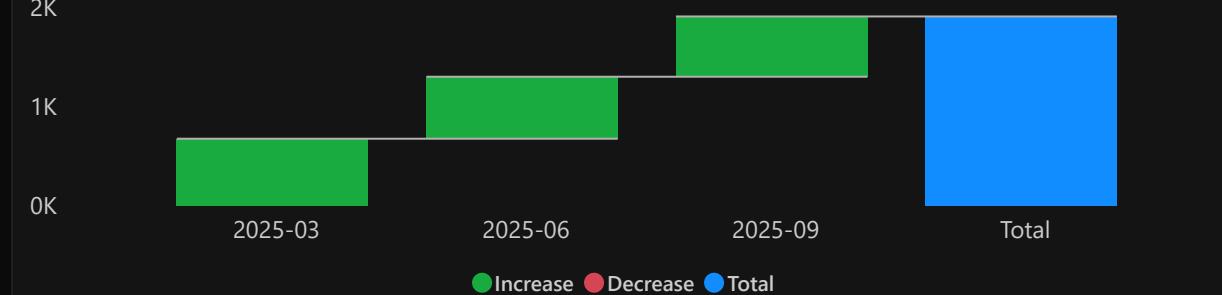
SUBSCRIBERS TREND



PROFITABILITY &amp; CASH GENERATION (\$M)



REVENUE CHANGE



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# User Engagement (Fitbit)

6/1/2015

12/26/2025

FITBIT USERS

**35**

FITBIT ACTIVE DAYS

**457**

FITBIT AVERAGE STEPS

**6.55K**

FITBIT AVERAGE CALORIES

**2.19K**

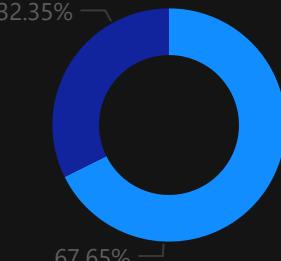
FITBIT ENGAGED DAYS %

**56.9%**

## ACTIVITY SUMMARY BY DAY

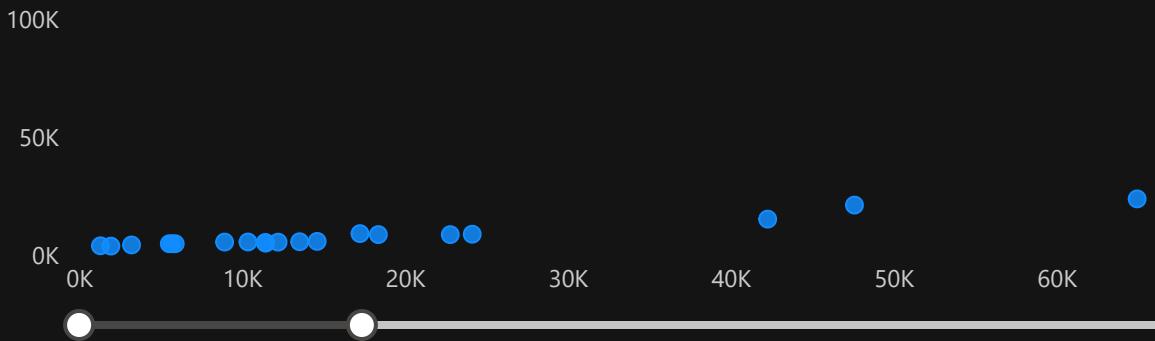
Day Name	2016-03	2016-04	Total
Fri	19694	472148	<b>491842</b>
Mon	40144	443920	<b>484064</b>
Sat	34039	497694	<b>531733</b>
Sun	37740	398437	<b>436177</b>
Thu	75856	252804	<b>328660</b>
Tue	65735	293054	<b>358789</b>
Wed	96884	263630	<b>360514</b>

## WEEKDAY VS WEEKEND ACTIVITY



**Day Type**  
● Weekday  
● Weekend

## STEPS VS CALORIES (DAILY)



## ENGAGED VS LOW ACTIVITY DAYS BY MONTH

