

IWF SHANGHAI 2026

AI运动·智能健身科技展

AI Sports & Intelligent Fitness Tech Expo

AI运动·智能健身生态大会
AI Sports & Intelligent Fitness Ecosystem Conference

上海世博展览馆

2026.3.13-15

不止于健身

MORE THAN FITNESS

运动用品
Sports Goods

营养健康
Nutrition & Health

健身器材
Fitness Equipment

泳池装备
Swimming Equipment

AI运动
AI Sports



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市场解读

Future Market Insights发布的预测数据显示,人工智能健身市场规模到2025年价值186亿美元,预计将以12.3%的年复合增长率增长,到2035年将达到598亿美元。这一数据表明,AI健身领域正处于高速增长的蓝海阶段,吸引全球资本与消费者踊跃进入。

此外,全球体育科技市场也呈现蓬勃发展趋势。据MarketsandMarkets研究报告显示,2025年该市场规模预计将达到342.5亿美元,并有望在2030年增至687亿美元,复合年增长率约为14.9%。在人工智能(AI)、物联网(IoT)和大数据等技术的推动下,体育科技正深刻影响着运动员训练、赛事管理、日常锻炼及智能场馆建设等多个领域。

智能穿戴设备已逐渐成为市场主流,华为、小米、Apple、Samsung、Garmin等科技企业持续推出创新产品,不断提升健康监测能力。同时,AI分析系统通过机器学习和预测分析,优化运动生物力学监测、疲劳评估与伤病预防训练,显著提升了训练科学性。

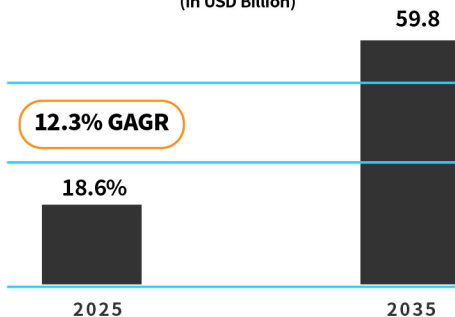
亚太地区被视为未来几年体育科技增长最快的市场之一。中国、印度、日本和韩国等国家正积极推动体育基础设施建设,引入AI与智能分析技术。电子竞技的兴起进一步加速了体育科技的商业化进程,使亚太地区逐渐成为全球体育创新的重要枢纽。随着5G与云计算技术的普及,实时数据分析能力不断增强,为AI驱动的体育科技发展提供了有力支撑。

“健康中国2030”与“全民健身”等国家战略将体育健身提升至重要国策层面。AI科技正为体育产业注入新动能,智能健身设施迅速普及,与中国市场这一全球增长引擎同步前行。

Smart Fitness Market

Projected global industry values for 2025 and 2035

(in USD Billion)



How the market is growing from 2025 to 2035?

Marketing Analysis

The Future Market Insights forecast indicates that the AI in fitness market, valued at USD 18.6 billion in 2025, is projected to grow at a compound annual growth rate (CAGR) of 12.3%, reaching USD 59.8 billion by 2035. This data indicates that the AI fitness sector is in a blue ocean stage of rapid growth, attracting active entry from global capital and consumers.

The global sports tech market is also experiencing robust growth. According to a MarketsandMarkets research report, the market size is projected to reach \$34.25 billion by 2025 and is expected to grow to \$68.7 billion by 2030, with a compound annual growth rate (CAGR) of approximately 14.9%. Driven by technologies such as artificial intelligence (AI), the Internet of Things (IoT), and big data, sports tech is profoundly impacting multiple areas including athlete training, event management, daily workouts, and smart venue development.

Smart wearable devices have gradually become the mainstream of the market. Tech companies such as Huawei, Xiaomi, Apple, Samsung, and Garmin continue to launch innovative products, constantly improving health monitoring capabilities. Meanwhile, AI analysis systems optimize sports biomechanics monitoring, fatigue assessment, and injury prevention training through machine learning and predictive analytics, significantly enhancing the scientific rigor of training.

The Asia-Pacific region is regarded as one of the fastest-growing markets for sports technology in the coming years. Countries such as China, India, Japan, and South Korea are actively promoting the construction of sports infrastructure and introducing AI and intelligent analysis technologies. The rise of esports has further accelerated the commercialization of sports technology, making the Asia-Pacific region a key hub for global sports innovation. With the widespread adoption of 5G and cloud computing technologies, real-time data analysis capabilities have been continuously enhanced, providing strong support for the development of AI-driven sports technology.

National strategies such as "Healthy China 2030" and "National Fitness" have elevated sports and fitness to the level of important national policies. AI technology is injecting new momentum into the sports industry, with smart fitness facilities rapidly gaining popularity, advancing in tandem with the China market, a global growth engine.



项目介绍

为迎接运动健身产业与人工智能深度融合的时代浪潮，IWF国际健身展组委会敏锐地洞察到：行业正迈入以“数据驱动”与“个性化体验”为标志的新阶段，而AI技术正是推动这场变革、开启未来蓝海的核心引擎。在AI的驱动下，传统通用化健身模式正逐渐被实时动作捕捉、个性化即时反馈与沉浸式体感互动所替代。这不仅提升了运动的科学性与趣味性，更打破了空间限制，将专业级健身体验延伸至家庭、办公室等多元场景，催生出充满潜力的新兴市场。

IWF依托深厚的平台资源，正式推出“中国（上海）AI运动·智能健身科技展览会”暨AI运动·智能健身生态大会。这一战略性布局不仅是内容的扩展，更是生态的融合与升级。IWF致力于打造一个“生态连接器”，推动AI科技与健身产业在此深度碰撞、务实合作，成为产业协同创新的重要催化剂。

IWF不仅展示前沿技术，更积极连接拥抱智能化的健身器材制造商、运动用品企业及科技融合型厂商，促进AI技术在产品与解决方案中的实际落地，共同构建持续演进、充满活力的智能健身新生态。我们诚邀业界先锋齐聚一堂，共驭智能浪潮，携手定义健身产业的未来。

AI SPORTS & INTELLIGENT FITNESS TECH EXPO



Project Introduction

To embrace the era of deep integration between the fitness industry and artificial intelligence, the International Health, Wellness, Fitness Expo (IWF) organizing committee has keenly observed that the sector is entering a new phase characterized by "data-driven" approaches and "personalized experiences". AI technology serves as the core engine driving this transformation and unlocking future blue oceans. Powered by AI, traditional generic fitness models are gradually being replaced by real-time motion capture, personalized instant feedback, and immersive motion-sensing interactions. This not only enhances the scientific rigor and entertainment value of workouts but also breaks spatial limitations, like homes and offices, giving rise to a promising emerging market.

Relying on its profound platform resources, **IWF officially launched the "China (Shanghai) AI Sports & Intelligent Fitness Tech Expo" and the AI Sports & Intelligent Fitness Ecosystem Conference.** This strategic layout is not only an expansion of content but also an integration and upgrade of the ecosystem. IWF is committed to building an "ecosystem connector" to promote in-depth collision and practical cooperation between AI technology and the fitness industry, becoming an important catalyst for industrial collaborative innovation.

IWF not only showcases cutting-edge technologies but also actively connects with smart fitness equipment manufacturers, sports brands, and tech-integrated companies. By driving the practical application of AI in products and solutions, IWF fosters a continuously evolving and dynamic intelligent fitness ecosystem. We warmly invite industry pioneers to join us in riding the wave of innovation and co-creating the future of the fitness industry.

涵盖展品



智能健身及康复设备：

智能科技健身器材、居家运动用品、场景化训练设备、健身镜、AI运动装备、AR/VR健身设备、虚拟运动游乐设备、运动康复装备、EMS智能穿戴设备、绿色科技设备、康复理疗机器人、青少年体适能测评、智能手表/手环等



运动检测与评估系统：

智能体测设备、运动损伤预警系统、轻量化监测工具、体质检测系统、数字健身服务平台、AI私教系统、肌群评估系统、团队运动分析系统



全人群适配解决方案：

青少年训练系统、运营系统、运动健身APP、AI智能健康解决方案、AI营养规划

Exhibits Include



Smart Fitness & Rehabilitation Equipment:

Smart tech fitness gear, home workout gear, scenario-based training devices, fitness mirrors, AI-powered sports gear, AR/VR fitness devices, virtual sports play equipment, rehabilitation gear, EMS smart wearables, eco-friendly tech devices, physiotherapy robots, youth fitness assessments, smart watches/bands, etc.



Sports Monitoring and Evaluation System:

Smart Sports Testing Equipment, Sports Injury Early Warning System, Lightweight Monitoring Tools, Physical Fitness Testing System, Digital Fitness Service Platform, AI Personal Trainer System, Muscle Group Assessment System, Team Sports Analysis System



A comprehensive solution for all demographics:

youth training system, operational system, fitness app, AI-powered health solutions, and AI nutrition planning



AI运动·智能健身生态大会系列活动 (拟)

AI Sports & Intelligent Fitness Ecosystem Conference Series (Draft)

主论坛：AI如何重塑全球健身产业新范式？

Main Forum: How is AI reshaping the new paradigm of the global fitness industry?

技术分论坛：

- 边缘计算与实时姿态纠正的挑战
- 大模型在个性化运动处方中的应用
- 运动生物力学数据的采集与分析

商业分论坛：

- 智能健身的商业模式创新：
硬件、内容、服务谁主沉浮？
- 传统健身房如何数字化转型？
- 资本视角下的智能健身赛道投资机会

应用分论坛：

- AI在青少年体育教育与体质健康监测中的应用
- 银发群体的智能健康促进方案
- AI赋能职业体育与奥运备战的案例分享

Technical sub-forum:

- Challenges of edge computing and real-time posture correction
- Application of large model in personalized exercise prescription
- Collection and analysis of sports biomechanics data

Business Forum:

- Business model innovation of intelligent fitness:
who will dominate the hardware, content and service?
- How to digitize traditional gyms?
- Investment opportunities in the intelligent fitness sector
from a capital perspective

Application sub-forum:

- Application of AI in adolescent physical education and
physical health monitoring
- Intelligent health promotion program for the silver group
- Case studies on AI-powered professional sports and
Olympic preparation



AI运动挑战赛

(如：空气跳绳、虚拟马拉松、虚拟划船器等)

- AI运动生态数据安全与隐私保护研讨会
- 全民健身场景化解决方案论坛
- AI体测系统校园/场馆落地签约仪式
- AI训练发展计划
- 个性化体质方案定制
- 新品首发会

AI Sports Challenge

(e.g., jump rope, virtual marathon, virtual rowing machine, etc.)

- AI Motion Ecology Data Security and Privacy Protection Seminar
- Forum on scenario-based solutions for national fitness
- AI Physical Fitness Testing System Campus/Venue
Implementation Signing Ceremony
- AI Training Development Program
- Personalized Physique Solutions
- New product launch

MORE THAN FITNESS

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展台类型及费用:

展台 \ 规格 Booth Type	精装展位 Booth (3m×3m)	精装双开口展位 Two-side Open Booth (3m×3m)	光地 (36m²起租) Raw Space (Minimum 36m²)
境内企业 Domestic	25,000 元/展位 RMB 25,000	26,000 元/展位 RMB 26,000	2,500 元/m² RMB 2,500/m²
境外企业 Oversea	4,000 美元/展位 USD 4,000		400 美元/m² USD 400/m²



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