

# FIBO 2026: Fitness Meets Technology



A rapidly growing sector, valued at around \$6.8 trillion in 2024 and projected to reach over \$11 trillion by 2034 is the health, wellness, and fitness sector. While North America leads, Asia-Pacific is catching up fast and India is no exception to the trend. The millennial and Gen Z, are pushing the industry forward especially on six dimensions of wellness—health, sleep, nutrition, fitness, appearance, and mindfulness. An active and holistically mindful lifestyle is more important than ever, and it will be the focal point of FIBO 2026.

FIBO is the leading international trade show for fitness, wellness, and health, organized by Reed Exhibitions Limited ("RX") and will be held from April 16-19, 2026 in Cologne, Germany. The annual FIBO Show therefore brings together all the players from the health, fitness and wellness sectors. Industry decision-makers, up-and-coming entrepreneurs and studio operators from numerous countries, trainers, athletes and the fitness community form the hot spot for innovations, investments and trends for an active lifestyle.

## FIBO Congress 2026

When the international fitness and health industry gathers in Cologne, one event is indispensable: the FIBO Congress. On April 16 and 17, the Deutsche Hochschule für Prävention und Gesundheitsmanagement (DHfPG) and the BSA-Akademie will curate a program on behalf of FIBO that seamlessly blends science, practice, and innovation. For the first time, the event will be held exclusively on the two trade visitor days, ensuring an even sharper focus on the professional community.

Attendees can look forward to a diverse program of talks covering topics such as training, nutrition, mental fitness/coaching, corporate health management (BGM), and business management. The agenda will be continuously updated to reflect the latest trends, scientific insights, and pressing questions facing the industry.

## Fitness Meets Technology

A quick glance at your smartwatch is enough to show how



close the future really is. The music app recommends the perfect beat for your workout, the wristband tracks your heart rate, an AI suggests breathing exercises after training and provides tailored nutrition tips. What many see simply as convenience is in reality the interplay of highly advanced systems – combining sensors, data analytics and, increasingly, artificial intelligence.

It is a billion-dollar market – and at the same time the foundation for performance improvements in many other industries, including fitness. In its current Sports Industry Outlook 2025, consulting firm Deloitte describes how deeply this connection has already entered our everyday lives: “Generative artificial intelligence (AI) technology could lend a hand in personalizing

fan content feeds ... and providing direct (and instant) customer support.”

FIBO Director Silke Frank explains: “What is already a global standard in sports is now rapidly entering the operational management of the fitness and health sector – and, just like consumer-facing digital solutions, it has found a home at FIBO: the new Confex Hall! Directly opposite the ‘Köln Messe/Deutz’ station with immediate access to the entire trade fair grounds.”

For 2026, the concept of this FIBO Tech hotspot has been consistently enhanced. The hall will be integrated into the user journey of the entire trade fair. Its concept makes innovation and sustainable digital services tangible and directly links them to education and networking for trade visitors.

Technology is no longer an add-on, but a core element of today’s fitness culture – one in which prevention, health and performance merge, and where training, coaching, nutrition, recovery and business management are seamlessly linked for the benefit of all stakeholders.

What used to be called “digitalization” is already a normal part of studio operations in 2026. It is visible in new business models, smarter training and business steering, data-driven decisions – and in the new FIBO Confex Hall: the place where the future of fitness lives.

*Chandragupta Amritkar*