

Withings introduces AI-enabled smart mirror at CES 2025

Article

The news: Withings introduced a smart mirror, dubbed **Omnia**, at this year's Consumer Electronics Show (CES). Omnia is currently in development and a timeline for its availability hasn't been disclosed.

Here's how Omnia works: The smart mirror can measure users' weight, metabolic health, and heart health, as well as pull medical data collected from other trackers. Omnia has a built-in AI

voice assistant that provides real-time feedback, and can send health data to doctors for review.

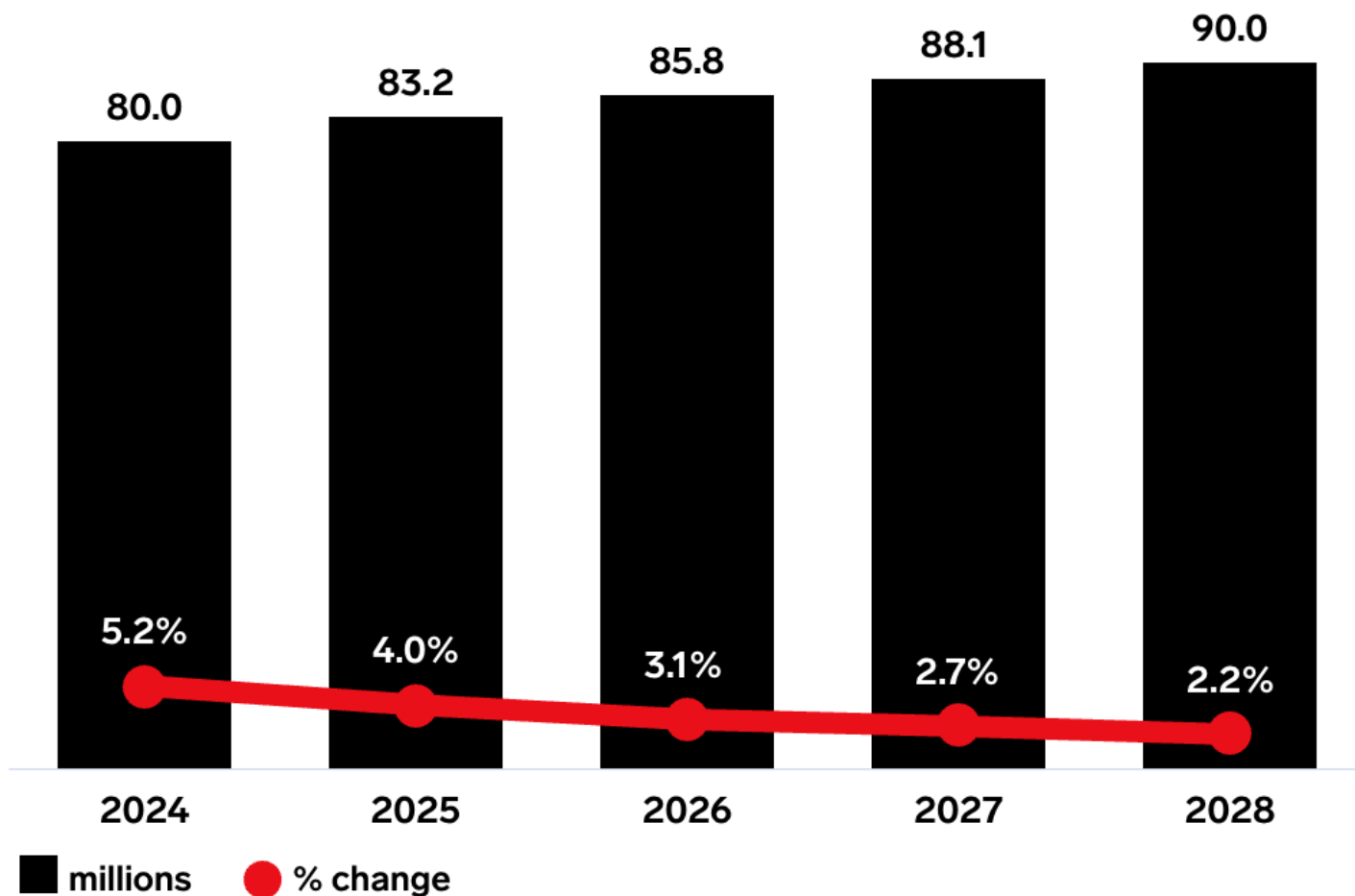
Key stat: Omnia's unveiling comes as consumers are hitting peak adoption rates for health-related smart devices, including wearables. 80 million Americans currently use a health-focused smart wearable, and [we project](#) 90 million to use one by 2028.

Our take: We're skeptical of consumers' appetite for Omnia's (or any) smart mirrors.

- For starters, Omnia is a large product and could occupy a fair deal of real estate in a user's home.
- While its integration of health data from different sources should be useful, there are other devices on the market, [like the Apple Watch](#), that already do much of the same.
- Plus, history hasn't been kind to smart mirrors. **lululemon** discontinued its connected Mirror device in 2023 amid low consumer demand, according to Retail Boss.

Health-Related Smart Wearable Users

US, 2024-2028



Note: individuals of any age who at least once per month wear accessories or clothing designed to monitor or measure health and fitness activities; excludes devices used for remote patient monitoring and VR headsets

Source: EMARKETER Forecast, November 2024

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