CES2026 HEALTH & WELLNESS PREVIEW

HEALTHY INNOVATION IN THE MED TECH SPACE

CES

OMNICOM

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OVERVIEW

CES 2026 marks an inflection point for health tech. In the past 18 months, innovative products across several product categories have sailed through the regulatory process and are starting to hit the market. Cuffless blood pressure monitors have FDA clearance. Several voice-based cognitive screening products are FDA-registered. Vagus nerve stimulation devices are sold direct-to-consumer. And the smart ring category has grown to 76 exhibitors at CES alone.

Consumer expectations are shifting in parallel. Patients who track blood pressure from their wrist will find traditional cuffs inconvenient. Caregivers who can screen for cognitive decline through a voice app will question why it requires an office visit. Wellness consumers who manage stress through a $250 neurostimulation device will compare it to prescription alternatives. And health-conscious buyers are increasingly choosing rings over watches—less intrusive, equally capable, more socially acceptable.

546	health and wellness exhibitors
74%	new to CES this year; 26% returning
184	actively seeking funding
157	startups in Eureka Park (Eureka Park)
1	CES 2026 Innovation Award in our curated list

KEY TAKEAWAYS

1. Measurement made easy

The FDA's 2023 clearance of the first OTC cuffless blood pressure monitor opened a product category and a new expectation. Consumers who track BP from their wrist, glucose from a patch, or heart rate from a camera will find traditional measurement methods feel broken by comparison. Patients will increasingly wonder why measurement still requires an appointment.

2. Speech patterns become diagnostic biomarkers

SEVENPOINTONE's AlzWIN screens for dementia from 60 seconds of speech—FDA-registered and shipping. Cognitive decline affects language before it affects daily function. Any voice interface could become a screening opportunity, and consumers will increasingly expect health insights from conversational interactions.

3. Neurostimulation reaches the consumer shelf

Pulsetto and Vagustim ship vagus nerve stimulation devices to 50+ countries, available on Amazon, priced under $300. Three years ago, this required clinical supervision. Consumers managing stress and sleep will compare OTC devices against pharmaceuticals—and some will prefer the non-drug option.

4. The ring challenges the watch

76 exhibitors compete in smart rings. The form factor advantages are clear: less intrusive, more socially acceptable, no screen demanding attention. For health-first consumers who want biometric tracking without the fitness tracker aesthetic, rings are winning—and brands will need to meet them there.

TREND 1: FRICTION-FREE VITAL SIGNS

MEASUREMENT WITHOUT THE SQUEEZE, THE PRICK, OR THE APPOINTMENT

Strategic Context

The friction tolerance threshold for health measurement is collapsing. Consumers who track blood pressure continuously from their wrist will find traditional cuffs inconvenient. Those using CGMs for metabolic optimization will expect food-response data as a standard wellness metric. Any measurement that requires scheduling, squeezing, or pricking will face comparison to friction-free alternatives and increasingly lose.

The regulatory pathway for clinical-grade accuracy in consumer-friendly form factors is now established: Accurate Meditech's FDA-cleared cuffless blood pressure monitor opened the door for OTC continuous vitals. The same pattern is now extending across vital sign categories at CES 2026: wrist-based BP monitors, camera-based contactless vitals, and continuous glucose sensors targeting non-diabetic consumers.

Patients who experience friction-free monitoring in one category will expect it everywhere. Brands relying on periodic clinical measurements will need to address how they integrate with, or compete against, continuous consumer data streams.

CONSUMER BEHAVIOR SHIFT:

Patients are developing new expectations for health measurement. Those who track blood pressure continuously from their wrist will find traditional cuff-based measurement inconvenient and disruptive. Consumers using CGMs for metabolic optimization (not diabetes management) will expect food-response data as a standard wellness metric. The friction tolerance threshold is dropping: any measurement that requires scheduling, squeezing, or pricking will face comparison to friction-free alternatives. Health brands that rely on periodic clinical measurements will need to address how they integrate with—or compete against—continuous consumer data streams.

WHAT THIS MEANS FOR HEALTH BRANDS:

Continuous monitoring creates continuous data—and continuous patient relationships. Brands with access to that data stream will understand patients differently than those relying on quarterly visits.

Patient expectations will transfer. Friction-free BP monitoring will raise expectations for friction-free everything else.

Key questions to ask vendors: “What’s your FDA clearance pathway?” and “What validation supports accuracy claims against clinical-grade devices?”

TREND 1: KEY SUB-TRENDS

1. Cuffless Blood Pressure

Continuous BP measurement without inflatable cuffs: from wrist sensors, rings, or cameras.

COMPANY	ABOUT	LOCATION
Accurate Meditech Inc*	First FDA-cleared OTC cuffless blood pressure monitor (June 2023). Sensor hub enables continuous BP measurement. The regulatory door-opener for this category.	Venetian L2, Booth 54609
Charmcare Co., Ltd.	Korean manufacturer of wearable blood pressure monitors (H2-BP, H2-ABPM). "Anytime, anywhere" monitoring without traditional cuffs.	Venetian L2, Booth 54309
Withings	French connected health pioneer (first smart scale, 2009). Smart BP monitors, hybrid watches, body composition scales. Millions of users, clinical validation.	Venetian L2, Booth 53818

2. Contactless Vitals

Camera-based measurement requiring no wearable—heart rate, BP, SpO2, and respiration from standard RGB video.

COMPANY	ABOUT	LOCATION
G1 Intelligent Technologies	Measures heart rate, blood pressure, SpO2, respiration rate, and HRV using only standard RGB cameras. Enables early detection of AFib and heart failure. No wearable required.	Eureka Park, Booth 62201
Impulse Wellness*	Wearable technologies transforming physiological data into actionable health insights for consumers and professionals.	Eureka Park, Booth 61239

3. Continuous Glucose & Metabolic

CGM technology expanding from diabetes management to mainstream metabolic optimization.

COMPANY	ABOUT	LOCATION
Aitronics Inc.	AI and optical tech for non-invasive diagnostics including glucose monitoring. Aiming to deliver safer, more efficient healthcare.	Eureka Park, Booth 62201
ViiRaa Inc*	Continuous glucose monitoring paired with AI coaching and nutrition guidance. Targeting non-diabetic consumers focused on metabolic health.	Eureka Park, Booth 61450

TREND 1: KEY SUB-TRENDS

4. Cardiac & Temperature Monitoring

Wearable ECG and continuous temperature tracking for home and clinical use.

COMPANY	ABOUT	LOCATION
Fourth Frontier Technologies	Smart wearable ECG devices (Frontier X2, Frontier X Plus) providing real-time heart insights for athletes and patients.	Venetian L2, Booth 56226
Chois Technology*	ThermoSafer: non-invasive wireless core body temperature monitor for hospital and home use. Continuous monitoring without discomfort.	Venetian L2, Booth 50523
Ustation Inc.	Portable electrocardiographs and blood pressure monitors. Building integrated data platform for medical device connectivity.	Venetian L2, Booth 50123

* Companies marked with an asterisk are actively seeking funding. See the Appendix for financial details.

TREND 2: YOUR VOICE REVEALS DISEASE BEFORE SYMPTOMS

SPEECH PATTERNS AS DIAGNOSTIC BIOMARKERS

Strategic Context

Cognitive decline affects speech before it affects daily function—pauses lengthen, word-finding slows, prosody flattens. SEVENPOINTONE's AlzWIN captures these signals from a 60-second voice sample and screens for dementia with FDA registration, outperforming acoustic-only tools by combining semantic and acoustic analysis. The broader implication: any voice interface becomes a potential screening surface. Voice assistants, telehealth calls, and customer service interactions all generate speech data that could flag early cognitive or respiratory decline.

CONSUMER BEHAVIOR SHIFT:

Consumers are becoming accustomed to voice interfaces that understand context and anticipate needs. As voice-based health screening enters the market, some consumers will embrace the convenience of conversation-based screening versus clinic visits, particularly for sensitive conditions like cognitive decline, where early detection anxiety can deter traditional screening. Caregivers managing elderly parents will find voice-based monitoring less intrusive than wearables and more practical than periodic assessments. However, privacy concerns will intensify: consumers will want clarity about when their voice data is being analyzed for health signals, and brands will need to navigate consent frameworks carefully.

WHAT THIS MEANS FOR HEALTH BRANDS:

Voice-enabled products may become diagnostic products. Patient engagement through voice carries screening potential that extends beyond the original use case.

Early detection changes treatment economics. Catching Alzheimer's years earlier expands intervention windows and may justify premium positioning.

Key questions to ask vendors: "What's your clinical validation for sensitivity and specificity?" and "How do you handle false positives and patient notification?"

TREND 2: KEY SUB-TRENDS

1. Cognitive & Dementia Screening

Voice analysis detecting early signs of cognitive decline from speech patterns.

COMPANY	ABOUT	LOCATION
SEVENPOINTONE*	FDA-registered AlzWIN dementia screener using 1-minute voice data. Combines semantic and acoustic analysis, outperforming acoustic-only tools. The anchor company for voice diagnostics.	Venetian L2, Booth 53423
JunctionMed	CareBom: voice recognition platform for senior health data capture. Personalized reports from ongoing speech pattern analysis.	Venetian L2, Booth 50335

2. Voice AI Platforms

Foundation technologies enabling voice-based health applications.

COMPANY	ABOUT	LOCATION
Deep Hearing Corp.	AI-based signal processing for speech clarity (Denoiser, Beamformer, Enhancer). Core technologies enabling voice health applications.	Venetian L2, Booth 50523
Speechmatics	Enterprise-grade Speech-to-Text and Voice AI platform. Foundational layer for health voice applications.	LVCC Central, Booth 21529
Persona AI	Korean AI startup building voice-based services for daily life. “Deeper Technology, Easier Service” mission.	LVCC North Hall, Booth 9137

3. Audio Health & Therapy

Hearables and audio devices with integrated health monitoring and therapeutic capabilities.

COMPANY	ABOUT	LOCATION
MobiFren Co., Ltd.*	HealingFit TWS: world’s first integrated TES & sound therapy earphones. **CES 2026 Innovation Award**. Digital healthcare via audio. Seeking $2-15M, Seed.	LVCC Central, Booth 21043
Haylo Tech Limited*	AI-powered wearable headband supporting focus and retention. Voice/audio feedback for neurotypical and neurodivergent cognitive support.	Eureka Park, Booth 63200
Tracup Pte. Ltd.	Hyper AI voice-first wearables: audio glasses, smart recorder, portable AI speaker with real-time transcription.	Eureka Park, Booth 61662

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TREND 3: THE VAGUS NERVE GETS A CONSUMER SKU

NEUROSTIMULATION MOVES FROM PRESCRIPTION TO RETAIL

Strategic Context

Vagus nerve stimulation regulates stress response, heart rate, digestion, and mood. Until recently, accessing it required implanted devices or clinical supervision. Now Pulsetto, Vagustim, and Sensate ship OTC devices to 50+ countries through Amazon and DTC channels, priced under $300. The speed of transition matters: VNS went from clinical procedure to consumer wellness product in under a decade. The regulatory and commercial playbook is now established—expect transcranial stimulation and peripheral nerve modulation to follow similar trajectories.

CONSUMER BEHAVIOR SHIFT:

Consumers managing stress, anxiety, and sleep are increasingly open to non-pharmaceutical interventions and device-based options are entering their consideration set. Early adopters of consumer VNS report using devices as part of daily wellness routines, comparable to meditation apps or supplements. The "biohacker" consumer profile is expanding into mainstream wellness: what was fringe is becoming a gift guide recommendation. However, consumers remain skeptical of efficacy claims and will compare OTC devices against pharmaceuticals and therapy. Brands positioning in this space will need clinical evidence and clear communication about what the device can and cannot do—overclaiming will generate backlash as the category matures.

WHAT THIS MEANS FOR HEALTH BRANDS:

Neurostimulation competes with pharmaceuticals. Brands in stress, sleep, and mood categories will face device competitors, not just supplement or therapy competitors.

Efficacy claims require careful navigation. OTC neuromodulation sits in a regulatory gray zone between general wellness and medical devices.

Key questions to ask vendors: "What clinical evidence supports your efficacy claims?" and "How do you position wellness vs. medical device?"

TREND 3: KEY SUB-TRENDS

1. Vagus Nerve Stimulation

Non-invasive VNS devices for stress, sleep, and mood—shipping direct to consumer.

COMPANY	ABOUT	LOCATION
Pulsetto, Ltd.*	Non-invasive VNS for stress reduction, sleep improvement, and overall well-being. Ships to 50+ countries. Leading consumer VNS brand.	Venetian L2, Booth 55532
Vagustim*	Non-invasive VNS for relaxation, sleep, gut health, and well-being. Backed by 40+ scientific studies.	Eureka Park, Booth 63432
Sensate*	Vagal tone wellness pebble with companion app. Non-invasive chest-worn device with vibration-based stimulation. No training required.	Venetian L2, Booth 53423
OhmBody	VNS wearable targeting menstrual symptoms, cramps, and mood. Women's health-focused neurostimulation.	Venetian L2, Booth 55432

2. Transcranial & Brain Stimulation

Non-invasive brain stimulation for cognitive enhancement and neurological prevention.

COMPANY	ABOUT	LOCATION
Leesol Co., Ltd*	AI-driven precision electrical brain stimulation for neurological disease prevention and treatment. Personal Digital Therapeutics platform.	Venetian L2, Booth 50363
Shenzhen PanBrain Technology*	Non-invasive brain-computer interfaces. Founded by Yale-trained Dr. Nailin Yao. National High-Tech Enterprise certified.	Venetian L2, Booth 56540

3. Bioelectric & Electroceutical Therapy

Broader neuromodulation and bioelectric treatment devices.

COMPANY	ABOUT	LOCATION
EntWick Inc.	Non-invasive electroceutical therapies. Medical devices for neuromodulation and bioelectric treatment applications.	Eureka Park, Booth 61452
Shenzhen BrainCLOS Technology	ZenoWELL: consumer neurotechnology integrating cutting-edge solutions for physical and mental well-being.	Venetian L2, Booth 55732

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TREND 4: SMART RINGS EAT THE WEARABLES MARKET

RUNNING RINGS AROUND WATCHES

Strategic Context

Oura proved smart rings could deliver clinical-grade sleep and HRV data. Now 76 exhibitors compete for the category, with differentiation emerging around power (ZzzRing's perovskite solar charging), health metrics (Accurate Meditech's blood pressure), and ecosystem integration (Ultrahuman's CGM pairing). The ring's structural advantages are clear: no screen demanding attention, no bulk interfering with daily activities, and comparable or better biometric accuracy for the metrics health-first consumers prioritize—sleep, recovery, and stress.

CONSUMER BEHAVIOR SHIFT:

Health-conscious consumers are bifurcating. Fitness enthusiasts continue to prefer feature-rich smartwatches with GPS, workout tracking, and notifications. But a growing segment—particularly those focused on sleep optimization, stress management, and longevity—are choosing rings. They want health data without the constant connectivity of a smartwatch; the ring's simplicity is a feature, not a limitation. This segment skews older, more affluent, and more likely to integrate wearable data into broader health optimization routines. As rings add capabilities (blood pressure, glucose integration), they'll capture more of the health-first market. Brands targeting wellness consumers will need to consider how their products and services integrate with ring-generated data streams.

WHAT THIS MEANS FOR HEALTH BRANDS:

Rings are quickly becoming the center of the sleep data business. If sleep is part of your health strategy, you're competing for the same consumer attention as ring makers.

Ecosystem integration creates lock-in. Rings that connect with CGMs, health apps, and insurance wellness programs will build sticky relationships.

Key questions to ask vendors: "What's your accuracy validation for sleep staging and HRV?" and "What differentiates you from Oura?"

TREND 4: KEY SUB-TRENDS

1. Next-Gen Ring Hardware

Innovations in power, sensors, and form factor pushing ring capabilities forward.

COMPANY	ABOUT	LOCATION
Six and a Half Weeks Health Industry*	ZzzRing: world's first perovskite solar smart ring. Combines efficient solar charging with intelligent health monitoring. Never needs plugging in.	Eureka Park, Booth 60467
Wilder Tech Inc*	Bond Ring: "living conduit between body and data" powered by LifeData technology. Next frontier of personal awareness.	Venetian L2, Booth 53615
Accurate Meditech Inc*	Ring form factor for cuffless blood pressure monitoring. Convergence of friction-free vitals and ring trends.	Venetian L2, Booth 54609

2. Established Ring Players

Proven smart ring brands with established user bases and clinical validation.

COMPANY	ABOUT	LOCATION
Ultrahuman	Ring integrated with CGM platform for comprehensive metabolic health. World's most comprehensive self-quantification system.	Venetian L2, Booth 54106
Joint Chinese Ltd.	Ring-based continuous vital tracking with growing presence in smart ring hardware.	Venetian L2, Booth 55029

3. Ring-Adjacent Health Wearables

Companies bringing complementary health sensing to ring and compact form factors.

COMPANY	ABOUT	LOCATION
Entoptica Limited*	MedTech startup applying quantum technology to vision sciences. Compact wearable health monitoring.	Eureka Park, Booth 63200
IriHealth*	AI-powered iris analysis for preventive medicine. Identifies subtle iris pattern changes for early disease detection.	Eureka Park, Booth 61236
Aitronics Inc.	AI and optical tech for non-invasive diagnostics. Ring-compatible sensor technology for glucose and vitals.	Eureka Park, Booth 62201

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APPENDIX: EXHIBITORS CURRENTLY RAISING FUNDING

Featured in This Report

COMPANY	TREND	STAGE	AMOUNT	REVENUE	NOTABLE
Accurate Meditech Inc	Friction-Free Vitals	Series A	$250K-2M	<$500K	FDA-cleared cuffless BP
ViiRaa Inc	Friction-Free Vitals	Pre-seed	<$250K	<$500K	CGM for non-diabetics
SEVENPOINTONE	Voice Diagnostics	Seed	$2-15M	$500K-1M	FDA-registered dementia screener
MobiFren Co., Ltd.	Voice Diagnostics	Seed	$2-15M	>$1M	CES 2026 Innovation Award
Haylo Tech Limited	Voice Diagnostics	Pre-seed	$250K-2M	<$500K	Cognitive support headband
Pulsetto, Ltd.	Vagus Nerve	Series A	$15-50M	>$1M	Consumer VNS leader
Vagustim	Vagus Nerve	Seed	$250K-2M	$500K-1M	VNS with 40+ studies
Sensate	Vagus Nerve	Seed	$2-15M	>$1M	Vagal tone pebble
Six and a Half Weeks	Smart Rings	Pre-seed	<$250K	<$500K	Solar-powered ZzzRing
Wilder Tech Inc	Smart Rings	Series A	$2-15M	>$1M	Bond Ring

Additional Health Exhibitors Seeking Funding

COMPANY	TREND	STAGE	AMOUNT	REVENUE	NOTABLE
Impulse Wellness	Wearable vital signs	Seed	$250K-2M	>$1M	Eureka Park, Booth 61239
Chois Technology	Wireless temperature monitoring	Seed	$15-50M	$500K-1M	Venetian L2, Booth 50523
Leesol Co., Ltd	Brain stimulation	Series A	$2-15M	>$1M	Venetian L2, Booth 50363
Shenzhen PanBrain Technology	Brain-computer interfaces	Seed	$15-50M	>$1M	Venetian L2, Booth 56540
Entoptica Limited	Quantum health tech	Seed	$250K-2M	<$500K	Eureka Park, Booth 63200
IriHealth	Iris-based diagnostics	Pre-seed	$250K-2M	<$500K	Eureka Park, Booth 61236

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APPENDIX: YOY HIGHLIGHTS

OMNICOM AT CES 2026
HEALTH & WELLNESS
PREVIEW

New to CES 2026 (from curated list)

- Accurate Meditech Inc (FDA-cleared cuffless BP—anchor for Trend 1)
- SEVENPOINTONE (FDA-registered voice dementia screening—anchor for Trend 2)
- Pulsetto, Ltd. (Consumer VNS market leader—anchor for Trend 3)
- Six and a Half Weeks (ZzzRing solar smart ring—anchor for Trend 4)
- G1 Intelligent Technologies (contactless camera-based vitals)
- MobiFren Co., Ltd. (CES 2026 Innovation Award winner)
- Vagustim (VNS devices in Eureka Park)

Returning from CES 2025

- Abbott, Withings, CareWear, Fourth Frontier Technologies, Baracoda Daily Healthtech

Trend Movement

Friction-Free Vitals: Highest regulatory momentum—FDA clearances opening OTC market

Voice Diagnostics: Emerging category—SEVENPOINTONE establishing proof of concept

Vagus Nerve: Fastest clinical-to-consumer transition—3 years from prescription to Amazon

Smart Rings: Highest exhibitor growth—76 competitors up from ~20 in 2023

Question or comments? Reach out to Greg Brown (greg.brown@omc.com).