

Forecasting AI



In the health and wellness industry, demand is highly dynamic—driven by seasonality, lifestyle trends, promotions, and even viral product moments. Traditional forecasting methods often miss these signals, leading to out-of-stocks on high-demand SKUs and overstock of expired goods.

Hypersonix Forecasting AI empowers health and wellness retailers and brands with accurate, adaptive demand forecasts that anticipate what’s coming—before the shelf feels it. From supplements to skincare, Forecasting AI ensures you’re stocked smartly and profitably.

Key Features



AI-Driven SKU-Level Forecasting

Delivers highly granular forecasts by product, location, and category—accounting for historical trends, seasonality, and real-time velocity.

Best Fit: Forecasting demand for trending supplements like collagen or magnesium based on sales momentum and customer behavior.



Seasonality & Health Event Sensitivity

Integrates seasonal health patterns, wellness awareness months, and public health trends into forecasts.

Best Fit: Scaling up immune boosters during flu season or hydration SKUs during summer months.



Promotion & Campaign-Aware Forecasting

Models demand shifts tied to promotional events, digital campaigns, and influencer-driven product lift.

Best Fit: Anticipating the sales surge from a wellness influencer promotion or flash sale on detox kits.



New Product & Trend Forecasting

Estimates launch-phase demand even for new or low-history SKUs—accelerating confidence in trend-based assortments.

Best Fit: Predicting uptake on a newly launched adaptogen blend or plant-based protein powder.



Omnichannel & Store-Specific Demand Planning

Projects demand across retail stores, eCommerce platforms, and third-party channels—adapting to fulfillment behavior.

Best Fit: Aligning store-level and digital demand for personal care bundles or subscription wellness boxes.

Trusted by leading global brands including:



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