

# Regional Insights **USA**

The United States is one of the most established markets for wellness technology. Adoption levels are higher overall than in many regions, reflecting the scale of the US health optimisation market and the widespread cultural emphasis on performance and recovery.

US Wellness Tech Engagement	OVERALL	UNDER-35s
Red Light Therapy	<b>31%</b>	<b>53%</b>
Blue Light Blocking	<b>35%</b>	<b>55%</b>

  

US Usage by Gender	MALE	FEMALE
Red Light Therapy	<b>37%</b>	<b>27%</b>

TECHNOLOGY	PRIMARY REASON FOR USE	
Red Light Therapy	Help relax muscles and joints	<b>29%</b>
Blue Light Blocking Devices	Prevent discomfort from looking at screens	<b>37%</b>
Infrared Sauna	For relaxation	<b>37%</b>
PEMF	Celebrity or influencer endorsement	<b>28%</b>

## US Key Metrics

<b>49%</b>	Don't trust skincare or beauty products without scientific backing
<b>36%</b>	Of US adults are worried about the effects of blue light from their phones
<b>19%</b>	Tried red light therapy after seeing a celebrity or influencer endorse it online