

Regional Insights *UK*

Within the UK, adoption of wellness technologies lags behind other markets, however, they are fast gaining traction, particularly amongst adults under 35, with a notable rise in aesthetic motivations for red light therapy usage.

Most Popular Red Light Devices

LED face mask	45%
Recovery and post-workout device	23%
Red light panel or therapy device	20%

Under-35s Lead Engagement of All Red Light and Blue Light Blocking Technologies in The UK

Red Light Therapy	56%
Blue Light Blocking Devices	55%

TECHNOLOGY	PRIMARY REASON FOR USE	
Red Light Therapy	General beauty tool, improve skin appearance	28%
Blue Light Blocking Devices	Prevent discomfort from looking at screens	35%
Infrared Sauna	For relaxation	35%
PEMF	Celebrity or influencer endorsement	32%

UK Key Metrics

54%	Don't trust skincare or beauty products without scientific backing
35%	Tried red light therapy after seeing a celebrity or influencer endorse it online
31%	Of UK adults are worried about the effects of blue light from their phones