

# AUSTRALIA

## KEY REGIONAL INSIGHTS



Muscle and joint relaxation are the primary motivators for usage, especially among men, with 43% of male users citing this as their main reason.

61% of Australian users began their Red Light Therapy journey in the past two years, reflecting a rapid rise in adoption.



Adoption use by age group:



Gender breakdown of users:



When did you first start using RLT?



In the last 3 months:	4%
In the last 6 months:	8%
In the last year:	20%
1-2 years ago:	29%
3-5 years ago:	22%
Over 5 years ago:	17%

Top 3 reasons for Red Light Therapy use:



\*This report is based on research conducted in December 2024 by Opium Research, surveying 7,000 adults across four key markets: the United Kingdom, United States, United Arab Emirates, and Australia.