

Regional Insights *Australia*

Australia continues to emerge as a highly-engaged technology market. High adoption among younger consumers and strong interest in recovery-focused technologies reflects the country's deeply embedded health and fitness culture.

Engagement Is Evenly Distributed Across Technologies

Red Light Therapy	33%
Blue Light Blockers	33%

Young Australians are embracing red light therapy. Australia shows some of the highest engagement levels among younger consumers for red light therapy across the four markets surveyed. Men lead the engagement of red light technology in Australia by a significant margin.

Percentage of Australians Exploring Red Light Therapy

Under 35s	58%
Overall population	33%
Male	36%
Female	30%

TECHNOLOGY	PRIMARY REASON FOR USE	
Red Light Therapy	Improve appearance of dull, tired looking skin	28%
Blue Light Blocking devices	Prevent discomfort from looking at screens	35%
Infrared Sauna	For relaxation	37%
PEMF	Celebrity or influencer endorsement	26%

Australia Key Metrics

56%	Don't trust skincare or beauty products without scientific backing
40%	Of Australian adults are worried about the effects of blue light from their phones
20%	Tried red light therapy after seeing a celebrity or influencer endorse it online