

Regional Insights *UAE*

The UAE shows the highest concentration of wellness technology experimentation across all surveyed markets.

The UAE Leads Global Wellness Technology Exploration

	GLOBAL AVERAGE	UAE
Red Light Therapy	34%	61%
Blue Light Blocking Devices	35%	57%

Under-35s Lead Engagement of All Red Light and Blue Light Blocking Technologies in the UAE

Red Light Therapy	68%
Blue Light Blocking Devices	65%

Blue Light Blocking Devices are Increasingly Being Used in the UAE

29%	Wearing blue light blocking glasses
34%	Report improved sleep from using blue light blocking devices

TECHNOLOGY	PRIMARY REASON FOR USE	
Red Light Therapy	Improve appearance of dull, tired looking skin	29%
Blue Light Blocking Devices	Prevent discomfort from looking at screens	36%
Infrared Sauna	Improved skin appearance	33%
PEMF	Celebrity or influencer endorsement	39%

UAE Key Metrics

62%	of adults are worried about the effects of blue light from their phones
60%	don't trust skincare or beauty products without scientific backing
44%	tried Red Light Therapy after seeing a celebrity or influencer endorse it online