

# Global Portable Brain Computer Interface Devices Market Research Report 2026(Status and Outlook)

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## Abstracts

A portable Brain-Computer Interface (BCI) device is an apparatus that establishes an information exchange pathway between the human or animal brain and external devices. Compared to traditional BCI devices, it is lightweight, portable, easy to use, and wearable, enabling users to interact with external devices in a relatively unrestrained state. In particular, non-invasive devices are typically integrated with the human body through wearable methods such as head-mounted or adhesive applications, significantly lowering the threshold for usage. Market Key Players and Development Trends Internationally, key players include Emotiv Inc. (San Francisco, USA), Synchron (New York, USA), and InteraXon (Toronto, Canada). InteraXon's Muse EEG headband is one of the non-invasive BCI products available. Domestic enterprises include BrainCo (Beijing), Zdeer (Wuhan), and Genlight (Hangzhou). Genlight's Epilcure is one of the invasive BCI products used to treat refractory epilepsy, which has achieved significant results in formal clinical trials. Stonehill's YanSi Brain Artificial Intelligence Research Institute is dedicated to research in cutting-edge fields such as brain state analysis and diagnosis and intervention of non-organic major brain diseases. On November 22, Stonehill Tech announced that some commercial products based on real-time closed-loop brainwave regulation technology have completed principle testing and entered the engineering verification testing phase. The market size of portable BCI devices is expected to show a trend of continuous growth in the future. With advancements in engineering technology, BCI technology continues to evolve, improving its reliability and ease of use. Meanwhile, the accuracy and speed of BCI technology are also increasing, with improvements in instruments and algorithms contributing to this enhancement. Market Challenges and Opportunities BCI is a deeply integrated interdisciplinary technology. Although significant progress has been made, many technical challenges remain to be overcome, and the demand for more natural and complex interactions is difficult to meet. Additionally, BCI involves ethical issues

such as personal privacy and maintaining brain autonomy, and relevant laws and regulations are incomplete. In particular, the medical field, where BCI has already been widely applied, still lacks clear standards. The public's understanding and acceptance of this technology are still relatively low. In terms of opportunities, the growing medical demand is one of the driving factors for market development. The large number of patients with neurological diseases such as Alzheimer's and Parkinson's globally, the gradually increasing aging population, and the rising incidence of degenerative diseases will drive the deepening application of BCI in the medical and healthcare field. An increasing number of companies, including technology giants, startups, and traditional medical equipment manufacturers, are joining the research and development of BCI, intensifying competition and cooperation. With the continuous development of artificial intelligence technologies such as machine learning and deep learning, decoding algorithms have been optimized. The complementarity of resources and advantages among enterprises will contribute to the growth of the market size. On April 26, 2024, the "2024 Zhongguancun Forum | Brain-Computer Interface Innovation Development and Application Forum" themed "Brain-Computer Connection, Intelligent Integration" was held in Beijing. The forum released the "Top Ten Cases of Brain-Computer Interface Industry Innovation in 2024," showcasing China's innovations in BCI technology and industrial applications. Furthermore, policy support is a significant driving force for the development of portable BCI devices. Taking Beijing as an example, the "Action Plan for Accelerating the Development of the Brain-Computer Interface Industry in Beijing (2024-2030) (Consultation Draft)" proposes that by 2030, the scale of Beijing's BCI industry will reach 300 billion yuan, becoming an important growth point for the future industrial economy. Among them, the development of lightweight, portable, easy-to-use, comfortable, and reliable wearable non-invasive brain signal acquisition and recording devices is one of the important directions for promoting industrial development. This will also expand the consumption and application scenarios of portable BCI devices.

The global Portable Brain Computer Interface Devices market size was estimated at USD 455.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 13.80% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Portable Brain Computer Interface Devices market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Portable Brain Computer Interface Devices market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Portable Brain Computer Interface Devices market.

### **Global Portable Brain Computer Interface Devices Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Zdeer  
DEAYEA  
CUSOFT  
BrainCo  
Genlight  
Stonehill Tech

Neurable  
Emotiv Inc.  
Synchron  
Neuralink  
OpenBCI  
InteraXon  
Neurosky

### **Market Segmentation (by Type)**

Invasive  
Non-invasive

### **Market Segmentation (by Application)**

Life Assistance  
Medical Rehabilitation  
Games and Entertainment  
Others

### **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance

Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Portable Brain Computer Interface Devices Market  
Overview of the regional outlook of the Portable Brain Computer Interface Devices Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Portable Brain Computer Interface Devices Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Portable Brain Computer Interface Devices, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## **Customization of the Report**

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