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U.S. Light Therapy Hair Growth Devices Market Size, Share & Trends Analysis Report By Device Type (Caps, Helmets), By Price Tier (Mid-Range, Premium), By Technology (Laser, LED+ Laser Hybrid), By Distribution Channel (Online Marketplaces, Brand/DTC Websites), And Segment Forecasts, 2026 - 2033

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Abstracts

The U.S. light therapy hair growth devices market size was valued at USD 494.3 million in 2025 and is projected to grow from USD 598.3 million in 2026 to USD 1,189.5 million by 2033, at a CAGR of 10.3% from 2026 to 2033. The market growth is driven by rising consumer interest in non-invasive hair-loss treatments, growing adoption of at-home beauty devices, expanding LED and laser product availability, and increasing online accessibility. Continued product innovation, premiumization, and broader consumer awareness are expected to support sustained demand through 2033.

The U.S. light therapy hair growth devices industry is supported by growing demand for hair-loss treatments, as hair loss affects a large addressable consumer population. The American Academy of Dermatology estimates that androgenetic alopecia affects approximately 80 million Americans, including 50 million men and 30 million women. This high prevalence creates a substantial underlying need for hair-restoration solutions and expands the potential consumer base for non-invasive treatment options, including at-home light therapy devices.

Demand is also benefiting from the increasing availability and acceptance of at-home light-based treatment options. The American Academy of Dermatology notes that consumers can now choose from a range of at-home red-light devices for hair loss, including caps, combs, and helmets, while several laser devices are also available for

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home use. The organization further notes that red-light therapy is non-invasive and requires no downtime, supporting its appeal as a convenient option for consumers seeking hair-loss treatment outside clinical settings.

Growing awareness and adoption of red-light therapy (RLT) across beauty and wellness applications are supporting demand for light-based hair-growth devices. A 2025 cross-sectional study of 226 consumers, published in the Journal of Clinical and Aesthetic Dermatology, found that 60.4% first learned about over-the-counter RLT through social media, while 90.0% would or might consider purchasing an at-home RLT device. Similarly, BON CHARGE's 2026 survey found that 32% of U.S. adults use or explore RLT, rising to 53% among adults under 35, while 17% of global RLT users cited fuller, healthier-looking hair as a reason for use. Rising familiarity with RLT is expanding awareness of light-based hair-growth solutions beyond consumers actively seeking hair-loss treatment.

U.S. Light Therapy Hair Growth Devices Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each sub-segment from 2026 to 2033. For this study, Grand View Research has segmented the U.S. light therapy hair growth devices market report based on device type, price tier, technology, and distribution channel:

Device Type Outlook (Revenue, USD Million, 2021 - 2033)

Caps

Helmets

Combs/Brushes

Other Devices

Price Tier (Revenue, USD Million, 2021 - 2033)

Entry RangeMid-Range

Premium

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Luxury

Technology Outlook (Revenue, USD Million, 2021 - 2033)

Laser

LED

LED + Laser Hybrid

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Brand/DTC Websites

Online Marketplaces

Specialty Retail Stores

Other Offline Retail

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