

Wearable EEG Devices Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product (32-Channel EEG, 14-Channel EEG, 5-Channel EEG, and Others), Application (Health and Wellness, Human Machine Adaptive Interaction, Automotive, Aviation, Industrial, and Others), and Geography

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Abstracts

The wearable EEG devices market size is expected to reach US\$ 695.51 million by 2031 from 396.17 million in 2024, at an estimated CAGR of 8.7% from 2025 to 2031.

By Geography the Wearable EEG Devices market is segmented into North America, Europe, Asia Pacific, Middle East and Africa, and South and Central America. In 2024, Europe held a significant share in the market. Europe has witnessed a significant cultural and societal shift toward prioritizing mental health and cognitive wellness owing to increasing awareness, growing workplace stress, rising mental health impacts post-pandemic, and the surging normalization of mental health discourse. As individuals seek more proactive, data-driven approaches to monitor and enhance their mental well-being, wearable EEG devices have emerged as practical and accessible tools. Companies such as Emotiv and NeuroSky are leveraging these innovations to develop devices for healthcare, gaming, and mental wellness. Europe's robust healthcare infrastructure, particularly in Germany, France, and the UK, supports market growth through strong R&D ecosystems and widespread adoption in medical facilities.

Government initiatives, such as the EU's Innovation Radar, highlight innovations stemming from the Human Brain Project (HBP). Running from 2013 to 2023, the HBP was a FET Flagship Project of the European Commission, with one of its key outcomes

being the EBRAINS Research Infrastructure. EBRAINS supports or makes available many of the innovations, and a number of them have made the step to commercial offerings as spinoffs. Additionally, growing consumer awareness of mental health and cognitive performance drives demand for wearable EEGs in education, sports, and other non-medical sectors. Regulatory support, such as the EU's Medical Device Regulation (MDR), ensures product safety, boosting consumer trust. Strategic partnerships, such as those between tech firms and research institutes, and increasing investments in telehealth solutions are expected to mitigate these barriers, positioning Europe as a key player in the global wearable EEG market, with Germany and the UK leading due to their advanced technological and healthcare frameworks.

The Wearable EEG Devices market analysis has been carried out by considering the following segments: Product and Application.

The Global Wearable EEG Devices Market, by Product, is segmented into 32-Channel EEG, 14-Channel EEG, 5-Channel EEG, and Others. EEG systems in the range of 15-32 channels support a wide range of applications, from basic brainwave mapping to advanced brain-computer interfaces (BCIs) and research in areas such as sleep, cognitive performance, and emotional processing. While 32-channel setups provide higher data resolution, 15-channel systems remain effective for many use cases, particularly when portability and budget constraints are key factors. EEG systems within 15 to 32 channels are widely utilized across clinical and research environments. Clinically, they support the diagnosis and monitoring of neurological conditions such as sleep disorders, brain tumors, stroke, and others. For instance, a 32-channel EEG system offers high-resolution brain activity data, enabling clinicians to identify seizure origins in epilepsy patients. In a 19-channel setup, electrodes are strategically placed to monitor the frontal, central, parietal, and occipital areas of the scalp, offering an effective compromise between spatial resolution and operational efficiency. This configuration is widely adopted in clinical settings, including sleep research and epilepsy diagnostics, due to its reliability and practicality.

Moreover, factors such as growing prevalence of neurological disorders and increasing geriatric population propel the wearable EEG devices market growth. Also, integration with artificial intelligence is expected to bring new wearable EEG devices market trends in the coming years.

The Global Wearable EEG Devices Market, by Application, is segmented into Health and Wellness, Human Machine Adaptive Interaction, Automotive, Aviation, Industrial, and Others. Wearable EEG devices are gaining traction in the health and wellness

sector for their capability to monitor brain activity alongside other physiological metrics. This enables the delivery of personalized health insights and targeted interventions in areas such as sleep optimization, cognitive performance, and mental well-being. These compact, non-invasive devices allow for continuous real-time monitoring of neural signals, enabling early detection and effective management of neurological conditions such as epilepsy, sleep disorders, and mental health challenges, including anxiety and depression. Additionally, wearable EEG technology promotes wellness by assisting users in optimizing cognitive performance, enhancing meditation practices, and improving sleep quality through biofeedback and personalized Neurotherapy solutions. In March 2025, Epitel, a frontrunner in AI-powered brain health technologies, announced that the US Food and Drug Administration (FDA) had granted an additional 510(k) clearance for the REMI Wireless EEG System. This clearance expands the indications for use to include infants and children aged one year and older, highlighting REMI's potential to transform neurological monitoring in this highly vulnerable patient group.

BrainBit, ANT Neuro, Brain Products GmbH, Electrical Geodesics, Inc. (Koninklijke Philips N.V.), EMOTIV, g.tec medical engineering GmbH, Neuroelectronics, Cadwell Industries, Inc., Wearable Sensing, and NeuroSky are among the key players profiled in the Wearable EEG Devices market report.

The Wearable EEG Devices market forecast is estimated on the basis of various secondary and primary research findings such as key company publications, association data, and databases. Exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the Wearable EEG Devices market growth. The process also helps obtain an overview and forecast of the market with respect to all the market segments. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights. This process includes industry experts such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the Wearable EEG Devices market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the global wearable EEG devices market.

Highlights key business priorities in order to assist companies to realign their

business strategies

The key findings and recommendations highlight crucial progressive industry trends in the global wearable EEG devices market, thereby allowing players across the value chain to develop effective long-term strategies

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth global market trends and outlook coupled with the factors driving the market, as well as those hindering it

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing and distribution

The List of Companies - Wearable EEG Devices Market

BrainBit Inc.

ANT Neuro

Brain Products GmbH

EMOTIV

g.tec medical engineering GmbH

Neuroelectrics Barcelona S.L.U.

Cadwell Industries Inc

Magstim

Wearable Sensing

NeuroSky Inc

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