

Global Massage Oil Market Size study, by Product (Olive Oil, Almond Oil, Coconut Oil, Citrus Oil, and Others), End User (Adult and baby), Application (Spa and Wellness Centers, Medical Therapeutics, and Others) and Regional Forecasts 2021-2027

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Abstracts

Global Massage Oil Market is valued approximately USD 2.80 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 7.64 % over the forecast period 2021-2027. Massage oils stimulate the body's tissues, promoting health and revitalizing the mind and body. Increasing consumer awareness regarding massage as an effective treatment for a variety of health issues, such as pain, soreness or spasm, and arthritis, is projected to be a major driver propelling the market for massage oil during the forecasted period. Rising awareness about the therapeutic benefits and stress releasing properties of massage oil is another factor for the growth of the market during the forecasted period. Also, with the growth in demand of aroma therapy and essential oils, the market for massage oil is growing. For instance, according to Comtrade, the world export of essential oils was \$4.38 billion USD and import was \$4.54 billion USD in 2016. According to the American Massage Therapy Association (AMTA), 62 percent of adult Americans who received a massage between July 2017 and July 2018 did so for health reasons such as injury rehabilitation or pain management. However, massage oil contraindications such as cuts or open wounds, bruises, varicose veins, broken bones, burns, and some skin conditions etc., and high service costs for massage therapies hinder the growth of the market over the forecast period of 2021-2027. Also, initiatives by organizations to raise awareness and increased manufacturing of different forms of massage oils for therapies is likely to influence the market growth during the forecast period.

The geographical analysis of global massage oil market is considered for the main

regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the most significant region across the world in terms of market share owing to the presence of a large number of spa and wellness centers and increasing trend for outing at spa resorts. Whereas, Asia-Pacific is also anticipated to exhibit highest CAGR over the forecast period 2021-2027. Factors such as rising disposable income, increased job pressure and hectic lifestyles would create lucrative growth prospects for the Massage Oil market across Asia-Pacific region.

Major market player included in this report are:

Bon Vital

Master Massage

Raven

Aura Cacia

Biotone

Fabulous Frannie

The Himalaya Drug Company

The Body Shop

Natural Bath and Body Products

Bath & Body Works

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Olive Oil

Almond Oil

Coconut Oil

Citrus Oil

Others

By End User:

Adult

Baby

By Application:

Spa and Wellness Centres

Medical Therapeutics

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Massage Oil Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers
Investors

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