

Global Electric Massage Sofa Chair Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Electric massage chairs are driven by electric motors and air pumps, relying on machinery (massage wheels) and air bags to massage, knead, and beat certain parts of the human body. The neck, shoulders, back and waist of the human body are supported by the backrest, and can be tilted backwards from a high position to a low position, so that the human body can lie on its back.

This report provides a deep insight into the global Electric Massage Sofa Chair market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Electric Massage Sofa Chair Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Electric Massage Sofa Chair market in any manner.

Global Electric Massage Sofa Chair Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Panasonic

Osaki

Human Touch

OSIM

Family Inada

Fujiiryoki

Luraco

Infinity

Ogawa

Daito-THRIVE

OTO Bodycare

Rotal

BODYFRIEND

Tokuyo

ITSU

Market Segmentation (by Type)

2D Massage Chair

3D & 4D Massage Chair

Market Segmentation (by Application)

Household

Commercial

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 Electric Massage Sofa Chair Market

Overview of the regional outlook of the Electric Massage Sofa Chair Market:

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 (USD Billion) 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

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 Electric Massage Sofa Chair 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

Table of Contents

1 Research Methodology and Statistical Scope

1.1 Market Definition and Statistical Scope of Electric Massage Sofa Chair

1.2 Key Market Segments

1.2.1 Electric Massage Sofa Chair Segment by Type

1.2.2 Electric Massage Sofa Chair Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 Global Electric Massage Sofa Chair Market Overview

2.1 Global Market Overview

2.1.1 Global Electric Massage Sofa Chair Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Electric Massage Sofa Chair Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 Global Electric Massage Sofa Chair Market Competitive Landscape

3.1 Company Assessment Quadrant

3.2 Global Electric Massage Sofa Chair Product Life Cycle

3.3 Global Electric Massage Sofa Chair Sales by Manufacturers (2020-2025)

3.4 Global Electric Massage Sofa Chair Revenue Market Share by Manufacturers (2020-2025)

3.5 Electric Massage Sofa Chair Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Electric Massage Sofa Chair Average Price by Manufacturers (2020-2025)

3.7 Manufacturers Electric Massage Sofa Chair Manufacturing Sites, Area Served, Product Type

3.8 Electric Massage Sofa Chair Market Competitive Situation and Trends

3.8.1 Electric Massage Sofa Chair Market Concentration Rate

3.8.2 Global 5 and 10 Largest Electric Massage Sofa Chair Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 Electric Massage Sofa Chair Industry Chain Analysis

4.1 Electric Massage Sofa Chair Industry Chain Analysis

- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis
- 5 The Development and Dynamics of Electric Massage Sofa Chair Market
 - 5.1 Key Development Trends
 - 5.2 Driving Factors
 - 5.3 Market Challenges
 - 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
 - 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
 - 5.6 Global Electric Massage Sofa Chair Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 Global Trade Frictions and Their Impacts to Electric Massage Sofa Chair Market
 - 5.7 ESG Ratings of Leading Companies
- 6 Global Electric Massage Sofa Chair Market by Region
 - 6.1 Global Electric Massage Sofa Chair Market Size by Region
 - 6.1.1 Global Electric Massage Sofa Chair Market Size by Region
 - 6.1.2 Global Electric Massage Sofa Chair Market Size Market Share by Region
 - 6.2 Global Electric Massage Sofa Chair Sales by Region
 - 6.2.1 Global Electric Massage Sofa Chair Sales by Region
 - 6.2.2 Global Electric Massage Sofa Chair Sales Market Share by Region
- 7 North America Market Overview
 - 7.1 North America Electric Massage Sofa Chair Market Size by Country
 - 7.1.1 USA Market Overview
 - 7.1.2 Canada Market Overview
 - 7.1.3 Mexico Market Overview
 - 7.2 North America Electric Massage Sofa Chair Market Size by Type
 - 7.3 North America Electric Massage Sofa Chair Market Size by Application
- 8 Europe Market Overview
 - 8.1 Europe Electric Massage Sofa Chair Market Size by Country
 - 8.1.1 Germany Market Overview
 - 8.1.2 France Market Overview

- 8.1.3 U.K. Market Overview
- 8.1.4 Italy Market Overview
- 8.1.5 Spain Market Overview
- 8.2 Europe Electric Massage Sofa Chair Market Size by Type
- 8.3 Europe Electric Massage Sofa Chair Market Size by Application
- 9 Asia-Pacific Market Overview
 - 9.1 Asia-Pacific Electric Massage Sofa Chair Market Size by Country
 - 9.1.1 China Market Overview
 - 9.1.2 Japan Market Overview
 - 9.1.3 South Korea Market Overview
 - 9.1.4 India Market Overview
 - 9.1.5 Southeast Asia Market Overview
 - 9.2 Asia-Pacific Electric Massage Sofa Chair Market Size by Type
 - 9.3 Asia-Pacific Electric Massage Sofa Chair Market Size by Application
- 10 South America Market Overview
 - 10.1 South America Electric Massage Sofa Chair Market Size by Country
 - 10.1.1 Brazil Market Overview
 - 10.1.2 Argentina Market Overview
 - 10.1.3 Columbia Market Overview
 - 10.2 South America Electric Massage Sofa Chair Market Size by Type
 - 10.3 South America Electric Massage Sofa Chair Market Size by Application
- 11 Middle East and Africa Market Overview
 - 11.1 Middle East and Africa Electric Massage Sofa Chair Market Size by Country
 - 11.1.1 Saudi Arabia Market Overview
 - 11.1.2 UAE Market Overview
 - 11.1.3 Egypt Market Overview
 - 11.1.4 Nigeria Market Overview
 - 11.1.5 South Africa Market Overview
 - 11.2 Middle East and Africa Electric Massage Sofa Chair Market Size by Type
 - 11.3 Middle East and Africa Electric Massage Sofa Chair Market Size by Application
- 12 Electric Massage Sofa Chair Market Production by Region
 - 12.1 Global Production of Electric Massage Sofa Chair by Region(2020-2025)
 - 12.2 Global Electric Massage Sofa Chair Revenue Market Share by Region (2020-2025)
 - 12.3 Global Electric Massage Sofa Chair Production, Revenue, Price and Gross Margin (2020-2025)
 - 12.4 North America Electric Massage Sofa Chair Production
 - 12.4.1 North America Electric Massage Sofa Chair Production Growth Rate (2020-2025)

- 12.4.2 North America Electric Massage Sofa Chair Production, Revenue, Price and Gross Margin (2020-2025)
- 12.5 Europe Electric Massage Sofa Chair Production
 - 12.5.1 Europe Electric Massage Sofa Chair Production Growth Rate (2020-2025)
 - 12.5.2 Europe Electric Massage Sofa Chair Production, Revenue, Price and Gross Margin (2020-2025)
- 12.6 Japan Electric Massage Sofa Chair Production (2020-2025)
 - 12.6.1 Japan Electric Massage Sofa Chair Production Growth Rate (2020-2025)
 - 12.6.2 Japan Electric Massage Sofa Chair Production, Revenue, Price and Gross Margin (2020-2025)
- 12.7 China Electric Massage Sofa Chair Production (2020-2025)
 - 12.7.1 China Electric Massage Sofa Chair Production Growth Rate (2020-2025)
 - 12.7.2 China Electric Massage Sofa Chair Production, Revenue, Price and Gross Margin (2020-2025)
- 13 Electric Massage Sofa Chair Market Segmentation by Type
 - 13.1 Evaluation Matrix of Segment Market Development Potential (Type)
 - 13.2 Global Electric Massage Sofa Chair Sales Market Share by Type (2020-2033)
 - 13.3 Global Electric Massage Sofa Chair Market Size Market Share by Type (2020-2033)
 - 13.4 Global Electric Massage Sofa Chair Price by Type (2020-2033)
- 14 Electric Massage Sofa Chair Market Segmentation by Application
 - 14.1 Evaluation Matrix of Segment Market Development Potential (Application)
 - 14.2 Global Electric Massage Sofa Chair Market Sales by Application (2020-2033)
 - 14.3 Global Electric Massage Sofa Chair Market Size (M USD) by Application (2020-2033)
 - 14.4 Global Electric Massage Sofa Chair Sales Growth Rate by Application (2020-2033)
- 15 Key Companies Profile
 - 15.1 Panasonic
 - 15.1.1 Panasonic Basic Information
 - 15.1.2 Panasonic Electric Massage Sofa Chair Product Overview
 - 15.1.3 Panasonic Electric Massage Sofa Chair Product Market Performance
 - 15.1.4 Panasonic Business Overview
 - 15.1.5 Panasonic SWOT Analysis
 - 15.1.6 Panasonic Recent Developments
 - 15.2 Osaki
 - 15.2.1 Osaki Basic Information
 - 15.2.2 Osaki Electric Massage Sofa Chair Product Overview
 - 15.2.3 Osaki Electric Massage Sofa Chair Product Market Performance
 - 15.2.4 Osaki Business Overview

- 15.2.5 Osaki SWOT Analysis
- 15.2.6 Osaki Recent Developments
- 15.3 Human Touch
 - 15.3.1 Human Touch Basic Information
 - 15.3.2 Human Touch Electric Massage Sofa Chair Product Overview
 - 15.3.3 Human Touch Electric Massage Sofa Chair Product Market Performance
 - 15.3.4 Human Touch Business Overview
 - 15.3.5 Human Touch SWOT Analysis
 - 15.3.6 Human Touch Recent Developments
- 15.4 OSIM
 - 15.4.1 OSIM Basic Information
 - 15.4.2 OSIM Electric Massage Sofa Chair Product Overview
 - 15.4.3 OSIM Electric Massage Sofa Chair Product Market Performance
 - 15.4.4 OSIM Business Overview
 - 15.4.5 OSIM Recent Developments
- 15.5 Family Inada
 - 15.5.1 Family Inada Basic Information
 - 15.5.2 Family Inada Electric Massage Sofa Chair Product Overview
 - 15.5.3 Family Inada Electric Massage Sofa Chair Product Market Performance
 - 15.5.4 Family Inada Business Overview
 - 15.5.5 Family Inada Recent Developments
- 15.6 Fujiiryoki
 - 15.6.1 Fujiiryoki Basic Information
 - 15.6.2 Fujiiryoki Electric Massage Sofa Chair Product Overview
 - 15.6.3 Fujiiryoki Electric Massage Sofa Chair Product Market Performance
 - 15.6.4 Fujiiryoki Business Overview
 - 15.6.5 Fujiiryoki Recent Developments
- 15.7 Luraco
 - 15.7.1 Luraco Basic Information
 - 15.7.2 Luraco Electric Massage Sofa Chair Product Overview
 - 15.7.3 Luraco Electric Massage Sofa Chair Product Market Performance
 - 15.7.4 Luraco Business Overview
 - 15.7.5 Luraco Recent Developments
- 15.8 Infinity
 - 15.8.1 Infinity Basic Information
 - 15.8.2 Infinity Electric Massage Sofa Chair Product Overview
 - 15.8.3 Infinity Electric Massage Sofa Chair Product Market Performance
 - 15.8.4 Infinity Business Overview
 - 15.8.5 Infinity Recent Developments

15.9 Ogawa

15.9.1 Ogawa Basic Information

15.9.2 Ogawa Electric Massage Sofa Chair Product Overview

15.9.3 Ogawa Electric Massage Sofa Chair Product Market Performance

15.9.4 Ogawa Business Overview

15.9.5 Ogawa Recent Developments

15.10 Daito-THRIVE

15.10.1 Daito-THRIVE Basic Information

15.10.2 Daito-THRIVE Electric Massage Sofa Chair Product Overview

15.10.3 Daito-THRIVE Electric Massage Sofa Chair Product Market Performance

15.10.4 Daito-THRIVE Business Overview

15.10.5 Daito-THRIVE Recent Developments

15.11 OTO Bodycare

15.11.1 OTO Bodycare Basic Information

15.11.2 OTO Bodycare Electric Massage Sofa Chair Product Overview

15.11.3 OTO Bodycare Electric Massage Sofa Chair Product Market Performance

15.11.4 OTO Bodycare Business Overview

15.11.5 OTO Bodycare Recent Developments

15.12 Rotal

15.12.1 Rotal Basic Information

15.12.2 Rotal Electric Massage Sofa Chair Product Overview

15.12.3 Rotal Electric Massage Sofa Chair Product Market Performance

15.12.4 Rotal Business Overview

15.12.5 Rotal Recent Developments

15.13 BODYFRIEND

15.13.1 BODYFRIEND Basic Information

15.13.2 BODYFRIEND Electric Massage Sofa Chair Product Overview

15.13.3 BODYFRIEND Electric Massage Sofa Chair Product Market Performance

15.13.4 BODYFRIEND Business Overview

15.13.5 BODYFRIEND Recent Developments

15.14 Tokuyo

15.14.1 Tokuyo Basic Information

15.14.2 Tokuyo Electric Massage Sofa Chair Product Overview

15.14.3 Tokuyo Electric Massage Sofa Chair Product Market Performance

15.14.4 Tokuyo Business Overview

15.14.5 Tokuyo Recent Developments

15.15 ITSU

15.15.1 ITSU Basic Information

15.15.2 ITSU Electric Massage Sofa Chair Product Overview

15.15.3 ITSU Electric Massage Sofa Chair Product Market Performance

15.15.4 ITSU Business Overview

15.15.5 ITSU Recent Developments

16 Conclusion and Key FindingsList of Tables

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global Electric Massage Sofa Chair Market Size by Type (M USD)

Table 4. Global Electric Massage Sofa Chair Market Size by Application (M USD)

Table 5. Electric Massage Sofa Chair Market Size Comparison by Region (M USD)

Table 6. Global Electric Massage Sofa Chair Sales (K Units) by Manufacturers
(2020-2025)

Table 7. Global Electric Massage Sofa Chair Sales Market Share by Manufacturers
(2020-2025)

Table 8. Global Electric Massage Sofa Chair Revenue (M USD) by Manufacturers
(2020-2025)

Table 9. Global Electric Massage Sofa Chair Revenue Share by Manufacturers
(2020-2025)

Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Electric Massage Sofa Chair as of 2024)

Table 11. Global Market Electric Massage Sofa Chair Average Price (USD/Unit) of Key
Manufacturers (2020-2025)

Table 12. Manufacturers Electric Massage Sofa Chair Manufacturing Sites and Area
Served

Table 13. Manufacturers Electric Massage Sofa Chair Product Type

Table 14. Global Electric Massage Sofa Chair Manufacturers Market Concentration
Ratio (CR5 and HHI)

Table 15. Mergers & Acquisitions, Expansion Plans

Table 16. Market Overview of Key Raw Materials

Table 17. Midstream Market Analysis

Table 18. Downstream Customer Analysis

Table 19. Key Development Trends

Table 20. Driving Factors

Table 21. Electric Massage Sofa Chair Market Challenges

Table 22. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 24. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 25. Electric Massage Sofa Chair Market Size Comparison by Region (M USD)

Table 26. Global Electric Massage Sofa Chair Market Size by Region (2020-2033) & (M
USD)

Table 27. Global Electric Massage Sofa Chair Market Size Market Share by Region (2020-2033)

Table 28. Global Electric Massage Sofa Chair Sales by Region (2020-2033) & (K Units)

Table 29. Global Electric Massage Sofa Chair Sales Market Share by Region (2020-2033)

Table 30. North America Electric Massage Sofa Chair Market Size by Country (2020-2033) & (M USD)

Table 31. North America Electric Massage Sofa Chair Sales by Country (2020-2033) & (K Units)

Table 32. North America Electric Massage Sofa Chair Sales by Type (K Units)

Table 33. North America Electric Massage Sofa Chair Market Size by Type (M USD)

Table 34. North America Electric Massage Sofa Chair Sales (K Units) by Type (2020-2033)

Table 35. North America Electric Massage Sofa Chair Market Size (M USD) by Type (2020-2033)

Table 36. North America Electric Massage Sofa Chair Sales by Application (K Units)

Table 37. North America Electric Massage Sofa Chair Market Size by Application (M USD)

Table 38. North America Electric Massage Sofa Chair Sales (K Units) by Application (2020-2033)

Table 39. North America Electric Massage Sofa Chair Market Size (M USD) by Application (2020-2033)

Table 40. Europe Electric Massage Sofa Chair Market Size by Country (2020-2033) & (M USD)

Table 41. Europe Electric Massage Sofa Chair Sales by Country (2020-2033) & (K Units)

Table 42. Europe Electric Massage Sofa Chair Sales by Type (K Units)

Table 43. Europe Electric Massage Sofa Chair Market Size by Type (M USD)

Table 44. Europe Electric Massage Sofa Chair Sales (K Units) by Type (2020-2033)

Table 45. Europe Electric Massage Sofa Chair Market Size (M USD) by Type (2020-2033)

Table 46. Europe Electric Massage Sofa Chair Sales by Application (K Units)

Table 47. Europe Electric Massage Sofa Chair Market Size by Application (M USD)

Table 48. Europe Electric Massage Sofa Chair Sales (K Units) by Application (2020-2033)

Table 49. Europe Electric Massage Sofa Chair Market Size (M USD) by Application (2020-2033)

Table 50. Asia-Pacific Electric Massage Sofa Chair Market Size by Country (2020-2025) & (M USD)

Table 51. Asia-Pacific Electric Massage Sofa Chair Sales by Country (2020-2025) & (K Units)

Table 52. Asia-Pacific Electric Massage Sofa Chair Sales by Type (K Units)

Table 53. Asia-Pacific Electric Massage Sofa Chair Market Size by Type (M USD)

Table 54. Asia-Pacific Electric Massage Sofa Chair Sales (K Units) by Type (2020-2033)

Table 55. Asia-Pacific Electric Massage Sofa Chair Market Size (M USD) by Type (2020-2025)

Table 56. Asia-Pacific Electric Massage Sofa Chair Sales by Application (K Units)

Table 57. Asia-Pacific Electric Massage Sofa Chair Market Size by Application (M USD)

Table 58. Asia-Pacific Electric Massage Sofa Chair Sales (K Units) by Application (2020-2033)

Table 59. Asia-Pacific Electric Massage Sofa Chair Market Size (M USD) by Application (2020-2025)

Table 60. South America Electric Massage Sofa Chair Market Size by Country (2020-2033) & (M USD)

Table 61. South America Electric Massage Sofa Chair Sales by Country (2020-2033) & (K Units)

Table 62. South America Electric Massage Sofa Chair Sales by Type (K Units)

Table 63. South America Electric Massage Sofa Chair Market Size by Type (M USD)

Table 64. South America Electric Massage Sofa Chair Sales (K Units) by Type (2020-2033)

Table 65. South America Electric Massage Sofa Chair Market Size (M USD) by Type (2020-2033)

Table 66. South America Electric Massage Sofa Chair Sales by Application (K Units)

Table 67. South America Electric Massage Sofa Chair Market Size by Application (M USD)

Table 68. South America Electric Massage Sofa Chair Sales (K Units) by Application (2020-2033)

Table 69. South America Electric Massage Sofa Chair Market Size (M USD) by Application (2020-2033)

Table 70. Middle East and Africa Electric Massage Sofa Chair Market Size by Country (2020-2033) & (M USD)

Table 71. Middle East and Africa Electric Massage Sofa Chair Sales by Country (2020-2033) & (K Units)

Table 72. Middle East and Africa Electric Massage Sofa Chair Sales by Type (K Units)

Table 73. Middle East and Africa Electric Massage Sofa Chair Market Size by Type (M USD)

Table 74. Middle East and Africa Electric Massage Sofa Chair Sales (K Units) by Type

(2020-2033)

Table 75. Middle East and Africa Electric Massage Sofa Chair Market Size (M USD) by Type (2020-2033)

Table 76. Middle East and Africa Electric Massage Sofa Chair Sales by Application (K Units)

Table 77. Middle East and Africa Electric Massage Sofa Chair Market Size by Application (M USD)

Table 78. Middle East and Africa Electric Massage Sofa Chair Sales (K Units) by Application (2020-2033)

Table 79. Middle East and Africa Electric Massage Sofa Chair Market Size (M USD) by Application (2020-2033)

Table 80. Global Electric Massage Sofa Chair Production (K Units) by Region(2020-2025)

Table 81. Global Electric Massage Sofa Chair Revenue (US\$ Million) by Region (2020-2025)

Table 82. Global Electric Massage Sofa Chair Revenue Market Share by Region (2020-2025)

Table 83. Global Electric Massage Sofa Chair Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 84. North America Electric Massage Sofa Chair Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 85. Europe Electric Massage Sofa Chair Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 86. Japan Electric Massage Sofa Chair Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 87. China Electric Massage Sofa Chair Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 88. Global Electric Massage Sofa Chair Sales by Type (K Units)

Table 89. Global Electric Massage Sofa Chair Market Size by Type (M USD)

Table 90. Global Electric Massage Sofa Chair Sales (K Units) by Type (2020-2033)

Table 91. Global Electric Massage Sofa Chair Sales Market Share by Type (2020-2033)

Table 92. Global Electric Massage Sofa Chair Market Size (M USD) by Type (2020-2033)

Table 93. Global Electric Massage Sofa Chair Market Size Share by Type (2020-2033)

Table 94. Global Electric Massage Sofa Chair Sales (K Units) by Application

Table 95. Global Electric Massage Sofa Chair Market Size by Application(M USD)

Table 96. Global Electric Massage Sofa Chair Sales by Application (2020-2033) & (K Units)

Table 97. Global Electric Massage Sofa Chair Sales Market Share by Application

(2020-2033)

Table 98. Global Electric Massage Sofa Chair Market Size by Application (2020-2033) & (M USD)

Table 99. Global Electric Massage Sofa Chair Market Share by Application (2020-2033)

Table 100. Global Electric Massage Sofa Chair Sales Growth Rate by Application (2020-2033)

Table 101. Panasonic Basic Information

Table 102. Panasonic Electric Massage Sofa Chair Product Overview

Table 103. Panasonic Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 104. Panasonic Business Overview

Table 105. Panasonic SWOT Analysis

Table 106. Panasonic Recent Developments

Table 107. Osaki Basic Information

Table 108. Osaki Electric Massage Sofa Chair Product Overview

Table 109. Osaki Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 110. Osaki Business Overview

Table 111. Osaki SWOT Analysis

Table 112. Osaki Recent Developments

Table 113. Human Touch Basic Information

Table 114. Human Touch Electric Massage Sofa Chair Product Overview

Table 115. Human Touch Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 116. Human Touch Business Overview

Table 117. Human Touch SWOT Analysis

Table 118. Human Touch Recent Developments

Table 119. OSIM Basic Information

Table 120. OSIM Electric Massage Sofa Chair Product Overview

Table 121. OSIM Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 122. OSIM Business Overview

Table 123. OSIM Recent Developments

Table 124. Family Inada Basic Information

Table 125. Family Inada Electric Massage Sofa Chair Product Overview

Table 126. Family Inada Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. Family Inada Business Overview

Table 128. Family Inada Recent Developments

Table 129. Fujiiryoki Basic Information

Table 130. Fujiiryoki Electric Massage Sofa Chair Product Overview

Table 131. Fujiiryoki Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 132. Fujiiryoki Business Overview

Table 133. Fujiiryoki Recent Developments

Table 134. Luraco Basic Information

Table 135. Luraco Electric Massage Sofa Chair Product Overview

Table 136. Luraco Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 137. Luraco Business Overview

Table 138. Luraco Recent Developments

Table 139. Infinity Basic Information

Table 140. Infinity Electric Massage Sofa Chair Product Overview

Table 141. Infinity Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 142. Infinity Business Overview

Table 143. Infinity Recent Developments

Table 144. Ogawa Basic Information

Table 145. Ogawa Electric Massage Sofa Chair Product Overview

Table 146. Ogawa Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 147. Ogawa Business Overview

Table 148. Ogawa Recent Developments

Table 149. Daito-THRIVE Basic Information

Table 150. Daito-THRIVE Electric Massage Sofa Chair Product Overview

Table 151. Daito-THRIVE Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 152. Daito-THRIVE Business Overview

Table 153. Daito-THRIVE Recent Developments

Table 154. OTO Bodycare Basic Information

Table 155. OTO Bodycare Electric Massage Sofa Chair Product Overview

Table 156. OTO Bodycare Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 157. OTO Bodycare Business Overview

Table 158. OTO Bodycare Recent Developments

Table 159. Rotal Basic Information

Table 160. Rotal Electric Massage Sofa Chair Product Overview

Table 161. Rotal Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price

(USD/Unit) and Gross Margin (2020-2025)

Table 162. Rotal Business Overview

Table 163. Rotal Recent Developments

Table 164. BODYFRIEND Basic Information

Table 165. BODYFRIEND Electric Massage Sofa Chair Product Overview

Table 166. BODYFRIEND Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 167. BODYFRIEND Business Overview

Table 168. BODYFRIEND Recent Developments

Table 169. Tokuyo Basic Information

Table 170. Tokuyo Electric Massage Sofa Chair Product Overview

Table 171. Tokuyo Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 172. Tokuyo Business Overview

Table 173. Tokuyo Recent Developments

Table 174. ITSU Basic Information

Table 175. ITSU Electric Massage Sofa Chair Product Overview

Table 176. ITSU Electric Massage Sofa Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 177. ITSU Business Overview

Table 178. ITSU Recent Developments

List of Figures

Figure 1. Product Picture of Electric Massage Sofa Chair

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Electric Massage Sofa Chair Market Size (M USD), 2024-2033

Figure 5. Global Electric Massage Sofa Chair Market Size (M USD) (2020-2033)

Figure 6. Global Electric Massage Sofa Chair Sales (K Units) & (2020-2033)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Electric Massage Sofa Chair Market Size by Country (M USD)

Figure 11. Company Assessment Quadrant

Figure 12. Global Electric Massage Sofa Chair Product Life Cycle

Figure 13. Electric Massage Sofa Chair Sales Share by Manufacturers in 2024

Figure 14. Global Electric Massage Sofa Chair Revenue Share by Manufacturers in 2024

Figure 15. Electric Massage Sofa Chair Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 16. Global Market Electric Massage Sofa Chair Average Price (USD/Unit) of Key Manufacturers in 2024

Figure 17. The Global 5 and 10 Largest Players: Market Share by Electric Massage Sofa Chair Revenue in 2024

Figure 18. Industry Chain Map of Electric Massage Sofa Chair

Figure 19. Global Electric Massage Sofa Chair Market PEST Analysis

Figure 20. Global Electric Massage Sofa Chair Market Porter's Five Forces Analysis

Figure 21. Global Merchandise Trade as a Percentage Of GDP

Figure 22. US - Imports of Goods by Country

Figure 23. China Exports by Country

Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers

Figure 25. Evaluation Matrix of Regional Market Development Potential

Figure 26. Global Electric Massage Sofa Chair Market Size by Region

Figure 27. Global Electric Massage Sofa Chair Market Size Market Share by Region (2020-2033)

Figure 28. Global Electric Massage Sofa Chair Sales Market Share by Region (2020-2033)

Figure 29. North American Market Snapshot

Figure 30. North America Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 31. North America Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 32. North America Electric Massage Sofa Chair Market Size (M USD) by Country

Figure 33. USA Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 34. USA Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 35. Canada Electric Massage Sofa Chair Sales (K Units) and Growth Rate (2020-2033)

Figure 36. Canada Electric Massage Sofa Chair Market Size (M USD) and Growth Rate (2020-2033)

Figure 37. Mexico Electric Massage Sofa Chair Sales (Units) and Growth Rate (2020-2033)

Figure 38. Mexico Electric Massage Sofa Chair Market Size (M USD) and Growth Rate (2020-2033)

Figure 39. North America Electric Massage Sofa Chair Market Size (M USD) by Type

Figure 40. North America Electric Massage Sofa Chair Market Size (M USD) by Application

Figure 41. Europe Market Snapshot

Figure 42. Europe Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 43. Europe Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 44. Europe Electric Massage Sofa Chair Market Size (M USD) by Country

Figure 45. Germany Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 46. Germany Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 47. France Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 48. France Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 49. U.K. Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 50. U.K. Electric Massage Sofa Chair Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Italy Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 52. Italy Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 53. Spain Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 54. Spain Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 55. Europe Electric Massage Sofa Chair Market Size (M USD) by Type

Figure 56. Europe Electric Massage Sofa Chair Market Size (M USD) by Application

Figure 57. Asia-Pacific Market Snapshot

Figure 58. Asia-Pacific Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 59. Asia-Pacific Electric Massage Sofa Chair Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Asia-Pacific Electric Massage Sofa Chair Market Size (M USD) by Country

Figure 61. China Electric Massage Sofa Chair Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. China Electric Massage Sofa Chair Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Japan Electric Massage Sofa Chair Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Japan Electric Massage Sofa Chair Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. South Korea Electric Massage Sofa Chair Sales and Growth Rate (2020-2025) & (K Units)

Figure 66. South Korea Electric Massage Sofa Chair Market Size and Growth Rate (2020-2025) & (M USD)

Figure 67. India Electric Massage Sofa Chair Sales and Growth Rate (2020-2025) & (K Units)

Figure 68. India Electric Massage Sofa Chair Market Size and Growth Rate (2020-2025) & (M USD)

Figure 69. Southeast Asia Electric Massage Sofa Chair Sales and Growth Rate (2020-2025) & (K Units)

Figure 70. Southeast Asia Electric Massage Sofa Chair Market Size and Growth Rate (2020-2025) & (M USD)

Figure 71. Asia-Pacific Electric Massage Sofa Chair Market Size (M USD) by Type

Figure 72. Asia-Pacific Electric Massage Sofa Chair Market Size (M USD) by Application

Figure 73. South America Market Snapshot

Figure 74. South America Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 75. South America Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 76. South America Electric Massage Sofa Chair Market Size (M USD) by Country

Figure 77. Brazil Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 78. Brazil Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 79. Argentina Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 80. Argentina Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 81. Columbia Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 82. Columbia Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 83. South America Electric Massage Sofa Chair Market Size (M USD) by Type

Figure 84. South America Electric Massage Sofa Chair Market Size (M USD) by Application

Figure 85. Middle East and Africa Market Snapshot

Figure 86. Middle East and Africa Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 87. Middle East and Africa Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 88. Middle East and Africa Electric Massage Sofa Chair Market Size (M USD) by Country

Figure 89. Saudi Arabia Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 90. Saudi Arabia Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 91. UAE Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 92. UAE Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 93. Egypt Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 94. Egypt Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 95. Nigeria Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 96. Nigeria Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 97. South Africa Electric Massage Sofa Chair Sales and Growth Rate (2020-2033) & (K Units)

Figure 98. South Africa Electric Massage Sofa Chair Market Size and Growth Rate (2020-2033) & (M USD)

Figure 99. Middle East and Africa Electric Massage Sofa Chair Market Size (M USD) by Type

Figure 100. Middle East and Africa Electric Massage Sofa Chair Market Size (M USD) by Application

Figure 101. Global Electric Massage Sofa Chair Production Market Share by Region (2020-2025)

Figure 102. North America Electric Massage Sofa Chair Production (K Units) Growth Rate (2020-2025)

Figure 103. Europe Electric Massage Sofa Chair Production (K Units) Growth Rate (2020-2025)

Figure 104. Japan Electric Massage Sofa Chair Production (K Units) Growth Rate (2020-2025)

Figure 105. China Electric Massage Sofa Chair Production (K Units) Growth Rate (2020-2025)

Figure 106. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 107. Global Electric Massage Sofa Chair Market Size by Type (M USD)

Figure 108. Sales Market Share of Electric Massage Sofa Chair by Type (2020-2033)

Figure 109. Sales Market Share of Electric Massage Sofa Chair by Type in 2024

Figure 110. Market Size Share of Electric Massage Sofa Chair by Type (2020-2033)

Figure 111. Market Size Share of Electric Massage Sofa Chair by Type in 2024

Figure 112. Global Electric Massage Sofa Chair Price (USD/Unit) by Type (2020-2033)

Figure 113. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 114. Global Electric Massage Sofa Chair Market Size by Application(M USD)

Figure 115. Global Electric Massage Sofa Chair Market Share by Application

Figure 116. Global Electric Massage Sofa Chair Sales Market Share by Application (2020-2033)

Figure 117. Global Electric Massage Sofa Chair Sales Market Share by Application in 2024

Figure 118. Global Electric Massage Sofa Chair Market Share by Application (2020-2033)

Figure 119. Global Electric Massage Sofa Chair Market Share by Application in 2024

Figure 120. Global Electric Massage Sofa Chair Sales Growth Rate by Application (2020-2033)

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