

# Global Massage Chair Market Research Report 2026(Status and Outlook)

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## Abstracts

A massage chair is a specially designed piece of furniture that provides body massages using various techniques such as kneading, tapping, rolling, and stretching. It employs electric motors and airbag systems to mimic the hand movements of a professional masseuse, relieving muscle tension, promoting blood circulation, and relaxing the body and mind. Modern massage chairs often come equipped with multiple features, including heating, music playback, foot massage, and smart program settings, allowing users to select different massage modes and intensities according to their personal needs. In recent years, the market demand for massage chairs has significantly increased as people become more conscious of health and comfortable living. The global massage chair market is expected to continue expanding at a high compound annual growth rate (CAGR). Particularly in the Asia-Pacific region, countries like China and Japan have emerged as major consumer markets due to their focus on health products and increased purchasing power. Additionally, advances in massage chair technology, such as smart controls and personalized settings, make them increasingly appealing to consumers. As the pace of life accelerates and work-related stress rises, massage chairs are being seen by more individuals as an ideal choice for relaxation and revitalization, further driving market growth. In the massage chair market, major companies like Panasonic, Osaki, and Inada hold significant market shares. These companies enhance their brand competitiveness through continuous technological innovations and high-quality customer service. Many businesses are also strengthening their online sales channels to meet the growing consumer demand for online shopping. Massage chairs can be classified into home, commercial, and medical types. Home massage chairs are primarily used for personal relaxation, commercial chairs are found in salons and gyms, while medical chairs are used mainly for rehabilitation. Regionally, the Asia-Pacific region (especially China and Japan) is the largest market, followed by North America and Europe, driven by an emphasis on health products and

increased purchasing power. The origins of massage chairs date back to the 1960s, with early models being relatively simple and limited in functionality. As technology advanced, massage chairs gradually incorporated electric motors, airbag systems, and various advanced massage techniques, evolving into smart devices that integrate multiple functions. Supportive government policies in various countries towards the health industry have promoted the growth of the massage chair market. For instance, some nations implement health promotion programs that increase public awareness of healthy lifestyles, indirectly boosting the demand for massage chairs. Technological advancements are a key factor in the evolution of massage chairs. Recent applications of smart controls, artificial intelligence, and big data analytics have enabled massage chairs to offer more personalized user experiences and improve massage effectiveness. Current market trends indicate a shift towards smarter, more portable, and multifunctional designs. Consumers increasingly demand high-tech massage chairs, with growing expectations for product design and comfort. The supply chain for massage chairs includes raw material suppliers, manufacturers, distributors, and retailers. The coordination and cooperation among these segments are crucial for the overall efficiency and growth of the industry. Consumer focus on health and comfort, rising economic levels, and lifestyle changes are significant influencing factors in the massage chair market. Drivers of growth in the massage chair market include increasing life stress, heightened attention to health management, and technological advancements leading to new product releases. Frequent merger and acquisition activities within the industry allow companies to expand their product lines and market shares. Notably, established brands often acquire startups or smaller manufacturers to enhance their technological capabilities and market competitiveness. Regular new product launches are a key strategy for companies to maintain competitive advantages. Many firms attract consumer attention by introducing massage chairs with new features and improved designs to meet market demands. In the future, companies will focus more on sustainable development and digital transformation in their market planning, aiming to improve production efficiency and environmental friendliness while ensuring product quality to adapt to the evolving market landscape.

The global Massage Chair market size was estimated at USD 3927.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 8.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Massage Chair 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 Massage Chair 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 Massage Chair market.

### **Global Massage Chair 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**

Panasonic  
Osaki  
Family Inada  
Fujiiryoki  
Human Touch  
OSIM

Luraco  
Infinity  
Ogawa  
Daito-THRIVE  
BODYFRIEND  
OTO Bodycare  
Rotal  
Tokuyo  
ITSU  
Irest Group

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

Full Body Massage Chairs  
Upper Body Massage Chairs

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

Residential Use  
Commercial Use

### **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 Massage Chair Market

Overview of the regional outlook of the Massage Chair 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 Massage 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 shares the main producing countries of Massage Chair, 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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