

# Global Multifunctional Electric Massage Chair Market Research Report 2024(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 Multifunctional Electric Massage 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 Multifunctional Electric Massage 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 Multifunctional Electric Massage Chair market in any manner.

## Global Multifunctional Electric Massage 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

Tokuyo

ITSU

## Market Segmentation (by Type)

2D Movement

3D Movement

## Market Segmentation (by Application)

Family

Hotel

Shopping Mall

Others

## 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 Multifunctional Electric Massage Chair Market

Overview of the regional outlook of the Multifunctional Electric Massage 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 Multifunctional Electric 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 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

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Multifunctional Electric Massage Chair
- 1.2 Key Market Segments
  - 1.2.1 Multifunctional Electric Massage Chair Segment by Type
  - 1.2.2 Multifunctional Electric Massage 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 MULTIFUNCTIONAL ELECTRIC MASSAGE CHAIR MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Multifunctional Electric Massage Chair Market Size (M USD) Estimates and Forecasts (2019-2030)
  - 2.1.2 Global Multifunctional Electric Massage Chair Sales Estimates and Forecasts (2019-2030)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 MULTIFUNCTIONAL ELECTRIC MASSAGE CHAIR MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Multifunctional Electric Massage Chair Sales by Manufacturers (2019-2024)
- 3.2 Global Multifunctional Electric Massage Chair Revenue Market Share by Manufacturers (2019-2024)
- 3.3 Multifunctional Electric Massage Chair Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Multifunctional Electric Massage Chair Average Price by Manufacturers (2019-2024)
- 3.5 Manufacturers Multifunctional Electric Massage Chair Sales Sites, Area Served, Product Type
- 3.6 Multifunctional Electric Massage Chair Market Competitive Situation and Trends
  - 3.6.1 Multifunctional Electric Massage Chair Market Concentration Rate

3.6.2 Global 5 and 10 Largest Multifunctional Electric Massage Chair Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

## **4 MULTIFUNCTIONAL ELECTRIC MASSAGE CHAIR INDUSTRY CHAIN ANALYSIS**

4.1 Multifunctional Electric Massage 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 MULTIFUNCTIONAL ELECTRIC MASSAGE CHAIR MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 MULTIFUNCTIONAL ELECTRIC MASSAGE CHAIR MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Multifunctional Electric Massage Chair Sales Market Share by Type (2019-2024)

6.3 Global Multifunctional Electric Massage Chair Market Size Market Share by Type (2019-2024)

6.4 Global Multifunctional Electric Massage Chair Price by Type (2019-2024)

## **7 MULTIFUNCTIONAL ELECTRIC MASSAGE CHAIR MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)



7.2 Global Multifunctional Electric Massage Chair Market Sales by Application  
(2019-2024)

7.3 Global Multifunctional Electric Massage Chair Market Size (M USD) by Application  
(2019-2024)

7.4 Global Multifunctional Electric Massage Chair Sales Growth Rate by Application  
(2019-2024)

## **8 MULTIFUNCTIONAL ELECTRIC MASSAGE CHAIR MARKET SEGMENTATION BY REGION**

8.1 Global Multifunctional Electric Massage Chair Sales by Region

8.1.1 Global Multifunctional Electric Massage Chair Sales by Region

8.1.2 Global Multifunctional Electric Massage Chair Sales Market Share by Region

8.2 North America

8.2.1 North America Multifunctional Electric Massage Chair Sales by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Multifunctional Electric Massage Chair Sales by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Multifunctional Electric Massage Chair Sales by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Multifunctional Electric Massage Chair Sales by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Multifunctional Electric Massage Chair Sales by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

## **9 KEY COMPANIES PROFILE**

### **9.1 Panasonic**

9.1.1 Panasonic Multifunctional Electric Massage Chair Basic Information

9.1.2 Panasonic Multifunctional Electric Massage Chair Product Overview

9.1.3 Panasonic Multifunctional Electric Massage Chair Product Market Performance

9.1.4 Panasonic Business Overview

9.1.5 Panasonic Multifunctional Electric Massage Chair SWOT Analysis

9.1.6 Panasonic Recent Developments

### **9.2 Osaki**

9.2.1 Osaki Multifunctional Electric Massage Chair Basic Information

9.2.2 Osaki Multifunctional Electric Massage Chair Product Overview

9.2.3 Osaki Multifunctional Electric Massage Chair Product Market Performance

9.2.4 Osaki Business Overview

9.2.5 Osaki Multifunctional Electric Massage Chair SWOT Analysis

9.2.6 Osaki Recent Developments

### **9.3 Human Touch**

9.3.1 Human Touch Multifunctional Electric Massage Chair Basic Information

9.3.2 Human Touch Multifunctional Electric Massage Chair Product Overview

9.3.3 Human Touch Multifunctional Electric Massage Chair Product Market

Performance

9.3.4 Human Touch Multifunctional Electric Massage Chair SWOT Analysis

9.3.5 Human Touch Business Overview

9.3.6 Human Touch Recent Developments

### **9.4 OSIM**

9.4.1 OSIM Multifunctional Electric Massage Chair Basic Information

9.4.2 OSIM Multifunctional Electric Massage Chair Product Overview

9.4.3 OSIM Multifunctional Electric Massage Chair Product Market Performance

9.4.4 OSIM Business Overview

9.4.5 OSIM Recent Developments

### **9.5 Family Inada**

9.5.1 Family Inada Multifunctional Electric Massage Chair Basic Information

9.5.2 Family Inada Multifunctional Electric Massage Chair Product Overview

- 9.5.3 Family Inada Multifunctional Electric Massage Chair Product Market Performance
  - 9.5.4 Family Inada Business Overview
  - 9.5.5 Family Inada Recent Developments
- 9.6 Fujiiryoki
  - 9.6.1 Fujiiryoki Multifunctional Electric Massage Chair Basic Information
  - 9.6.2 Fujiiryoki Multifunctional Electric Massage Chair Product Overview
  - 9.6.3 Fujiiryoki Multifunctional Electric Massage Chair Product Market Performance
  - 9.6.4 Fujiiryoki Business Overview
  - 9.6.5 Fujiiryoki Recent Developments
- 9.7 Luraco
  - 9.7.1 Luraco Multifunctional Electric Massage Chair Basic Information
  - 9.7.2 Luraco Multifunctional Electric Massage Chair Product Overview
  - 9.7.3 Luraco Multifunctional Electric Massage Chair Product Market Performance
  - 9.7.4 Luraco Business Overview
  - 9.7.5 Luraco Recent Developments
- 9.8 Infinity
  - 9.8.1 Infinity Multifunctional Electric Massage Chair Basic Information
  - 9.8.2 Infinity Multifunctional Electric Massage Chair Product Overview
  - 9.8.3 Infinity Multifunctional Electric Massage Chair Product Market Performance
  - 9.8.4 Infinity Business Overview
  - 9.8.5 Infinity Recent Developments
- 9.9 Ogawa
  - 9.9.1 Ogawa Multifunctional Electric Massage Chair Basic Information
  - 9.9.2 Ogawa Multifunctional Electric Massage Chair Product Overview
  - 9.9.3 Ogawa Multifunctional Electric Massage Chair Product Market Performance
  - 9.9.4 Ogawa Business Overview
  - 9.9.5 Ogawa Recent Developments
- 9.10 Daito-THRIVE
  - 9.10.1 Daito-THRIVE Multifunctional Electric Massage Chair Basic Information
  - 9.10.2 Daito-THRIVE Multifunctional Electric Massage Chair Product Overview
  - 9.10.3 Daito-THRIVE Multifunctional Electric Massage Chair Product Market Performance
  - 9.10.4 Daito-THRIVE Business Overview
  - 9.10.5 Daito-THRIVE Recent Developments
- 9.11 OTO Bodycare
  - 9.11.1 OTO Bodycare Multifunctional Electric Massage Chair Basic Information
  - 9.11.2 OTO Bodycare Multifunctional Electric Massage Chair Product Overview
  - 9.11.3 OTO Bodycare Multifunctional Electric Massage Chair Product Market

## Performance

### 9.11.4 OTO Bodycare Business Overview

### 9.11.5 OTO Bodycare Recent Developments

## 9.12 Rotal

### 9.12.1 Rotal Multifunctional Electric Massage Chair Basic Information

### 9.12.2 Rotal Multifunctional Electric Massage Chair Product Overview

### 9.12.3 Rotal Multifunctional Electric Massage Chair Product Market Performance

### 9.12.4 Rotal Business Overview

### 9.12.5 Rotal Recent Developments

## 9.13 Tokuyo

### 9.13.1 Tokuyo Multifunctional Electric Massage Chair Basic Information

### 9.13.2 Tokuyo Multifunctional Electric Massage Chair Product Overview

### 9.13.3 Tokuyo Multifunctional Electric Massage Chair Product Market Performance

### 9.13.4 Tokuyo Business Overview

### 9.13.5 Tokuyo Recent Developments

## 9.14 ITSU

### 9.14.1 ITSU Multifunctional Electric Massage Chair Basic Information

### 9.14.2 ITSU Multifunctional Electric Massage Chair Product Overview

### 9.14.3 ITSU Multifunctional Electric Massage Chair Product Market Performance

### 9.14.4 ITSU Business Overview

### 9.14.5 ITSU Recent Developments

## **10 MULTIFUNCTIONAL ELECTRIC MASSAGE CHAIR MARKET FORECAST BY REGION**

### 10.1 Global Multifunctional Electric Massage Chair Market Size Forecast

### 10.2 Global Multifunctional Electric Massage Chair Market Forecast by Region

#### 10.2.1 North America Market Size Forecast by Country

#### 10.2.2 Europe Multifunctional Electric Massage Chair Market Size Forecast by Country

#### 10.2.3 Asia Pacific Multifunctional Electric Massage Chair Market Size Forecast by

#### Region

#### 10.2.4 South America Multifunctional Electric Massage Chair Market Size Forecast by Country

#### 10.2.5 Middle East and Africa Forecasted Consumption of Multifunctional Electric Massage Chair by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

### 11.1 Global Multifunctional Electric Massage Chair Market Forecast by Type

(2025-2030)

11.1.1 Global Forecasted Sales of Multifunctional Electric Massage Chair by Type

(2025-2030)

11.1.2 Global Multifunctional Electric Massage Chair Market Size Forecast by Type

(2025-2030)

11.1.3 Global Forecasted Price of Multifunctional Electric Massage Chair by Type

(2025-2030)

11.2 Global Multifunctional Electric Massage Chair Market Forecast by Application

(2025-2030)

11.2.1 Global Multifunctional Electric Massage Chair Sales (K Units) Forecast by Application

11.2.2 Global Multifunctional Electric Massage Chair Market Size (M USD) Forecast by Application (2025-2030)

## **12 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Multifunctional Electric Massage Chair Market Size Comparison by Region (M USD)

Table 5. Global Multifunctional Electric Massage Chair Sales (K Units) by Manufacturers (2019-2024)

Table 6. Global Multifunctional Electric Massage Chair Sales Market Share by Manufacturers (2019-2024)

Table 7. Global Multifunctional Electric Massage Chair Revenue (M USD) by Manufacturers (2019-2024)

Table 8. Global Multifunctional Electric Massage Chair Revenue Share by Manufacturers (2019-2024)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Multifunctional Electric Massage Chair as of 2022)

Table 10. Global Market Multifunctional Electric Massage Chair Average Price (USD/Unit) of Key Manufacturers (2019-2024)

Table 11. Manufacturers Multifunctional Electric Massage Chair Sales Sites and Area Served

Table 12. Manufacturers Multifunctional Electric Massage Chair Product Type

Table 13. Global Multifunctional Electric Massage Chair Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Industry Chain Map of Multifunctional Electric Massage Chair

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. Multifunctional Electric Massage Chair Market Challenges

Table 22. Global Multifunctional Electric Massage Chair Sales by Type (K Units)

Table 23. Global Multifunctional Electric Massage Chair Market Size by Type (M USD)

Table 24. Global Multifunctional Electric Massage Chair Sales (K Units) by Type (2019-2024)

Table 25. Global Multifunctional Electric Massage Chair Sales Market Share by Type

(2019-2024)

Table 26. Global Multifunctional Electric Massage Chair Market Size (M USD) by Type (2019-2024)

Table 27. Global Multifunctional Electric Massage Chair Market Size Share by Type (2019-2024)

Table 28. Global Multifunctional Electric Massage Chair Price (USD/Unit) by Type (2019-2024)

Table 29. Global Multifunctional Electric Massage Chair Sales (K Units) by Application

Table 30. Global Multifunctional Electric Massage Chair Market Size by Application

Table 31. Global Multifunctional Electric Massage Chair Sales by Application (2019-2024) & (K Units)

Table 32. Global Multifunctional Electric Massage Chair Sales Market Share by Application (2019-2024)

Table 33. Global Multifunctional Electric Massage Chair Sales by Application (2019-2024) & (M USD)

Table 34. Global Multifunctional Electric Massage Chair Market Share by Application (2019-2024)

Table 35. Global Multifunctional Electric Massage Chair Sales Growth Rate by Application (2019-2024)

Table 36. Global Multifunctional Electric Massage Chair Sales by Region (2019-2024) & (K Units)

Table 37. Global Multifunctional Electric Massage Chair Sales Market Share by Region (2019-2024)

Table 38. North America Multifunctional Electric Massage Chair Sales by Country (2019-2024) & (K Units)

Table 39. Europe Multifunctional Electric Massage Chair Sales by Country (2019-2024) & (K Units)

Table 40. Asia Pacific Multifunctional Electric Massage Chair Sales by Region (2019-2024) & (K Units)

Table 41. South America Multifunctional Electric Massage Chair Sales by Country (2019-2024) & (K Units)

Table 42. Middle East and Africa Multifunctional Electric Massage Chair Sales by Region (2019-2024) & (K Units)

Table 43. Panasonic Multifunctional Electric Massage Chair Basic Information

Table 44. Panasonic Multifunctional Electric Massage Chair Product Overview

Table 45. Panasonic Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 46. Panasonic Business Overview

Table 47. Panasonic Multifunctional Electric Massage Chair SWOT Analysis



Table 48. Panasonic Recent Developments
Table 49. Osaki Multifunctional Electric Massage Chair Basic Information
Table 50. Osaki Multifunctional Electric Massage Chair Product Overview
Table 51. Osaki Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 52. Osaki Business Overview
Table 53. Osaki Multifunctional Electric Massage Chair SWOT Analysis
Table 54. Osaki Recent Developments
Table 55. Human Touch Multifunctional Electric Massage Chair Basic Information
Table 56. Human Touch Multifunctional Electric Massage Chair Product Overview
Table 57. Human Touch Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 58. Human Touch Multifunctional Electric Massage Chair SWOT Analysis
Table 59. Human Touch Business Overview
Table 60. Human Touch Recent Developments
Table 61. OSIM Multifunctional Electric Massage Chair Basic Information
Table 62. OSIM Multifunctional Electric Massage Chair Product Overview
Table 63. OSIM Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 64. OSIM Business Overview
Table 65. OSIM Recent Developments
Table 66. Family Inada Multifunctional Electric Massage Chair Basic Information
Table 67. Family Inada Multifunctional Electric Massage Chair Product Overview
Table 68. Family Inada Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 69. Family Inada Business Overview
Table 70. Family Inada Recent Developments
Table 71. Fujiiryoki Multifunctional Electric Massage Chair Basic Information
Table 72. Fujiiryoki Multifunctional Electric Massage Chair Product Overview
Table 73. Fujiiryoki Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 74. Fujiiryoki Business Overview
Table 75. Fujiiryoki Recent Developments
Table 76. Luraco Multifunctional Electric Massage Chair Basic Information
Table 77. Luraco Multifunctional Electric Massage Chair Product Overview
Table 78. Luraco Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
Table 79. Luraco Business Overview
Table 80. Luraco Recent Developments



Table 81. Infinity Multifunctional Electric Massage Chair Basic Information

Table 82. Infinity Multifunctional Electric Massage Chair Product Overview

Table 83. Infinity Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 84. Infinity Business Overview

Table 85. Infinity Recent Developments

Table 86. Ogawa Multifunctional Electric Massage Chair Basic Information

Table 87. Ogawa Multifunctional Electric Massage Chair Product Overview

Table 88. Ogawa Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 89. Ogawa Business Overview

Table 90. Ogawa Recent Developments

Table 91. Daito-THRIVE Multifunctional Electric Massage Chair Basic Information

Table 92. Daito-THRIVE Multifunctional Electric Massage Chair Product Overview

Table 93. Daito-THRIVE Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 94. Daito-THRIVE Business Overview

Table 95. Daito-THRIVE Recent Developments

Table 96. OTO Bodycare Multifunctional Electric Massage Chair Basic Information

Table 97. OTO Bodycare Multifunctional Electric Massage Chair Product Overview

Table 98. OTO Bodycare Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 99. OTO Bodycare Business Overview

Table 100. OTO Bodycare Recent Developments

Table 101. Rotal Multifunctional Electric Massage Chair Basic Information

Table 102. Rotal Multifunctional Electric Massage Chair Product Overview

Table 103. Rotal Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 104. Rotal Business Overview

Table 105. Rotal Recent Developments

Table 106. Tokuyo Multifunctional Electric Massage Chair Basic Information

Table 107. Tokuyo Multifunctional Electric Massage Chair Product Overview

Table 108. Tokuyo Multifunctional Electric Massage Chair Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 109. Tokuyo Business Overview

Table 110. Tokuyo Recent Developments

Table 111. ITSU Multifunctional Electric Massage Chair Basic Information

Table 112. ITSU Multifunctional Electric Massage Chair Product Overview

Table 113. ITSU Multifunctional Electric Massage Chair Sales (K Units), Revenue (M

USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 114. ITSU Business Overview

Table 115. ITSU Recent Developments

Table 116. Global Multifunctional Electric Massage Chair Sales Forecast by Region (2025-2030) & (K Units)

Table 117. Global Multifunctional Electric Massage Chair Market Size Forecast by Region (2025-2030) & (M USD)

Table 118. North America Multifunctional Electric Massage Chair Sales Forecast by Country (2025-2030) & (K Units)

Table 119. North America Multifunctional Electric Massage Chair Market Size Forecast by Country (2025-2030) & (M USD)

Table 120. Europe Multifunctional Electric Massage Chair Sales Forecast by Country (2025-2030) & (K Units)

Table 121. Europe Multifunctional Electric Massage Chair Market Size Forecast by Country (2025-2030) & (M USD)

Table 122. Asia Pacific Multifunctional Electric Massage Chair Sales Forecast by Region (2025-2030) & (K Units)

Table 123. Asia Pacific Multifunctional Electric Massage Chair Market Size Forecast by Region (2025-2030) & (M USD)

Table 124. South America Multifunctional Electric Massage Chair Sales Forecast by Country (2025-2030) & (K Units)

Table 125. South America Multifunctional Electric Massage Chair Market Size Forecast by Country (2025-2030) & (M USD)

Table 126. Middle East and Africa Multifunctional Electric Massage Chair Consumption Forecast by Country (2025-2030) & (Units)

Table 127. Middle East and Africa Multifunctional Electric Massage Chair Market Size Forecast by Country (2025-2030) & (M USD)

Table 128. Global Multifunctional Electric Massage Chair Sales Forecast by Type (2025-2030) & (K Units)

Table 129. Global Multifunctional Electric Massage Chair Market Size Forecast by Type (2025-2030) & (M USD)

Table 130. Global Multifunctional Electric Massage Chair Price Forecast by Type (2025-2030) & (USD/Unit)

Table 131. Global Multifunctional Electric Massage Chair Sales (K Units) Forecast by Application (2025-2030)

Table 132. Global Multifunctional Electric Massage Chair Market Size Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Product Picture of Multifunctional Electric Massage Chair

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Multifunctional Electric Massage Chair Market Size (M USD), 2019-2030

Figure 5. Global Multifunctional Electric Massage Chair Market Size (M USD) (2019-2030)

Figure 6. Global Multifunctional Electric Massage Chair Sales (K Units) & (2019-2030)

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. Multifunctional Electric Massage Chair Market Size by Country (M USD)

Figure 11. Multifunctional Electric Massage Chair Sales Share by Manufacturers in 2023

Figure 12. Global Multifunctional Electric Massage Chair Revenue Share by Manufacturers in 2023

Figure 13. Multifunctional Electric Massage Chair Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 14. Global Market Multifunctional Electric Massage Chair Average Price (USD/Unit) of Key Manufacturers in 2023

Figure 15. The Global 5 and 10 Largest Players: Market Share by Multifunctional Electric Massage Chair Revenue in 2023

Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 17. Global Multifunctional Electric Massage Chair Market Share by Type

Figure 18. Sales Market Share of Multifunctional Electric Massage Chair by Type (2019-2024)

Figure 19. Sales Market Share of Multifunctional Electric Massage Chair by Type in 2023

Figure 20. Market Size Share of Multifunctional Electric Massage Chair by Type (2019-2024)

Figure 21. Market Size Market Share of Multifunctional Electric Massage Chair by Type in 2023

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global Multifunctional Electric Massage Chair Market Share by Application

Figure 24. Global Multifunctional Electric Massage Chair Sales Market Share by

Application (2019-2024)

Figure 25. Global Multifunctional Electric Massage Chair Sales Market Share by Application in 2023

Figure 26. Global Multifunctional Electric Massage Chair Market Share by Application (2019-2024)

Figure 27. Global Multifunctional Electric Massage Chair Market Share by Application in 2023

Figure 28. Global Multifunctional Electric Massage Chair Sales Growth Rate by Application (2019-2024)

Figure 29. Global Multifunctional Electric Massage Chair Sales Market Share by Region (2019-2024)

Figure 30. North America Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 31. North America Multifunctional Electric Massage Chair Sales Market Share by Country in 2023

Figure 32. U.S. Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 33. Canada Multifunctional Electric Massage Chair Sales (K Units) and Growth Rate (2019-2024)

Figure 34. Mexico Multifunctional Electric Massage Chair Sales (Units) and Growth Rate (2019-2024)

Figure 35. Europe Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 36. Europe Multifunctional Electric Massage Chair Sales Market Share by Country in 2023

Figure 37. Germany Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 38. France Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 39. U.K. Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 40. Italy Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 41. Russia Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 42. Asia Pacific Multifunctional Electric Massage Chair Sales and Growth Rate (K Units)

Figure 43. Asia Pacific Multifunctional Electric Massage Chair Sales Market Share by Region in 2023

Figure 44. China Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 45. Japan Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 46. South Korea Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 47. India Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 48. Southeast Asia Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 49. South America Multifunctional Electric Massage Chair Sales and Growth Rate (K Units)

Figure 50. South America Multifunctional Electric Massage Chair Sales Market Share by Country in 2023

Figure 51. Brazil Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 52. Argentina Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 53. Columbia Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 54. Middle East and Africa Multifunctional Electric Massage Chair Sales and Growth Rate (K Units)

Figure 55. Middle East and Africa Multifunctional Electric Massage Chair Sales Market Share by Region in 2023

Figure 56. Saudi Arabia Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 57. UAE Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 58. Egypt Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 59. Nigeria Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 60. South Africa Multifunctional Electric Massage Chair Sales and Growth Rate (2019-2024) & (K Units)

Figure 61. Global Multifunctional Electric Massage Chair Sales Forecast by Volume (2019-2030) & (K Units)

Figure 62. Global Multifunctional Electric Massage Chair Market Size Forecast by Value (2019-2030) & (M USD)

Figure 63. Global Multifunctional Electric Massage Chair Sales Market Share Forecast

by Type (2025-2030)

Figure 64. Global Multifunctional Electric Massage Chair Market Share Forecast by Type (2025-2030)

Figure 65. Global Multifunctional Electric Massage Chair Sales Forecast by Application (2025-2030)

Figure 66. Global Multifunctional Electric Massage Chair Market Share Forecast by Application (2025-2030)

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