

Global Portable Sauna Market Research Report 2025(Status and Outlook)

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Abstracts

Report Overview

Portable saunas are compact, lightweight, and easy-to-assemble personal sauna units designed for home use, offering similar benefits to traditional saunas?such as detoxification, relaxation, and improved circulation?but with greater convenience and affordability. These units typically feature a foldable or collapsible design, often incorporating steam or infrared heating elements, and can be set up in small spaces like bedrooms or patios. Unlike fixed saunas, portable versions are often made from durable, heat-resistant fabrics or plastics, with zippered openings for user access and adjustable temperature controls. Some models include additional features like built-in chairs, timers, or remote controls, catering to users seeking a spa-like experience without the high cost or space requirements of permanent installations. The market has grown due to increasing health consciousness, urbanization, and demand for cost-effective wellness solutions.

The global Portable Sauna market size was estimated at USD 500.55 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 7.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Portable Sauna 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 Portable Sauna 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 Portable Sauna market.

Global Portable Sauna 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

Blue Wave

Hefei Smartmak

Youngy Health

Xuzhou Zhongye Sauna Equipment

Idealsauna Equipment

Gizmo Supply

Durasage Health

Serenelife

Market Segmentation (by Type)

Infrared
Steam
Market Segmentation (by Application)
Men
Women

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 Portable Sauna Market
Overview of the regional outlook of the Portable Sauna Market:

Customization of the Report

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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

Portable Sauna 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 Portable Sauna, 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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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Portable Sauna

1.2 Key Market Segments

1.2.1 Portable Sauna Segment by Type

1.2.2 Portable Sauna 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 PORTABLE SAUNA MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Portable Sauna Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Portable Sauna Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 PORTABLE SAUNA MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Portable Sauna Product Life Cycle

3.3 Global Portable Sauna Sales by Manufacturers (2020-2025)

3.4 Global Portable Sauna Revenue Market Share by Manufacturers (2020-2025)

3.5 Portable Sauna Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Portable Sauna Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Portable Sauna Market Competitive Situation and Trends

3.8.1 Portable Sauna Market Concentration Rate

3.8.2 Global 5 and 10 Largest Portable Sauna Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 PORTABLE SAUNA INDUSTRY CHAIN ANALYSIS

- 4.1 Portable Sauna 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 PORTABLE SAUNA 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 Portable Sauna Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Portable Sauna Market
- 5.7 ESG Ratings of Leading Companies

6 PORTABLE SAUNA MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Portable Sauna Sales Market Share by Type (2020-2025)
- 6.3 Global Portable Sauna Market Size Market Share by Type (2020-2025)
- 6.4 Global Portable Sauna Price by Type (2020-2025)

7 PORTABLE SAUNA MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Portable Sauna Market Sales by Application (2020-2025)
- 7.3 Global Portable Sauna Market Size (M USD) by Application (2020-2025)

7.4 Global Portable Sauna Sales Growth Rate by Application (2020-2025)

8 PORTABLE SAUNA MARKET SALES BY REGION

8.1 Global Portable Sauna Sales by Region

8.1.1 Global Portable Sauna Sales by Region

8.1.2 Global Portable Sauna Sales Market Share by Region

8.2 Global Portable Sauna Market Size by Region

8.2.1 Global Portable Sauna Market Size by Region

8.2.2 Global Portable Sauna Market Size Market Share by Region

8.3 North America

8.3.1 North America Portable Sauna Sales by Country

8.3.2 North America Portable Sauna Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Portable Sauna Sales by Country

8.4.2 Europe Portable Sauna Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Portable Sauna Sales by Region

8.5.2 Asia Pacific Portable Sauna Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Portable Sauna Sales by Country

8.6.2 South America Portable Sauna Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Portable Sauna Sales by Region
- 8.7.2 Middle East and Africa Portable Sauna Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

9 PORTABLE SAUNA MARKET PRODUCTION BY REGION

- 9.1 Global Production of Portable Sauna by Region(2020-2025)
- 9.2 Global Portable Sauna Revenue Market Share by Region (2020-2025)
- 9.3 Global Portable Sauna Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Portable Sauna Production
 - 9.4.1 North America Portable Sauna Production Growth Rate (2020-2025)
 - 9.4.2 North America Portable Sauna Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Portable Sauna Production
 - 9.5.1 Europe Portable Sauna Production Growth Rate (2020-2025)
 - 9.5.2 Europe Portable Sauna Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Portable Sauna Production (2020-2025)
 - 9.6.1 Japan Portable Sauna Production Growth Rate (2020-2025)
 - 9.6.2 Japan Portable Sauna Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Portable Sauna Production (2020-2025)
 - 9.7.1 China Portable Sauna Production Growth Rate (2020-2025)
 - 9.7.2 China Portable Sauna Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

- 10.1 Blue Wave
 - 10.1.1 Blue Wave Basic Information
 - 10.1.2 Blue Wave Portable Sauna Product Overview
 - 10.1.3 Blue Wave Portable Sauna Product Market Performance
 - 10.1.4 Blue Wave Business Overview
 - 10.1.5 Blue Wave SWOT Analysis
 - 10.1.6 Blue Wave Recent Developments

10.2 Hefei Smartmak

- 10.2.1 Hefei Smartmak Basic Information
- 10.2.2 Hefei Smartmak Portable Sauna Product Overview
- 10.2.3 Hefei Smartmak Portable Sauna Product Market Performance
- 10.2.4 Hefei Smartmak Business Overview
- 10.2.5 Hefei Smartmak SWOT Analysis
- 10.2.6 Hefei Smartmak Recent Developments

10.3 Youngy Health

- 10.3.1 Youngy Health Basic Information
- 10.3.2 Youngy Health Portable Sauna Product Overview
- 10.3.3 Youngy Health Portable Sauna Product Market Performance
- 10.3.4 Youngy Health Business Overview
- 10.3.5 Youngy Health SWOT Analysis
- 10.3.6 Youngy Health Recent Developments

10.4 Xuzhou Zhongye Sauna Equipment

- 10.4.1 Xuzhou Zhongye Sauna Equipment Basic Information
- 10.4.2 Xuzhou Zhongye Sauna Equipment Portable Sauna Product Overview
- 10.4.3 Xuzhou Zhongye Sauna Equipment Portable Sauna Product Market Performance
- 10.4.4 Xuzhou Zhongye Sauna Equipment Business Overview
- 10.4.5 Xuzhou Zhongye Sauna Equipment Recent Developments

10.5 Idealsauna Equipment

- 10.5.1 Idealsauna Equipment Basic Information
- 10.5.2 Idealsauna Equipment Portable Sauna Product Overview
- 10.5.3 Idealsauna Equipment Portable Sauna Product Market Performance
- 10.5.4 Idealsauna Equipment Business Overview
- 10.5.5 Idealsauna Equipment Recent Developments

10.6 Gizmo Supply

- 10.6.1 Gizmo Supply Basic Information
- 10.6.2 Gizmo Supply Portable Sauna Product Overview
- 10.6.3 Gizmo Supply Portable Sauna Product Market Performance
- 10.6.4 Gizmo Supply Business Overview
- 10.6.5 Gizmo Supply Recent Developments

10.7 Durasage Health

- 10.7.1 Durasage Health Basic Information
- 10.7.2 Durasage Health Portable Sauna Product Overview
- 10.7.3 Durasage Health Portable Sauna Product Market Performance
- 10.7.4 Durasage Health Business Overview
- 10.7.5 Durasage Health Recent Developments

10.8 Serenelife

10.8.1 Serenelife Basic Information

10.8.2 Serenelife Portable Sauna Product Overview

10.8.3 Serenelife Portable Sauna Product Market Performance

10.8.4 Serenelife Business Overview

10.8.5 Serenelife Recent Developments

11 PORTABLE SAUNA MARKET FORECAST BY REGION

11.1 Global Portable Sauna Market Size Forecast

11.2 Global Portable Sauna Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Portable Sauna Market Size Forecast by Country

11.2.3 Asia Pacific Portable Sauna Market Size Forecast by Region

11.2.4 South America Portable Sauna Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Portable Sauna by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

12.1 Global Portable Sauna Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Portable Sauna by Type (2026-2033)

12.1.2 Global Portable Sauna Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Portable Sauna by Type (2026-2033)

12.2 Global Portable Sauna Market Forecast by Application (2026-2033)

12.2.1 Global Portable Sauna Sales (K Units) Forecast by Application

12.2.2 Global Portable Sauna Market Size (M USD) Forecast by Application (2026-2033)

13 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. Portable Sauna Market Size Comparison by Region (M USD)
Table 5. Global Portable Sauna Sales (K Units) by Manufacturers (2020-2025)
Table 6. Global Portable Sauna Sales Market Share by Manufacturers (2020-2025)
Table 7. Global Portable Sauna Revenue (M USD) by Manufacturers (2020-2025)
Table 8. Global Portable Sauna Revenue Share by Manufacturers (2020-2025)
Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Portable Sauna as of 2024)
Table 10. Global Market Portable Sauna Average Price (USD/Unit) of Key Manufacturers (2020-2025)
Table 11. Manufacturers? Manufacturing Sites, Areas Served
Table 12. Manufacturers? Product Type
Table 13. Global Portable Sauna Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 14. Mergers & Acquisitions, Expansion Plans
Table 15. Market Overview of Key Raw Materials
Table 16. Midstream Market Analysis
Table 17. Downstream Customer Analysis
Table 18. Key Development Trends
Table 19. Driving Factors
Table 20. Portable Sauna Market Challenges
Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 25. Global Portable Sauna Sales by Type (K Units)
Table 26. Global Portable Sauna Market Size by Type (M USD)
Table 27. Global Portable Sauna Sales (K Units) by Type (2020-2025)
Table 28. Global Portable Sauna Sales Market Share by Type (2020-2025)
Table 29. Global Portable Sauna Market Size (M USD) by Type (2020-2025)
Table 30. Global Portable Sauna Market Size Share by Type (2020-2025)
Table 31. Global Portable Sauna Price (USD/Unit) by Type (2020-2025)

Table 32. Global Portable Sauna Sales (K Units) by Application
Table 33. Global Portable Sauna Market Size by Application
Table 34. Global Portable Sauna Sales by Application (2020-2025) & (K Units)
Table 35. Global Portable Sauna Sales Market Share by Application (2020-2025)
Table 36. Global Portable Sauna Market Size by Application (2020-2025) & (M USD)
Table 37. Global Portable Sauna Market Share by Application (2020-2025)
Table 38. Global Portable Sauna Sales Growth Rate by Application (2020-2025)
Table 39. Global Portable Sauna Sales by Region (2020-2025) & (K Units)
Table 40. Global Portable Sauna Sales Market Share by Region (2020-2025)
Table 41. Global Portable Sauna Market Size by Region (2020-2025) & (M USD)
Table 42. Global Portable Sauna Market Size Market Share by Region (2020-2025)
Table 43. North America Portable Sauna Sales by Country (2020-2025) & (K Units)
Table 44. North America Portable Sauna Market Size by Country (2020-2025) & (M USD)
Table 45. Europe Portable Sauna Sales by Country (2020-2025) & (K Units)
Table 46. Europe Portable Sauna Market Size by Country (2020-2025) & (M USD)
Table 47. Asia Pacific Portable Sauna Sales by Region (2020-2025) & (K Units)
Table 48. Asia Pacific Portable Sauna Market Size by Region (2020-2025) & (M USD)
Table 49. South America Portable Sauna Sales by Country (2020-2025) & (K Units)
Table 50. South America Portable Sauna Market Size by Country (2020-2025) & (M USD)
Table 51. Middle East and Africa Portable Sauna Sales by Region (2020-2025) & (K Units)
Table 52. Middle East and Africa Portable Sauna Market Size by Region (2020-2025) & (M USD)
Table 53. Global Portable Sauna Production (K Units) by Region(2020-2025)
Table 54. Global Portable Sauna Revenue (US\$ Million) by Region (2020-2025)
Table 55. Global Portable Sauna Revenue Market Share by Region (2020-2025)
Table 56. Global Portable Sauna Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 57. North America Portable Sauna Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 58. Europe Portable Sauna Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 59. Japan Portable Sauna Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 60. China Portable Sauna Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 61. Blue Wave Basic Information

Table 62. Blue Wave Portable Sauna Product Overview
Table 63. Blue Wave Portable Sauna Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 64. Blue Wave Business Overview
Table 65. Blue Wave SWOT Analysis
Table 66. Blue Wave Recent Developments
Table 67. Hefei Smartmak Basic Information
Table 68. Hefei Smartmak Portable Sauna Product Overview
Table 69. Hefei Smartmak Portable Sauna Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 70. Hefei Smartmak Business Overview
Table 71. Hefei Smartmak SWOT Analysis
Table 72. Hefei Smartmak Recent Developments
Table 73. Youngy Health Basic Information
Table 74. Youngy Health Portable Sauna Product Overview
Table 75. Youngy Health Portable Sauna Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 76. Youngy Health Business Overview
Table 77. Youngy Health SWOT Analysis
Table 78. Youngy Health Recent Developments
Table 79. Xuzhou Zhongye Sauna Equipment Basic Information
Table 80. Xuzhou Zhongye Sauna Equipment Portable Sauna Product Overview
Table 81. Xuzhou Zhongye Sauna Equipment Portable Sauna Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. Xuzhou Zhongye Sauna Equipment Business Overview
Table 83. Xuzhou Zhongye Sauna Equipment Recent Developments
Table 84. Idealsauna Equipment Basic Information
Table 85. Idealsauna Equipment Portable Sauna Product Overview
Table 86. Idealsauna Equipment Portable Sauna Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. Idealsauna Equipment Business Overview
Table 88. Idealsauna Equipment Recent Developments
Table 89. Gizmo Supply Basic Information
Table 90. Gizmo Supply Portable Sauna Product Overview
Table 91. Gizmo Supply Portable Sauna Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. Gizmo Supply Business Overview
Table 93. Gizmo Supply Recent Developments
Table 94. Durasage Health Basic Information

Table 95. Durasage Health Portable Sauna Product Overview

Table 96. Durasage Health Portable Sauna Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 97. Durasage Health Business Overview

Table 98. Durasage Health Recent Developments

Table 99. Serenelife Basic Information

Table 100. Serenelife Portable Sauna Product Overview

Table 101. Serenelife Portable Sauna Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 102. Serenelife Business Overview

Table 103. Serenelife Recent Developments

Table 104. Global Portable Sauna Sales Forecast by Region (2026-2033) & (K Units)

Table 105. Global Portable Sauna Market Size Forecast by Region (2026-2033) & (M USD)

Table 106. North America Portable Sauna Sales Forecast by Country (2026-2033) & (K Units)

Table 107. North America Portable Sauna Market Size Forecast by Country (2026-2033) & (M USD)

Table 108. Europe Portable Sauna Sales Forecast by Country (2026-2033) & (K Units)

Table 109. Europe Portable Sauna Market Size Forecast by Country (2026-2033) & (M USD)

Table 110. Asia Pacific Portable Sauna Sales Forecast by Region (2026-2033) & (K Units)

Table 111. Asia Pacific Portable Sauna Market Size Forecast by Region (2026-2033) & (M USD)

Table 112. South America Portable Sauna Sales Forecast by Country (2026-2033) & (K Units)

Table 113. South America Portable Sauna Market Size Forecast by Country (2026-2033) & (M USD)

Table 114. Middle East and Africa Portable Sauna Sales Forecast by Country (2026-2033) & (Units)

Table 115. Middle East and Africa Portable Sauna Market Size Forecast by Country (2026-2033) & (M USD)

Table 116. Global Portable Sauna Sales Forecast by Type (2026-2033) & (K Units)

Table 117. Global Portable Sauna Market Size Forecast by Type (2026-2033) & (M USD)

Table 118. Global Portable Sauna Price Forecast by Type (2026-2033) & (USD/Unit)

Table 119. Global Portable Sauna Sales (K Units) Forecast by Application (2026-2033)

Table 120. Global Portable Sauna Market Size Forecast by Application (2026-2033) &

(M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Portable Sauna
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Portable Sauna Market Size (M USD), 2024-2033
- Figure 5. Global Portable Sauna Market Size (M USD) (2020-2033)
- Figure 6. Global Portable Sauna 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. Portable Sauna Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Portable Sauna Product Life Cycle
- Figure 13. Portable Sauna Sales Share by Manufacturers in 2024
- Figure 14. Global Portable Sauna Revenue Share by Manufacturers in 2024
- Figure 15. Portable Sauna Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Portable Sauna Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Portable Sauna Revenue in 2024
- Figure 18. Industry Chain Map of Portable Sauna
- Figure 19. Global Portable Sauna Market PEST Analysis
- Figure 20. Global Portable Sauna 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 Segment Market Development Potential (Type)
- Figure 26. Global Portable Sauna Market Share by Type
- Figure 27. Sales Market Share of Portable Sauna by Type (2020-2025)
- Figure 28. Sales Market Share of Portable Sauna by Type in 2024
- Figure 29. Market Size Share of Portable Sauna by Type (2020-2025)
- Figure 30. Market Size Share of Portable Sauna by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Portable Sauna Market Share by Application

- Figure 33. Global Portable Sauna Sales Market Share by Application (2020-2025)
- Figure 34. Global Portable Sauna Sales Market Share by Application in 2024
- Figure 35. Global Portable Sauna Market Share by Application (2020-2025)
- Figure 36. Global Portable Sauna Market Share by Application in 2024
- Figure 37. Global Portable Sauna Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Portable Sauna Sales Market Share by Region (2020-2025)
- Figure 39. Global Portable Sauna Market Size Market Share by Region (2020-2025)
- Figure 40. North America Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Portable Sauna Sales Market Share by Country in 2024
- Figure 43. North America Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Portable Sauna Market Size Market Share by Country in 2024
- Figure 45. U.S. Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Portable Sauna Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Portable Sauna Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Portable Sauna Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Portable Sauna Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Portable Sauna Sales Market Share by Country in 2024
- Figure 53. Europe Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Portable Sauna Market Size Market Share by Country in 2024
- Figure 55. Germany Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Portable Sauna Sales and Growth Rate (K Units)

- Figure 66. Asia Pacific Portable Sauna Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Portable Sauna Market Size Market Share by Region in 2024
- Figure 68. China Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 69. China Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 71. Japan Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 73. South Korea Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 75. India Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 77. Southeast Asia Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Portable Sauna Sales and Growth Rate (K Units)
- Figure 79. South America Portable Sauna Sales Market Share by Country in 2024
- Figure 80. South America Portable Sauna Market Size and Growth Rate (M USD)
- Figure 81. South America Portable Sauna Market Size Market Share by Country in 2024
- Figure 82. Brazil Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 83. Brazil Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 85. Argentina Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 87. Columbia Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Portable Sauna Sales and Growth Rate (K Units)
- Figure 89. Middle East and Africa Portable Sauna Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Portable Sauna Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Portable Sauna Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 93. Saudi Arabia Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)

- Figure 94. UAE Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 95. UAE Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 97. Egypt Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 99. Nigeria Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Portable Sauna Sales and Growth Rate (2020-2025) & (K Units)
- Figure 101. South Africa Portable Sauna Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Portable Sauna Production Market Share by Region (2020-2025)
- Figure 103. North America Portable Sauna Production (K Units) Growth Rate (2020-2025)
- Figure 104. Europe Portable Sauna Production (K Units) Growth Rate (2020-2025)
- Figure 105. Japan Portable Sauna Production (K Units) Growth Rate (2020-2025)
- Figure 106. China Portable Sauna Production (K Units) Growth Rate (2020-2025)
- Figure 107. Global Portable Sauna Sales Forecast by Volume (2020-2033) & (K Units)
- Figure 108. Global Portable Sauna Market Size Forecast by Value (2020-2033) & (M USD)
- Figure 109. Global Portable Sauna Sales Market Share Forecast by Type (2026-2033)
- Figure 110. Global Portable Sauna Market Share Forecast by Type (2026-2033)
- Figure 111. Global Portable Sauna Sales Forecast by Application (2026-2033)
- Figure 112. Global Portable Sauna Market Share Forecast by Application (2026-2033)

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