

Global Therapeutic Massage Chairs Market Research Report 2024, Forecast to 2032

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Abstracts

Report Overview

A therapeutic massage chair is a specially designed chair that combines the benefits of massage therapy with the convenience of an everyday seating option. It is equipped with motors and rollers that replicate different massage techniques, such as kneading, rolling, tapping, and shiatsu.

The global Therapeutic Massage Chairs market size was estimated at USD 2376 million in 2023 and is projected to reach USD 4187.87 million by 2032, exhibiting a CAGR of 6.50% during the forecast period.

North America Therapeutic Massage Chairs market size was estimated at USD 690.03 million in 2023, at a CAGR of 5.57% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Therapeutic Massage Chairs 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 Therapeutic Massage Chairs 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 Therapeutic Massage Chairs market in any manner.

Global Therapeutic Massage Chairs 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

Family Inada

Fujiiryoki

Human Touch

OSIM

Ogawa

OTO Bodycare

Westinghouse

iRest

BODYFRIEND

Market Segmentation (by Type)

Full Body Massage Chairs

Upper Body Massage Chairs

Market Segmentation (by Application)

Residential

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 Therapeutic Massage Chairs Market

Overview of the regional outlook of the Therapeutic Massage Chairs 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 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 Therapeutic Massage Chairs 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 from the consumer side 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 Therapeutic Massage Chairs, 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 during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Therapeutic Massage Chairs

1.2 Key Market Segments

1.2.1 Therapeutic Massage Chairs Segment by Type

1.2.2 Therapeutic Massage Chairs 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 THERAPEUTIC MASSAGE CHAIRS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Therapeutic Massage Chairs Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Therapeutic Massage Chairs Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 THERAPEUTIC MASSAGE CHAIRS MARKET COMPETITIVE LANDSCAPE

3.1 Global Therapeutic Massage Chairs Sales by Manufacturers (2019-2024)

3.2 Global Therapeutic Massage Chairs Revenue Market Share by Manufacturers (2019-2024)

3.3 Therapeutic Massage Chairs Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Therapeutic Massage Chairs Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Therapeutic Massage Chairs Sales Sites, Area Served, Product Type

3.6 Therapeutic Massage Chairs Market Competitive Situation and Trends

3.6.1 Therapeutic Massage Chairs Market Concentration Rate

3.6.2 Global 5 and 10 Largest Therapeutic Massage Chairs Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 THERAPEUTIC MASSAGE CHAIRS INDUSTRY CHAIN ANALYSIS

- 4.1 Therapeutic Massage Chairs 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 THERAPEUTIC MASSAGE CHAIRS 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 THERAPEUTIC MASSAGE CHAIRS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Therapeutic Massage Chairs Sales Market Share by Type (2019-2024)
- 6.3 Global Therapeutic Massage Chairs Market Size Market Share by Type (2019-2024)
- 6.4 Global Therapeutic Massage Chairs Price by Type (2019-2024)

7 THERAPEUTIC MASSAGE CHAIRS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Therapeutic Massage Chairs Market Sales by Application (2019-2024)
- 7.3 Global Therapeutic Massage Chairs Market Size (M USD) by Application (2019-2024)
- 7.4 Global Therapeutic Massage Chairs Sales Growth Rate by Application (2019-2024)

8 THERAPEUTIC MASSAGE CHAIRS MARKET CONSUMPTION BY REGION

8.1 Global Therapeutic Massage Chairs Sales by Region

8.1.1 Global Therapeutic Massage Chairs Sales by Region

8.1.2 Global Therapeutic Massage Chairs Sales Market Share by Region

8.2 North America

8.2.1 North America Therapeutic Massage Chairs Sales by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Therapeutic Massage Chairs 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 Therapeutic Massage Chairs 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 Therapeutic Massage Chairs 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 Therapeutic Massage Chairs 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 THERAPEUTIC MASSAGE CHAIRS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Therapeutic Massage Chairs by Region (2019-2024)
- 9.2 Global Therapeutic Massage Chairs Revenue Market Share by Region (2019-2024)
- 9.3 Global Therapeutic Massage Chairs Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Therapeutic Massage Chairs Production
 - 9.4.1 North America Therapeutic Massage Chairs Production Growth Rate (2019-2024)
 - 9.4.2 North America Therapeutic Massage Chairs Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Therapeutic Massage Chairs Production
 - 9.5.1 Europe Therapeutic Massage Chairs Production Growth Rate (2019-2024)
 - 9.5.2 Europe Therapeutic Massage Chairs Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Therapeutic Massage Chairs Production (2019-2024)
 - 9.6.1 Japan Therapeutic Massage Chairs Production Growth Rate (2019-2024)
 - 9.6.2 Japan Therapeutic Massage Chairs Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Therapeutic Massage Chairs Production (2019-2024)
 - 9.7.1 China Therapeutic Massage Chairs Production Growth Rate (2019-2024)
 - 9.7.2 China Therapeutic Massage Chairs Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 Panasonic
 - 10.1.1 Panasonic Therapeutic Massage Chairs Basic Information
 - 10.1.2 Panasonic Therapeutic Massage Chairs Product Overview
 - 10.1.3 Panasonic Therapeutic Massage Chairs Product Market Performance
 - 10.1.4 Panasonic Business Overview
 - 10.1.5 Panasonic Therapeutic Massage Chairs SWOT Analysis
 - 10.1.6 Panasonic Recent Developments
- 10.2 Osaki
 - 10.2.1 Osaki Therapeutic Massage Chairs Basic Information
 - 10.2.2 Osaki Therapeutic Massage Chairs Product Overview
 - 10.2.3 Osaki Therapeutic Massage Chairs Product Market Performance
 - 10.2.4 Osaki Business Overview
 - 10.2.5 Osaki Therapeutic Massage Chairs SWOT Analysis
 - 10.2.6 Osaki Recent Developments
- 10.3 Family Inada

- 10.3.1 Family Inada Therapeutic Massage Chairs Basic Information
- 10.3.2 Family Inada Therapeutic Massage Chairs Product Overview
- 10.3.3 Family Inada Therapeutic Massage Chairs Product Market Performance
- 10.3.4 Family Inada Therapeutic Massage Chairs SWOT Analysis
- 10.3.5 Family Inada Business Overview
- 10.3.6 Family Inada Recent Developments
- 10.4 Fujiiryoki
 - 10.4.1 Fujiiryoki Therapeutic Massage Chairs Basic Information
 - 10.4.2 Fujiiryoki Therapeutic Massage Chairs Product Overview
 - 10.4.3 Fujiiryoki Therapeutic Massage Chairs Product Market Performance
 - 10.4.4 Fujiiryoki Business Overview
 - 10.4.5 Fujiiryoki Recent Developments
- 10.5 Human Touch
 - 10.5.1 Human Touch Therapeutic Massage Chairs Basic Information
 - 10.5.2 Human Touch Therapeutic Massage Chairs Product Overview
 - 10.5.3 Human Touch Therapeutic Massage Chairs Product Market Performance
 - 10.5.4 Human Touch Business Overview
 - 10.5.5 Human Touch Recent Developments
- 10.6 OSIM
 - 10.6.1 OSIM Therapeutic Massage Chairs Basic Information
 - 10.6.2 OSIM Therapeutic Massage Chairs Product Overview
 - 10.6.3 OSIM Therapeutic Massage Chairs Product Market Performance
 - 10.6.4 OSIM Business Overview
 - 10.6.5 OSIM Recent Developments
- 10.7 Ogawa
 - 10.7.1 Ogawa Therapeutic Massage Chairs Basic Information
 - 10.7.2 Ogawa Therapeutic Massage Chairs Product Overview
 - 10.7.3 Ogawa Therapeutic Massage Chairs Product Market Performance
 - 10.7.4 Ogawa Business Overview
 - 10.7.5 Ogawa Recent Developments
- 10.8 OTO Bodycare
 - 10.8.1 OTO Bodycare Therapeutic Massage Chairs Basic Information
 - 10.8.2 OTO Bodycare Therapeutic Massage Chairs Product Overview
 - 10.8.3 OTO Bodycare Therapeutic Massage Chairs Product Market Performance
 - 10.8.4 OTO Bodycare Business Overview
 - 10.8.5 OTO Bodycare Recent Developments
- 10.9 Westinghouse
 - 10.9.1 Westinghouse Therapeutic Massage Chairs Basic Information
 - 10.9.2 Westinghouse Therapeutic Massage Chairs Product Overview

- 10.9.3 Westinghouse Therapeutic Massage Chairs Product Market Performance
- 10.9.4 Westinghouse Business Overview
- 10.9.5 Westinghouse Recent Developments
- 10.10 iRest
 - 10.10.1 iRest Therapeutic Massage Chairs Basic Information
 - 10.10.2 iRest Therapeutic Massage Chairs Product Overview
 - 10.10.3 iRest Therapeutic Massage Chairs Product Market Performance
 - 10.10.4 iRest Business Overview
 - 10.10.5 iRest Recent Developments
- 10.11 BODYFRIEND
 - 10.11.1 BODYFRIEND Therapeutic Massage Chairs Basic Information
 - 10.11.2 BODYFRIEND Therapeutic Massage Chairs Product Overview
 - 10.11.3 BODYFRIEND Therapeutic Massage Chairs Product Market Performance
 - 10.11.4 BODYFRIEND Business Overview
 - 10.11.5 BODYFRIEND Recent Developments

11 THERAPEUTIC MASSAGE CHAIRS MARKET FORECAST BY REGION

- 11.1 Global Therapeutic Massage Chairs Market Size Forecast
- 11.2 Global Therapeutic Massage Chairs Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Therapeutic Massage Chairs Market Size Forecast by Country
 - 11.2.3 Asia Pacific Therapeutic Massage Chairs Market Size Forecast by Region
 - 11.2.4 South America Therapeutic Massage Chairs Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Consumption of Therapeutic Massage Chairs by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Therapeutic Massage Chairs Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Therapeutic Massage Chairs by Type (2025-2032)
 - 12.1.2 Global Therapeutic Massage Chairs Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Therapeutic Massage Chairs by Type (2025-2032)
- 12.2 Global Therapeutic Massage Chairs Market Forecast by Application (2025-2032)
 - 12.2.1 Global Therapeutic Massage Chairs Sales (K Units) Forecast by Application
 - 12.2.2 Global Therapeutic Massage Chairs Market Size (M USD) Forecast by Application (2025-2032)

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. Therapeutic Massage Chairs Market Size Comparison by Region (M USD)

Table 5. Global Therapeutic Massage Chairs Sales (K Units) by Manufacturers
(2019-2024)

Table 6. Global Therapeutic Massage Chairs Sales Market Share by Manufacturers
(2019-2024)

Table 7. Global Therapeutic Massage Chairs Revenue (M USD) by Manufacturers
(2019-2024)

Table 8. Global Therapeutic Massage Chairs Revenue Share by Manufacturers
(2019-2024)

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

Table 10. Global Market Therapeutic Massage Chairs Average Price (USD/Unit) of Key
Manufacturers (2019-2024)

Table 11. Manufacturers Therapeutic Massage Chairs Sales Sites and Area Served

Table 12. Manufacturers Therapeutic Massage Chairs Product Type

Table 13. Global Therapeutic Massage Chairs Manufacturers Market Concentration
Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Industry Chain Map of Therapeutic Massage Chairs

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. Therapeutic Massage Chairs Market Challenges

Table 22. Global Therapeutic Massage Chairs Sales by Type (K Units)

Table 23. Global Therapeutic Massage Chairs Market Size by Type (M USD)

Table 24. Global Therapeutic Massage Chairs Sales (K Units) by Type (2019-2024)

Table 25. Global Therapeutic Massage Chairs Sales Market Share by Type
(2019-2024)

Table 26. Global Therapeutic Massage Chairs Market Size (M USD) by Type
(2019-2024)

Table 27. Global Therapeutic Massage Chairs Market Size Share by Type (2019-2024)
Table 28. Global Therapeutic Massage Chairs Price (USD/Unit) by Type (2019-2024)
Table 29. Global Therapeutic Massage Chairs Sales (K Units) by Application
Table 30. Global Therapeutic Massage Chairs Market Size by Application
Table 31. Global Therapeutic Massage Chairs Sales by Application (2019-2024) & (K Units)
Table 32. Global Therapeutic Massage Chairs Sales Market Share by Application (2019-2024)
Table 33. Global Therapeutic Massage Chairs Sales by Application (2019-2024) & (M USD)
Table 34. Global Therapeutic Massage Chairs Market Share by Application (2019-2024)
Table 35. Global Therapeutic Massage Chairs Sales Growth Rate by Application (2019-2024)
Table 36. Global Therapeutic Massage Chairs Sales by Region (2019-2024) & (K Units)
Table 37. Global Therapeutic Massage Chairs Sales Market Share by Region (2019-2024)
Table 38. North America Therapeutic Massage Chairs Sales by Country (2019-2024) & (K Units)
Table 39. Europe Therapeutic Massage Chairs Sales by Country (2019-2024) & (K Units)
Table 40. Asia Pacific Therapeutic Massage Chairs Sales by Region (2019-2024) & (K Units)
Table 41. South America Therapeutic Massage Chairs Sales by Country (2019-2024) & (K Units)
Table 42. Middle East and Africa Therapeutic Massage Chairs Sales by Region (2019-2024) & (K Units)
Table 43. Global Therapeutic Massage Chairs Production (K Units) by Region (2019-2024)
Table 44. Global Therapeutic Massage Chairs Revenue (US\$ Million) by Region (2019-2024)
Table 45. Global Therapeutic Massage Chairs Revenue Market Share by Region (2019-2024)
Table 46. Global Therapeutic Massage Chairs Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 47. North America Therapeutic Massage Chairs Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 48. Europe Therapeutic Massage Chairs Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)
Table 49. Japan Therapeutic Massage Chairs Production (K Units), Revenue (US\$

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

Table 50. China Therapeutic Massage Chairs Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2019-2024)

Table 51. Panasonic Therapeutic Massage Chairs Basic Information

Table 52. Panasonic Therapeutic Massage Chairs Product Overview

Table 53. Panasonic Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 54. Panasonic Business Overview

Table 55. Panasonic Therapeutic Massage Chairs SWOT Analysis

Table 56. Panasonic Recent Developments

Table 57. Osaki Therapeutic Massage Chairs Basic Information

Table 58. Osaki Therapeutic Massage Chairs Product Overview

Table 59. Osaki Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 60. Osaki Business Overview

Table 61. Osaki Therapeutic Massage Chairs SWOT Analysis

Table 62. Osaki Recent Developments

Table 63. Family Inada Therapeutic Massage Chairs Basic Information

Table 64. Family Inada Therapeutic Massage Chairs Product Overview

Table 65. Family Inada Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 66. Family Inada Therapeutic Massage Chairs SWOT Analysis

Table 67. Family Inada Business Overview

Table 68. Family Inada Recent Developments

Table 69. Fujiiryoki Therapeutic Massage Chairs Basic Information

Table 70. Fujiiryoki Therapeutic Massage Chairs Product Overview

Table 71. Fujiiryoki Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 72. Fujiiryoki Business Overview

Table 73. Fujiiryoki Recent Developments

Table 74. Human Touch Therapeutic Massage Chairs Basic Information

Table 75. Human Touch Therapeutic Massage Chairs Product Overview

Table 76. Human Touch Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 77. Human Touch Business Overview

Table 78. Human Touch Recent Developments

Table 79. OSIM Therapeutic Massage Chairs Basic Information

Table 80. OSIM Therapeutic Massage Chairs Product Overview

Table 81. OSIM Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price

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

Table 82. OSIM Business Overview

Table 83. OSIM Recent Developments

Table 84. Ogawa Therapeutic Massage Chairs Basic Information

Table 85. Ogawa Therapeutic Massage Chairs Product Overview

Table 86. Ogawa Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 87. Ogawa Business Overview

Table 88. Ogawa Recent Developments

Table 89. OTO Bodycare Therapeutic Massage Chairs Basic Information

Table 90. OTO Bodycare Therapeutic Massage Chairs Product Overview

Table 91. OTO Bodycare Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 92. OTO Bodycare Business Overview

Table 93. OTO Bodycare Recent Developments

Table 94. Westinghouse Therapeutic Massage Chairs Basic Information

Table 95. Westinghouse Therapeutic Massage Chairs Product Overview

Table 96. Westinghouse Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 97. Westinghouse Business Overview

Table 98. Westinghouse Recent Developments

Table 99. iRest Therapeutic Massage Chairs Basic Information

Table 100. iRest Therapeutic Massage Chairs Product Overview

Table 101. iRest Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 102. iRest Business Overview

Table 103. iRest Recent Developments

Table 104. BODYFRIEND Therapeutic Massage Chairs Basic Information

Table 105. BODYFRIEND Therapeutic Massage Chairs Product Overview

Table 106. BODYFRIEND Therapeutic Massage Chairs Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 107. BODYFRIEND Business Overview

Table 108. BODYFRIEND Recent Developments

Table 109. Global Therapeutic Massage Chairs Sales Forecast by Region (2025-2032) & (K Units)

Table 110. Global Therapeutic Massage Chairs Market Size Forecast by Region (2025-2032) & (M USD)

Table 111. North America Therapeutic Massage Chairs Sales Forecast by Country (2025-2032) & (K Units)

Table 112. North America Therapeutic Massage Chairs Market Size Forecast by Country (2025-2032) & (M USD)

Table 113. Europe Therapeutic Massage Chairs Sales Forecast by Country (2025-2032) & (K Units)

Table 114. Europe Therapeutic Massage Chairs Market Size Forecast by Country (2025-2032) & (M USD)

Table 115. Asia Pacific Therapeutic Massage Chairs Sales Forecast by Region (2025-2032) & (K Units)

Table 116. Asia Pacific Therapeutic Massage Chairs Market Size Forecast by Region (2025-2032) & (M USD)

Table 117. South America Therapeutic Massage Chairs Sales Forecast by Country (2025-2032) & (K Units)

Table 118. South America Therapeutic Massage Chairs Market Size Forecast by Country (2025-2032) & (M USD)

Table 119. Middle East and Africa Therapeutic Massage Chairs Consumption Forecast by Country (2025-2032) & (Units)

Table 120. Middle East and Africa Therapeutic Massage Chairs Market Size Forecast by Country (2025-2032) & (M USD)

Table 121. Global Therapeutic Massage Chairs Sales Forecast by Type (2025-2032) & (K Units)

Table 122. Global Therapeutic Massage Chairs Market Size Forecast by Type (2025-2032) & (M USD)

Table 123. Global Therapeutic Massage Chairs Price Forecast by Type (2025-2032) & (USD/Unit)

Table 124. Global Therapeutic Massage Chairs Sales (K Units) Forecast by Application (2025-2032)

Table 125. Global Therapeutic Massage Chairs Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Therapeutic Massage Chairs
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Therapeutic Massage Chairs Market Size (M USD), 2019-2032
- Figure 5. Global Therapeutic Massage Chairs Market Size (M USD) (2019-2032)
- Figure 6. Global Therapeutic Massage Chairs Sales (K Units) & (2019-2032)
- 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. Therapeutic Massage Chairs Market Size by Country (M USD)
- Figure 11. Therapeutic Massage Chairs Sales Share by Manufacturers in 2023
- Figure 12. Global Therapeutic Massage Chairs Revenue Share by Manufacturers in 2023
- Figure 13. Therapeutic Massage Chairs Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Therapeutic Massage Chairs Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Therapeutic Massage Chairs Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Therapeutic Massage Chairs Market Share by Type
- Figure 18. Sales Market Share of Therapeutic Massage Chairs by Type (2019-2024)
- Figure 19. Sales Market Share of Therapeutic Massage Chairs by Type in 2023
- Figure 20. Market Size Share of Therapeutic Massage Chairs by Type (2019-2024)
- Figure 21. Market Size Market Share of Therapeutic Massage Chairs by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Therapeutic Massage Chairs Market Share by Application
- Figure 24. Global Therapeutic Massage Chairs Sales Market Share by Application (2019-2024)
- Figure 25. Global Therapeutic Massage Chairs Sales Market Share by Application in 2023
- Figure 26. Global Therapeutic Massage Chairs Market Share by Application (2019-2024)
- Figure 27. Global Therapeutic Massage Chairs Market Share by Application in 2023
- Figure 28. Global Therapeutic Massage Chairs Sales Growth Rate by Application

(2019-2024)

Figure 29. Global Therapeutic Massage Chairs Sales Market Share by Region

(2019-2024)

Figure 30. North America Therapeutic Massage Chairs Sales and Growth Rate

(2019-2024) & (K Units)

Figure 31. North America Therapeutic Massage Chairs Sales Market Share by Country in 2023

Figure 32. U.S. Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 33. Canada Therapeutic Massage Chairs Sales (K Units) and Growth Rate (2019-2024)

Figure 34. Mexico Therapeutic Massage Chairs Sales (Units) and Growth Rate (2019-2024)

Figure 35. Europe Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 36. Europe Therapeutic Massage Chairs Sales Market Share by Country in 2023

Figure 37. Germany Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 38. France Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 39. U.K. Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 40. Italy Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 41. Russia Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 42. Asia Pacific Therapeutic Massage Chairs Sales and Growth Rate (K Units)

Figure 43. Asia Pacific Therapeutic Massage Chairs Sales Market Share by Region in 2023

Figure 44. China Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 45. Japan Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 46. South Korea Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 47. India Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 48. Southeast Asia Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 49. South America Therapeutic Massage Chairs Sales and Growth Rate (K Units)

Figure 50. South America Therapeutic Massage Chairs Sales Market Share by Country in 2023

Figure 51. Brazil Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 52. Argentina Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 53. Columbia Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 54. Middle East and Africa Therapeutic Massage Chairs Sales and Growth Rate (K Units)

Figure 55. Middle East and Africa Therapeutic Massage Chairs Sales Market Share by Region in 2023

Figure 56. Saudi Arabia Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 57. UAE Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 58. Egypt Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 59. Nigeria Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 60. South Africa Therapeutic Massage Chairs Sales and Growth Rate (2019-2024) & (K Units)

Figure 61. Global Therapeutic Massage Chairs Production Market Share by Region (2019-2024)

Figure 62. North America Therapeutic Massage Chairs Production (K Units) Growth Rate (2019-2024)

Figure 63. Europe Therapeutic Massage Chairs Production (K Units) Growth Rate (2019-2024)

Figure 64. Japan Therapeutic Massage Chairs Production (K Units) Growth Rate (2019-2024)

Figure 65. China Therapeutic Massage Chairs Production (K Units) Growth Rate (2019-2024)

Figure 66. Global Therapeutic Massage Chairs Sales Forecast by Volume (2019-2032) & (K Units)

Figure 67. Global Therapeutic Massage Chairs Market Size Forecast by Value (2019-2032) & (M USD)

Figure 68. Global Therapeutic Massage Chairs Sales Market Share Forecast by Type

(2025-2032)

Figure 69. Global Therapeutic Massage Chairs Market Share Forecast by Type

(2025-2032)

Figure 70. Global Therapeutic Massage Chairs Sales Forecast by Application

(2025-2032)

Figure 71. Global Therapeutic Massage Chairs Market Share Forecast by Application

(2025-2032)

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