

Global Massage Chair Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Massage Chair market size will reach 4,521.65 Million USD in 2025 and is projected to reach 7,952.47 Million USD by 2032, with a CAGR of 8.40% (2025-2032). Notably, the China Massage Chair market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

A massage chair is a specialized chair designed to provide therapeutic massage and relaxation to the user. The chair is typically equipped with various mechanical components, such as rollers, airbags, and vibration mechanisms, that simulate the techniques used in traditional massage therapy. These components are strategically positioned throughout the chair to target specific areas of the body, including the neck, shoulders, back, arms, and legs. Massage chairs offer a range of massage techniques, such as kneading, rolling, tapping, and shiatsu, which can be customized based on the user's preferences and needs. Additionally, modern massage chairs often come with advanced features like heat therapy, zero-gravity recline, and built-in massage programs. The combination of these features and functions aims to alleviate muscle tension, reduce stress, improve circulation, and promote overall relaxation and well-being. Massage chairs are commonly used in homes, offices, and wellness centers, providing a convenient and accessible way to enjoy the benefits of massage therapy without the need for a professional masseuse.

The major global manufacturers of Massage Chair include Panasonic, Osaki, Family Inada, Fujiiryoki, Human Touch, OSIM, Luraco, Infinity, Ogawa, Daito-THRIVE, BODYFRIEND, OTO Bodycare, Rotal, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Massage Chair. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Massage Chair market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Massage Chair market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Massage Chair industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Massage Chair Include:

Panasonic

Osaki

Family Inada

Fujiiryoki

Human Touch

OSIM

Luraco

Infinity

Ogawa

Daito-THRIVE

BODYFRIEND

OTO Bodycare

Rotal

Massage Chair Product Segment Include:

Full Body Massage Chairs

Upper Body Massage Chairs

Massage Chair Product Application Include:

Residential

Commercial

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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