

Global Electric Massage Sofa Chair Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Electric Massage Sofa Chair market size was valued at USD 4210.8 million in 2023 and is forecast to a readjusted size of USD 6692.3 million by 2030 with a CAGR of 6.8% during review period.

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.

Global key players of Electric Massage Soft Chair include Ogawa, OSIM, BODYFRIEND, Panasonic and Rotal, etc. The top five players hold a share over 46%. The APAC (excluding China) region is the world's largest market for Electric Massage Sofa Chair, has a share about 55%, followed by China and North America, with share 21% and 11%, separately. In terms of product types, 3D & 4D Massage Chair is the largest market segment, occupying for a share of about 97%. In terms of product applications, Electric Massage Sofa Chair is mainly used in household, with a market share of 71%, followed by commercial.

The Global Info Research report includes an overview of the development of the Electric Massage Sofa Chair industry chain, the market status of Household (2D Massage Chair, 3D & 4D Massage Chair), Commercial (2D Massage Chair, 3D & 4D Massage Chair), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Electric Massage

Sofa Chair.

Regionally, the report analyzes the Electric Massage Sofa Chair markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Electric Massage Sofa Chair market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Electric Massage Sofa Chair market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Electric Massage Sofa Chair industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., 2D Massage Chair, 3D & 4D Massage Chair).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Electric Massage Sofa Chair market.

Regional Analysis: The report involves examining the Electric Massage Sofa Chair market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Electric Massage Sofa Chair market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Electric Massage Sofa Chair:

Company Analysis: Report covers individual Electric Massage Sofa Chair

manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Electric Massage Sofa Chair. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Household, Commercial).

Technology Analysis: Report covers specific technologies relevant to Electric Massage Sofa Chair. It assesses the current state, advancements, and potential future developments in Electric Massage Sofa Chair areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Electric Massage Sofa Chair market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Electric Massage Sofa Chair market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

2D Massage Chair

3D & 4D Massage Chair

Market segment by Application

Household

Commercial

Major players covered

Panasonic

Osaki

Human Touch

OSIM

Family Inada

Fujiiryoki

Luraco

Infinity

Ogawa

Daito-THRIVE

OTO Bodycare

Rotal

BODYFRIEND

Tokuyo

ITSU

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Electric Massage Sofa Chair product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electric Massage Sofa Chair, with price, sales, revenue and global market share of Electric Massage Sofa Chair from 2019 to 2024.

Chapter 3, the Electric Massage Sofa Chair competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electric Massage Sofa Chair breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Electric Massage Sofa Chair market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Electric

Massage Sofa Chair.

Chapter 14 and 15, to describe Electric Massage Sofa Chair sales channel, distributors, customers, research findings and conclusion.

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