

Global Massage 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 Massage Chair market size was valued at USD 3465.2 million in 2023 and is forecast to a readjusted size of USD 5909.6 million by 2030 with a CAGR of 7.9% during review period.

A massage chair is a chair designed for massages. Traditional massage chairs allow easy access to the head, shoulders, and back of a massage recipient, while robotic massage chairs use electronic vibrators and motors to provide a massage.

Global core massage chair manufacturers include Panasonic, Osaki, Family Inada etc. The top 3 companies hold a share about 40%. Asia-Pacific is the largest market, with a share about 75%, followed by North America with the share about 12%. In terms of product, full body type is the largest segment, with a share over 90%. And in terms of application, the largest application is residential, followed by commercial.

The Global Info Research report includes an overview of the development of the Massage Chair industry chain, the market status of Residential (Full Body Massage Chairs, Upper Body Massage Chairs), Commercial (Full Body Massage Chairs, Upper Body Massage Chairs), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Massage Chair.

Regionally, the report analyzes the Massage 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 Massage Chair market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Massage 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 Massage 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., Full Body Massage Chairs, Upper Body Massage Chairs).

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 Massage Chair market.

Regional Analysis: The report involves examining the Massage 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 Massage 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 Massage Chair:

Company Analysis: Report covers individual Massage 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 Massage Chair This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Residential, Commercial).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Massage 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

Massage 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

Full Body Massage Chairs

Upper Body Massage Chairs

Market segment by Application

Residential

Commercial

Major players covered

Panasonic

Osaki

Family Inada

Fujiiryoki

Human Touch

OSIM

Luraco

Infinity

Ogawa

Daito-THRIVE

BODYFRIEND

OTO Bodycare

Rotal

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 Massage Chair product scope, market overview, market

estimation caveats and base year.

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

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

Chapter 4, the Massage 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 Massage 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 Massage Chair.

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

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