

Global Zero Gravity Electric Massage Chairs Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Zero Gravity Electric Massage Chairs market size is expected to reach \$ 3730 million by 2032, rising at a market growth of 6.2% CAGR during the forecast period (2026-2032).

In 2025, global sales of Zero Gravity Electric Massage Chairs reached approximately 2.20–2.80 million units, with an average market price of about USD 780–1,050 unit, an annual production capacity of roughly 2.60–3.30 million units, and an industry-average gross margin of approximately 35%.

Zero Gravity Electric Massage Chairs are electrically operated wellness seating devices that combine powered reclining, full-body robotic massage, and a zero-gravity posture function. A typical product consists of a chair frame, robotic massage mechanism, S-track, L-track or SL-track rail system, electric actuators, leg and foot modules, airbag compression system, foot rollers, heating elements, control interface, sensors, and safety protection components. By raising the legs and reclining the backrest into a pressure-distributing posture, the chair creates a near weightless seating position while delivering massage functions such as kneading, tapping, shiatsu, rolling, air compression, heat therapy, stretching, foot reflexology, body scanning, voice control, app control, and health-related detection. The category is mainly used in home wellness, relaxation, elderly care, office recovery, commercial leisure, and shared massage scenarios.

Based on our research, Zero Gravity Electric Massage Chairs should be treated as a distinct premium-to-mid-range segment within the broader massage chair industry rather than as ordinary electric recliners or simple vibrating chairs. The defining value of this product category lies in the integration of powered zero-gravity reclining, full-body

robotic massage, air compression, foot and calf massage, heating, body scanning, and smart controls. Under the narrow scope adopted in this study, only full-body chair-format products with electric zero-gravity reclining and an integrated massage system are included. Ordinary zero-gravity recliners, massage cushions, foot massagers, massage beds, and shared massage service revenue are excluded from the equipment revenue model. This narrower boundary reduces overlap with adjacent consumer wellness products and allows the competitive landscape to focus on actual massage chair OEMs, brand suppliers, and product providers.

From a supply-side perspective, the global industry is shaped by a clear regional division of roles. China is the most important manufacturing and OEM/ODM base, with companies such as OGAWA Smart Healthcare Technology Group, Shanghai Rongtai Health Technology, iRest Group, Yijie, Easepal, and Fujian Yihe forming the backbone of production capacity. Japan remains influential in high-end mechanism design and massage experience through Panasonic, Fujiiryoki, and Family Inada. South Korea contributes strong premium healthcare positioning through BODYFRIEND, Coway/BEREX, and CERAGEM. North America is more brand- and channel-driven, represented by Human Touch, Luraco, Infinity, Osaki/Titan, Cozzia, Daiwa, and other brands. The broad vendor pool is therefore larger than the core formal list because many retail brands rely on outsourced Asian manufacturing, and double counting must be avoided in the revenue model.

Demand growth is supported by home wellness spending, aging populations, chronic fatigue management, remote work lifestyles, office stress, and the expansion of commercial massage chair use in shared or leisure locations. Zero-gravity reclining has moved from a premium differentiator to a mainstream mid-to-high-end feature, while 3D/4D mechanisms, SL tracks, foot rollers, airbags, heat therapy, voice control, and AI body scanning are becoming key competitive specifications. The market is expected to grow steadily rather than explosively, with demand distributed across China, South Korea, Japan, North America, Southeast Asia, and emerging markets such as India. However, product commoditization, logistics cost, after-sales complexity, and exaggerated medical claims remain structural risks for suppliers.

From a technology roadmap perspective, the industry is moving from mechanical massage chairs toward intelligent, health-oriented, scenario-based wellness devices. Leading brands emphasize ergonomic design, massage algorithm quality, safety, reliability, and user-specific customization, while mid-range and online brands compete through price-performance, feature bundling, and rapid product refresh cycles. Over the next few years, competition is likely to shift from simply adding more functions to

improving real massage quality, durability, quiet operation, service network coverage, and brand credibility. For market research purposes, a complete supplier pool must include both premium brands and actual Chinese OEM/ODM manufacturers; otherwise, the market structure and supply-side economics will be materially underestimated.

This report studies the global Zero Gravity Electric Massage Chairs production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Zero Gravity Electric Massage Chairs and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Zero Gravity Electric Massage Chairs that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Zero Gravity Electric Massage Chairs total production and demand, 2021-2032, (K Units)

Global Zero Gravity Electric Massage Chairs total production value, 2021-2032, (USD Million)

Global Zero Gravity Electric Massage Chairs production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Zero Gravity Electric Massage Chairs consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Zero Gravity Electric Massage Chairs domestic production, consumption, key domestic manufacturers and share

Global Zero Gravity Electric Massage Chairs production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Zero Gravity Electric Massage Chairs production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Zero Gravity Electric Massage Chairs production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Zero Gravity Electric Massage Chairs market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include OGAWA Smart Healthcare Technology, BODYFRIEND, Shanghai Rongtai Health Technology, Zhejiang Haozhonghao Health, OSIM International, Panasonic Holdings Corporation, Human

Touch, Osaki, Fuji Medical Instruments Mfg. Co., Ltd. / Fujiiryoki, Luraco Technologies Corporation, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Zero Gravity Electric Massage Chairs market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Zero Gravity Electric Massage Chairs Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Zero Gravity Electric Massage Chairs Market, Segmentation by Type:

2D

3D

4D

Global Zero Gravity Electric Massage Chairs Market, Segmentation by Track System:

S-track

L-track

Global Zero Gravity Electric Massage Chairs Market, Segmentation by Sales Channel:

Online

Offline

Global Zero Gravity Electric Massage Chairs Market, Segmentation by Application:

Residential

Commercial

Companies Profiled:

OGAWA Smart Healthcare Technology

BODYFRIEND

Shanghai Rongtai Health Technology

Zhejiang Haozhonghao Health

OSIM International

Panasonic Holdings Corporation

Human Touch

Osaki

Fuji Medical Instruments Mfg. Co., Ltd. / Fujiiryoki

Luraco Technologies Corporation

Infinite Creative Enterprises, Inc. / Infinity

Cozzia USA

Family Inada

CERAGEM

Coway

Daiwa Massage Chair

Medical Breakthrough

Yijie (Fujian) Electronic Technology Co., Ltd.

Zhangzhou Easepal Industrial Corporation

Fujian Yihe Electronics

Real Relax

GINTELL (M) Sdn. Bhd.

JSB Healthcare

Robocura Wellness

NOUHAUS Inc.

LifeSmart Products

Synca Wellness

Brookstone

TLIFE

EasPearl

Key Questions Answered:

1. How big is the global Zero Gravity Electric Massage Chairs market?
2. What is the demand of the global Zero Gravity Electric Massage Chairs market?
3. What is the year over year growth of the global Zero Gravity Electric Massage Chairs market?
4. What is the production and production value of the global Zero Gravity Electric Massage Chairs market?
5. Who are the key producers in the global Zero Gravity Electric Massage Chairs market?
6. What are the growth factors driving the market demand?

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