

# Global Zero Gravity Electric Massage Chairs Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

<https://marketpublishers.com/r/G0D042926CE2EN.html>

Date: June 2026

Pages: 179

Price: US\$ 3,480.00 (Single User License)

ID: G0D042926CE2EN

## Abstracts

According to our (Global Info Research) latest study, the global Zero Gravity Electric Massage Chairs market size was valued at US\$ 2449 million in 2025 and is forecast to a readjusted size of US\$ 3730 million by 2032 with a CAGR of 6.2% during review period.

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 is a detailed and comprehensive analysis for global Zero Gravity Electric Massage Chairs market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Zero Gravity Electric Massage Chairs market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Zero Gravity Electric Massage Chairs market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Zero Gravity Electric Massage Chairs market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Zero Gravity Electric Massage Chairs market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Zero Gravity Electric Massage Chairs

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Zero Gravity Electric Massage Chairs market based on the following parameters - company overview, sales quantity, revenue, 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.

### Market Segmentation

Zero Gravity Electric Massage Chairs market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

2D

3D

4D

#### Market segment by Track System

S-track

L-track

## Market segment by Sales Channel

Online

Offline

## Market segment by Application

Residential

Commercial

## Major players covered

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

Market segment by region, regional analysis covers

*Global Zero Gravity Electric Massage Chairs Market 2026 by Manufacturers, Regions, Type and Application, Forec...*

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 Zero Gravity Electric Massage Chairs product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Zero Gravity Electric Massage Chairs, with price, sales quantity, revenue, and global market share of Zero Gravity Electric Massage Chairs from 2021 to 2026.

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

Chapter 4, the Zero Gravity Electric Massage Chairs breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Zero Gravity Electric Massage Chairs market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Zero Gravity Electric Massage Chairs.

Chapter 14 and 15, to describe Zero Gravity Electric Massage Chairs sales channel, distributors, customers, research findings and conclusion.

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