

Global Household Electric Massage Chair Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Household Electric Massage Chair market size was valued at US\$ 122 million in 2024 and is forecast to a readjusted size of USD 150 million by 2031 with a CAGR of 3.0% 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. Massage chairs can bring a lot of relaxation and comfort to your home. Instead of living with the aches and pains that are in your body, you can use a massage in your own home to feel so much better.

A household electric massage chair is a massage device designed for home use, aiming to provide users with a comprehensive massage experience in the comfort of their own living space. These massage chairs are equipped with an electric drive system and various massage techniques such as kneading, shiatsu, and gentle tapping, simulating human hand movements to relieve muscle tension and promote blood circulation. Household electric massage chairs typically come with different massage programs and settings to cater to the needs of different users, offering family members a comfortable relaxation and wellness experience at home.

This report is a detailed and comprehensive analysis for global Household Electric Massage Chair 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 Household Electric Massage Chair market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Household Electric Massage Chair market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Household Electric Massage Chair market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2020-2031

Global Household Electric Massage Chair market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2020-2025

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 Household Electric Massage Chair
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Household Electric Massage Chair 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 Panasonic, Osaki, Human Touch, OSIM, Family Inada, Fujiiryoki, Luraco, Infinity, Ogawa, Daito-THRIVE, etc.

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

Market Segmentation

Household Electric Massage Chair market is split by Type and by Application. For the

period 2020-2031, 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

Full Body Massage Chairs

Upper Body Massage Chairs

Market segment by Application

Offline Sales

Online Sales

Major players covered

Panasonic

Osaki

Human Touch

OSIM

Family Inada

Fujiiryoki

Luraco

Infinity

Ogawa

Daito-THRIVE

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 Household Electric Massage Chair product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Household Electric Massage Chair, with price, sales quantity, revenue, and global market share of Household Electric Massage Chair from 2020 to 2025.

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

Chapter 4, the Household Electric Massage Chair breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

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 2020 to 2031.

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 2020 to 2025. and Household Electric Massage Chair market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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 Household Electric Massage Chair.

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

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