

Global 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 Massage Chair market size was valued at US\$ 4041 million in 2024 and is forecast to a readjusted size of USD 6923 million by 2031 with a CAGR of 8.1% during review period.

A massage chair is a specially designed piece of furniture that provides body massages using various techniques such as kneading, tapping, rolling, and stretching. It employs electric motors and airbag systems to mimic the hand movements of a professional masseuse, relieving muscle tension, promoting blood circulation, and relaxing the body and mind. Modern massage chairs often come equipped with multiple features, including heating, music playback, foot massage, and smart program settings, allowing users to select different massage modes and intensities according to their personal needs.

In recent years, the market demand for massage chairs has significantly increased as people become more conscious of health and comfortable living. The global massage chair market is expected to continue expanding at a high compound annual growth rate (CAGR). Particularly in the Asia-Pacific region, countries like China and Japan have emerged as major consumer markets due to their focus on health products and increased purchasing power. Additionally, advances in massage chair technology, such as smart controls and personalized settings, make them increasingly appealing to consumers. As the pace of life accelerates and work-related stress rises, massage chairs are being seen by more individuals as an ideal choice for relaxation and revitalization, further driving market growth.

In the massage chair market, major companies like Panasonic, Osaki, and Inada hold significant market shares. These companies enhance their brand competitiveness

through continuous technological innovations and high-quality customer service. Many businesses are also strengthening their online sales channels to meet the growing consumer demand for online shopping.

Massage chairs can be classified into home, commercial, and medical types. Home massage chairs are primarily used for personal relaxation, commercial chairs are found in salons and gyms, while medical chairs are used mainly for rehabilitation. Regionally, the Asia-Pacific region (especially China and Japan) is the largest market, followed by North America and Europe, driven by an emphasis on health products and increased purchasing power.

The origins of massage chairs date back to the 1960s, with early models being relatively simple and limited in functionality. As technology advanced, massage chairs gradually incorporated electric motors, airbag systems, and various advanced massage techniques, evolving into smart devices that integrate multiple functions.

Supportive government policies in various countries towards the health industry have promoted the growth of the massage chair market. For instance, some nations implement health promotion programs that increase public awareness of healthy lifestyles, indirectly boosting the demand for massage chairs.

Technological advancements are a key factor in the evolution of massage chairs. Recent applications of smart controls, artificial intelligence, and big data analytics have enabled massage chairs to offer more personalized user experiences and improve massage effectiveness.

Current market trends indicate a shift towards smarter, more portable, and multifunctional designs. Consumers increasingly demand high-tech massage chairs, with growing expectations for product design and comfort.

The supply chain for massage chairs includes raw material suppliers, manufacturers, distributors, and retailers. The coordination and cooperation among these segments are crucial for the overall efficiency and growth of the industry.

Consumer focus on health and comfort, rising economic levels, and lifestyle changes are significant influencing factors in the massage chair market.

Drivers of growth in the massage chair market include increasing life stress, heightened attention to health management, and technological advancements leading to new

product releases.

Frequent merger and acquisition activities within the industry allow companies to expand their product lines and market shares. Notably, established brands often acquire startups or smaller manufacturers to enhance their technological capabilities and market competitiveness.

Regular new product launches are a key strategy for companies to maintain competitive advantages. Many firms attract consumer attention by introducing massage chairs with new features and improved designs to meet market demands.

In the future, companies will focus more on sustainable development and digital transformation in their market planning, aiming to improve production efficiency and environmental friendliness while ensuring product quality to adapt to the evolving market landscape.

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

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

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

Global Massage Chair market shares of main players, shipments in revenue (\$ Million), sales quantity (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 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 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, Family Inada, Fujiiryoki, Human Touch, OSIM, Luraco, Infinity, Ogawa, Daito-THRIVE, etc.

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

Market Segmentation

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

Residential Use

Commercial Use

Major players covered

Panasonic

Osaki

Family Inada

Fujiiryoki

Human Touch

OSIM

Luraco

Infinity

Ogawa

Daito-THRIVE

BODYFRIEND

OTO Bodycare

Rotal

Tokuyo

ITSU

Irest Group

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 quantity, revenue, and global market share of Massage Chair from 2020 to 2025.

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 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 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 Massage Chair.

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

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