

Massage Oil Market Size, Share & Trends Analysis Report By Product (Olive, Almond, Coconut, Citrus), By Application (Spa & Wellness Centers, Medical Therapeutics), By End User, By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

The global massage oil market size is anticipated to reach USD 4.54 billion by 2027, expanding at a CAGR of 7.2% over the forecast period, according to a new report by Grand View Research, Inc. Organizations such as the American Massage Therapy Association (AMTA) and the International Massage Association (IMA) are spreading awareness related to various health benefits of massage by conducting seminars, training camps, and events. For instance, IMA is planning to conduct a world championship in June 2020 at Copenhagen with an aim to increase global networking among therapists across the world.

According to the AMTA, in 2018, patients in developed countries, such as U.S., Germany, and U.K, consulted their medical practitioners. Chiropractors continue to refer their patients to massage therapists for pain management, injuries, and overall wellbeing, which, in turn, is expected to contribute to growth of the market in the upcoming years.

Adult end-use segment held the largest market share in 2019. With the growing busy schedule and long working hours, adults are getting prone to various health conditions, including prenatal depression, autism, hypertension, dementia, and Parkinson's syndrome. According to a study published in the U.S. National Library of Medicine (NLM), in 2016, massage therapies, including Swedish, Thai, and deep tissue, have shown beneficial effects on the aforementioned conditions. Growing awareness regarding various health benefits of these therapies is expected to have a positive

impact on the massage oil market growth over the forecast period.

Spa and wellness centers held the largest share of 52% in 2019. Increasing number of spa centers in developing countries is expected to fuel the demand for massage oil over the forecast period. Additionally, rising awareness of various massage techniques, such as Swedish, Thai, and deep tissue, is expected to have a positive impact on growth of the market. Moreover, growing trend of providing aromatherapy as an added feature in the holiday and vacation packages has benefitted spas to attract more customers. For instance, in Italy, Borgo Egnazia offers Vair spa therapy with olive oil and lemons in its holiday packages, besides club activities and puppet shows.

Europe dominated the market in 2019 and accounted for over 35% share of the overall revenue. Surge in the number of specialty spa centers providing different types of massage therapies, including golf ball, hot stone, lymphatic, and sports massage, in countries with high disposable income, such as U.K., France, Italy, and Germany, is driving the market in this region.

Further key findings from the study suggest:

In terms of product, almond oil is anticipated to expand at the fastest CAGR over the forecast period. This is attributed to increasing popularity of almond oil among athletes, coaches, and sports physiotherapists as it can alleviate sore muscle

Increasing prevalence of sports related injuries is increasing the adoption of sports massage treatment, which, in turn, is expected to fuel demand for almond oil in the upcoming years

North America held a considerable massage oil market share in 2019 owing to increasing number of spa facilities, coupled with growing consumers' preference for spa treatment on a regular basis on account of their hectic lifestyle

Asia Pacific is expected to expand at the fastest CAGR of 7.6% over the forecast period due to increasing number of spa hotels in developing economies, including China and India.

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