

# **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.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

### **CHAPTER 3. MASSAGE OIL MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis – Porter's
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power
    - 3.5.1.3. Substitution Threat

- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Massage Oil Market
- 3.7. Market Entry Strategies

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. MESSAGE OIL MARKET: PRODUCT ESTIMATES & TREND ANALYSIS**

- 5.1. Product Movement Analysis & Market Share, 2019 & 2027
- 5.2. Olive Oil
  - 5.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.3. Almond Oil
  - 5.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.4. Coconut Oil
  - 5.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.5. Citrus Oil
  - 5.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 5.6. Others
  - 5.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 6. MESSAGE OIL MARKET: END-USER ESTIMATES & TREND ANALYSIS**

- 6.1. End-user Movement Analysis & Market Share, 2019 & 2027
- 6.2. Adult
  - 6.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 6.3. Baby
  - 6.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 7. MESSAGE OIL MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

7.1. Application Movement Analysis & Market Share, 2019 & 2027

7.2. Spa and Wellness Centers

7.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.3. Medical Therapeutics

7.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

7.4. Others

7.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)

## **CHAPTER 8. MASSAGE OIL MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

8.1. Regional Movement Analysis & Market Share, 2019 & 2027

8.2. North America

8.2.1. Market estimates and forecast, 2016 - 2027 (USD Million)

8.2.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

8.2.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)

8.2.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

8.2.5. U.S.

8.2.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

8.2.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

8.2.5.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)

8.2.5.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

8.3. Europe

8.3.1. Market estimates and forecast, 2016 - 2027 (USD Million)

8.3.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

8.3.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)

8.3.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

8.3.5. Germany

8.3.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)

8.3.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

8.3.5.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)

8.3.5.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

8.3.6. U.K.

8.3.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)

8.3.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)

8.3.6.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)

8.3.6.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

8.3.7. France

8.3.7.1. Market estimates and forecast, 2016 - 2027 (USD Million)

- 8.3.7.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
- 8.3.7.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)
- 8.3.7.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

#### 8.4. Asia Pacific

- 8.4.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 8.4.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
- 8.4.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)
- 8.4.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
- 8.4.5. China
  - 8.4.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 8.4.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
  - 8.4.5.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)
  - 8.4.5.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
- 8.4.6. Japan
  - 8.4.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 8.4.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
  - 8.4.6.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)
  - 8.4.6.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

#### 8.5. Central & South America

- 8.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 8.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
- 8.5.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)
- 8.5.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)
- 8.5.5. Brazil
  - 8.5.5.1. Market estimates and forecast, 2016 - 2027 (USD Million)
  - 8.5.5.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
  - 8.5.5.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)
  - 8.5.5.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

#### 8.6. Middle East & Africa

- 8.6.1. Market estimates and forecast, 2016 - 2027 (USD Million)
- 8.6.2. Market estimates and forecast, by product, 2016 - 2027 (USD Million)
- 8.6.3. Market estimates and forecast, by end user, 2016 - 2027 (USD Million)
- 8.6.4. Market estimates and forecast, by application, 2016 - 2027 (USD Million)

## CHAPTER 9. COMPETITIVE ANALYSIS

- 9.1. Key global players, recent developments & their impact on the industry
- 9.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

### 9.3. Vendor Landscape

#### 9.3.1. Key company market share analysis, 2019

## **CHAPTER 10. COMPANY PROFILES**

### 10.1. Bon Vital

- 10.1.1. Company Overview
- 10.1.2. Financial Performance
- 10.1.3. Product Benchmarking
- 10.1.4. Strategic Initiatives

### 10.2. Fabulous Frannie

- 10.2.1. Company Overview
- 10.2.2. Financial Performance
- 10.2.3. Product Benchmarking
- 10.2.4. Strategic Initiatives

### 10.3. The Body Shop

- 10.3.1. Company Overview
- 10.3.2. Financial Performance
- 10.3.3. Product Benchmarking
- 10.3.4. Strategic Initiatives

### 10.4. Biotone

- 10.4.1. Company Overview
- 10.4.2. Financial Performance
- 10.4.3. Product Benchmarking
- 10.4.4. Strategic Initiatives

### 10.5. Bath & Body Works

- 10.5.1. Company Overview
- 10.5.2. Financial Performance
- 10.5.3. Product Benchmarking
- 10.5.4. Strategic Initiatives

### 10.6. Aura Cacia

- 10.6.1. Company Overview
- 10.6.2. Financial Performance
- 10.6.3. Product Benchmarking
- 10.6.4. Strategic Initiatives

### 10.7. Master Massage

- 10.7.1. Company Overview
- 10.7.2. Financial Performance
- 10.7.3. Product Benchmarking

- 10.7.4. Strategic Initiatives
- 10.8. The Himalaya Drug Company
  - 10.8.1. Company Overview
  - 10.8.2. Financial Performance
  - 10.8.3. Product Benchmarking
  - 10.8.4. Strategic Initiatives
- 10.9. Natural Bath and Body Products
  - 10.9.1. Company Overview
  - 10.9.2. Financial Performance
  - 10.9.3. Product Benchmarking
  - 10.9.4. Strategic Initiatives
- 10.10. Raven
  - 10.10.1. Company Overview
  - 10.10.2. Financial Performance
  - 10.10.3. Product Benchmarking
  - 10.10.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Massage Oil - Key market driver analysis
2. Massage Oil - Key market restraint analysis
3. Global massage oil market estimates and forecast, 2016 - 2027 (USD Million)
4. Global olive oil market estimates and forecast, 2016 - 2027 (USD Million)
5. Global almond oil market estimates and forecast, 2016 - 2027 (USD Million)
6. Global coconut oil market estimates and forecast, 2016 - 2027 (USD Million)
7. Global citrus oil market estimates and forecast, 2016 - 2027 (USD Million)
8. Global other oil market estimates and forecast, 2016 - 2027 (USD Million)
9. Global massage oil market estimates and forecast for adults, 2016 - 2027 (USD Million)
10. Global massage oil market estimates and forecast for babies, 2016 - 2027 (USD Million)
11. Global massage oil market estimates and forecast for spa and wellness centers, 2016 - 2027 (USD Million)
12. Global massage oil market estimates and forecast for medical therapeutics, 2016 - 2027 (USD Million)
13. Global massage oil market estimates and forecast for other applications, 2016 - 2027 (USD Million)
14. North America massage oil market estimates and forecast, 2016 - 2027 (USD Million)
15. North America massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
16. North America massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)
17. North America massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
18. U.S. massage oil market estimates and forecast, 2016 - 2027 (USD Million)
19. U.S. massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
20. U.S. massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)
21. U.S. massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
22. Europe massage oil market estimates and forecast, 2016 - 2027 (USD Million)
23. Europe massage oil market revenue estimates and forecast by product, 2016 - 2027

(USD Million)

24. Europe massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)
25. Europe massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
26. Germany massage oil market estimates and forecast, 2016 - 2027 (USD Million)
27. Germany massage oil market revenue estimates and by product, 2016 - 2027 (USD Million) forecast by product, 2016 - 2027 (USD Million)
28. Germany massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)
29. Germany massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
30. U.K. massage oil market estimates and forecast, 2016 - 2027 (USD Million)
31. U.K. massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
32. U.K. massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)
33. U.K. massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
34. France massage oil market estimates and forecast, 2016 - 2027 (USD Million)
35. France massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
36. France massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)
37. France massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
38. Asia Pacific massage oil market estimates and forecast, 2016 - 2027 (USD Million)
39. Asia Pacific massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
40. Asia Pacific massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)
41. Asia Pacific massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)
42. China massage oil market estimates and forecast, 2016 - 2027 (USD Million)
43. China massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)
44. China massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)
45. China massage oil market revenue estimates and forecast by application, 2016 -

2027 (USD Million)

46. Japan massage oil market estimates and forecast, 2016 - 2027 (USD Million)

47. Japan massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)

48. Japan massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)

49. Japan massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)

50. Central & South America massage oil market estimates and forecast, 2016 - 2027 (USD Million)

51. Central & South America massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)

52. Central & South America massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)

53. Central & South America massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)

54. Brazil massage oil market estimates and forecast, 2016 - 2027 (USD Million)

55. Brazil massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)

56. Brazil massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)

57. Brazil massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)

58. Middle East & Africa massage oil market estimates and forecast, 2016 - 2027 (USD Million)

59. Middle East & Africa massage oil market revenue estimates and forecast by product, 2016 - 2027 (USD Million)

60. Middle East & Africa massage oil market revenue estimates and forecast by end user, 2016 - 2027 (USD Million)

61. Middle East & Africa massage oil market revenue estimates and forecast by application, 2016 - 2027 (USD Million)

62. Vendor landscape

## List Of Figures

### LIST OF FIGURES

1. Massage oil market snapshot
2. Massage oil market segmentation & scope
3. Massage oil market penetration & growth prospect mapping
4. Massage oil value chain analysis
5. Massage oil market dynamics
6. Massage oil market: Porter's analysis
7. Massage oil market: Product movement analysis
8. Massage oil market: End-user movement analysis
9. Massage oil market: Application movement analysis
10. Massage oil market: Regional movement analysis

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