

# **Posture Correction Market Size, Share & Trends Analysis Report By Distribution Channel (Pharmacies & Retail Stores, E-Commerce), By Product (Sitting Support Devices, Kinesiology Tape), By End Use, By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Posture Correction Market Growth & Trends**

The global posture correction market size is anticipated to reach USD 1.99 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a lucrative CAGR of 7.9% from 2022 to 2030. The key factors driving the market growth include the rising number of back pain issues across the globe and the aging population. For instance, as per the NCBI in February 2022, back pain is a common condition among adults, up to 23% of people worldwide experience chronic low back pain.

The COVID-19 pandemic resulted in several challenges such as logistical blocks, low demand, decreased sales & marketing events, and reduced deals. On the other hand, lockdowns travel bans, and social isolation have made many posture-related issues worse as the most population had to work long period of durations while being seated at a one place which causes conditions including discomfort, stiffness, and muscle strain. However, sedentary lifestyles, bad posture, and chronic pain are the results. In addition, the pandemic has made it difficult for individuals to visit parks, gyms, and other activities, which has made their lives more sedentary.

Furthermore, long periods of sitting put more strain on the spinal disc and back

muscles, resulting in back pain. Therefore, people use posture corrector goods to maintain and enhance their posture, which is driving up demand for these items. Products like backrests, lumbar support backrest cushions, and posture corrector chairs that assist people to improve their posture and lessen chronic pain while working are becoming more and more in demand. Therefore, the market for posture correctors has expanded due to the pandemic.

The market for posture correctors has been positively impacted by both the older population's growth and children's increased awareness of the advantages of good posture. For instance, Victoria State Government which is the state-level authority for Victoria, Australia provides plans to improve people's posture which includes regular exercise and stretching, ergonomic furniture, and paying attention to the way the body feels. In addition, governments are attempting to raise awareness about numerous ongoing problems through a variety of media, and numerous businesses are seeking to correct posture deformities. One of the main forces for market expansion is the rising trend of naturally improving posture. Millennials are aware of the issues posture deformity can cause. They are taking preventative measures to avoid this issue, which is why posture correctors are being used. The increased use of posture correctors by young people has increased market revenue.

In addition, increasing demand for posture correction chairs is another driver estimated to contribute to the market growth. Since most people who work have desk jobs, they are more likely to experience chronic pain, musculoskeletal injuries, and other conditions that could harm their long-term health and productivity. The need for posture corrector chairs is rising as more people realize how crucial it is to adopt healthy working practices that promote posture. For improved spine alignment, posture corrector chairs have built-in headrests and lumbar supports. Hence, back pain is reduced, and various body parts are supported by posture correction chairs. But as more people choose to sit for extended periods while working, the need for posture correction chairs is rising.

### Posture Correction Market Report Highlights

The market was valued at USD 1.01 billion in 2021 and is expected to grow at a CAGR of 7.9% during the forecast period.

Rising trend of perfecting the posture around the globe. This is one of the key contributing factors towards market growth.

The product segment was dominated by kinesiology tape in 2021. It is very useful in sports because it decreases injuries from sports. By adhering it to the knee or any other joint, injuries can be prevented by expanding the joint space. Potentially, it will increase blood flow.

The kinesiology tape segment, however, is also anticipated to grow the fastest.

By distribution channel, the Posture Correction Market comprises of pharmacies & retail stores and e-commerce. The pharmacies & retail stores segment held the largest share of the market in 2021 and is also expected to register the highest CAGR during the forecast period. Easy availability of product is one of the primary factors driving this segment.

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