

Global Massage Chair Market Research Report 2022

Professional Edition

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Abstracts

The global Massage Chair market was valued at 2586.7 Million USD in 2021 and will grow with a CAGR of 6.65% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

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. The massage chair production market is mainly concentrated in USA and East Asia, especially in China, Japan and Korea. China has become the world's biggest massage chair production base. Many enterprises involved in this industry, the market competition is going to be more intense. International massage chair enterprises, including BODYFRIEND, OSIM, Family Inada, Panasonic, Fujiiryoki etc., the market concentration rate is high, Top 3 Manufacturers occupied around 39% market revenue share in 2019. The residential segment dominated the market, occupied a market share of over 70% in 2019, it is expected to grow in the future. Full Body Massage Chairs is the main type of massage chair, it took nearly 85% of the market in 2019.

By Market Vendors:

Panasonic

Osaki

Family Inada

OSIM

Omega

Luraco

Infinity

Ogawa

Daito-THRIVE

BODYFRIEND

By Types:

Full Body Massage Chairs

Upper Body Massage Chairs

By Applications:

Residential

Commercial

Key Indicators Analysed

Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

Global and Regional Market Analysis: The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

Market Trends: Market key trends which include Increased Competition and Continuous Innovations.

Opportunities and Drivers: Identifying the Growing Demands and New Technology

Porters Five Force Analysis: The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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