

Massage Chair Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/MA99A66008E4EN.html>

Date: October 2023

Pages: 149

Price: US\$ 2,499.00 (Single User License)

ID: MA99A66008E4EN

Abstracts

Market Overview:

The global massage chair market size reached US\$ 3.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.9 Billion by 2028, exhibiting a growth rate (CAGR) of 5.7% during 2023-2028.

A massage chair stands for an upholstered armchair with a recliner back designed for massaging head, neck, shoulders, back, arms and hands. Based on the vibrating mechanism, the chair includes a combination of motors, gears, heating pads, airbags, etc. Some of the advanced massage chairs have additional features, such as bluetooth connectivity, adjustable foot and armrests, remote control, massage pillow pad, etc. A massage chair offers several therapeutic benefits by de-stressing, relieving joint aches, reducing back pain, minimizing pressure on heart and lungs, improving blood circulation, alleviating acid reflux, enhancing metabolism, and providing relaxation. Owing to these benefits, massage chairs are widely installed across diverse sectors, including hospitality, retail, healthcare, residential, and commercial sectors.

The high prevalence of work-related stress and hectic consumer lifestyles has led to an increasing need for stress-relieving and relaxing solutions. The rising consumer awareness towards several therapeutic benefits of massage therapies in relieving pain and stress is catalyzing the product demand. Furthermore, the growing inclination towards different massage therapies that offer specific complementary services, such as aromatherapy, acupressure and physiotherapy, also contributes to the market growth. In addition to this, growing health concerns among consumers have augmented the demand for massage chairs for stimulating blood circulation, pain-relief, muscle relaxation, and releasing hormones, such as endorphins and serotonin. Additionally, the

elevating consumer living standards supported by their rising disposable income levels have further boosted the sales of luxury and high-end products, such as massage chairs. Furthermore, the wide availability of massage chairs across several distribution channels coupled with the emergence of e-commerce platforms has further catalyzed product sales.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global massage chair market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on conventional/robotic, product type, end-use and distribution channel.

Breakup by Conventional/Robotic:

Conventional

Robotic

Breakup by Product Type:

Inversion Massage Chairs

Zero Gravity Massage Chairs

Targeted Massage Products

Others

Breakup by End-Use:

Commercial

Residential

Breakup by Distribution Channel:

Specialty Stores

Online

Supermarkets and Hypermarkets

Others

Breakup by Region

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Middle East and Africa

Turkey

Saudi Arabia

Iran

United Arab Emirates

Others

Latin America

Brazil

Mexico

Argentina

Colombia

Chile

Peru

Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being, Bodyfriend, Cozzia USA, Daito Denki Kogyo Co., Ltd., Family Inada Co.

Ltd, Fujiiryoki, Human Touch, Infinity, Kahuna Massage Chair, Luraco, Ogawa, OSIM International Ltd, Panasonic and Shanghai Rongtai Health Technology Co., Ltd., etc.

Key Questions Answered in This Report:

How has the global massage chair performed market so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global massage chair market?

What is the breakup of the market based on the conventional/robotic?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the end-use?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the market?

What is the structure of the global massage chair market and who are the key players?

What is the degree of competition in the market?

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