

# **Massage Equipment Market Report by Type (Electric, Non-Electric), Product (Chairs and Sofas, Back Massagers, Handheld, Neck and Shoulder, and Others), Distribution Channel (Hypermarket and Supermarket, Specialty Store, Online Sales Channel, and Others), End User (Residential, Commercial), and Region 2024-2032**

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## **Abstracts**

The global massage equipment market size reached US\$ 7.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 15.7 Billion by 2032, exhibiting a growth rate (CAGR) of 8.5% during 2024-2032. The increasing consumer awareness about therapeutic benefits of massage, the increasing product adoption in hospitals and thematic clinics, and the easy product availability across e-commerce platforms are some of the major factors propelling the market.

Massage equipment refers to various tools and devices designed to facilitate or administer massages. These products aim to alleviate muscle tension, improve blood circulation, and contribute to overall well-being. The range of massage equipment is broad and varies in complexity, from simple handheld tools to sophisticated, electronically operated machines. It includes chairs with built-in mechanical movements and rollers that simulate the techniques used in a massage, flat tables designed to comfortably support individuals during professional massages, foot massagers, heated stones used in hot stone therapy, and cylindrical massage rollers that are manually rolled over the skin to relieve muscle tension.

The massage equipment market is experiencing robust growth, propelled by the increasing awareness of the physical and mental health benefits associated with

massage therapy. As people become more conscious of the importance of stress reduction, muscle relaxation, and overall well-being, the demand for various massage equipment, such as massage chairs, handheld massagers, and massage cushions, has surged. Another important driver is the rising disposable income levels across various demographics and regions, making these products more accessible to a larger customer base. Besides, technological advancements in massage equipment also serve as a major market driver. The incorporation of innovative features like Bluetooth connectivity, customizable massage programs, and advanced control systems has greatly enhanced the user experience. Such features not only appeal to a premium consumer base but are increasingly found in affordable options, broadening the market's reach. Moreover, the trend toward lightweight and portable designs is attracting younger demographics and those with active lifestyles, further driving market growth. Additionally, the rise of e-commerce platforms has given a significant boost to the massage equipment market. Online retailing allows consumers to browse a variety of products and make informed choices based on customer reviews and detailed product descriptions, all from the convenience of their own homes.

#### Massage Equipment Market Trends/Drivers:

Increasing consumer awareness about therapeutic benefits of massage

As more people understand the significance of massage in stress reduction, muscle recovery, and overall wellness, the demand for various types of massage equipment is increasing. This heightened awareness is creating a larger customer base and contributing to more informed and discerning buyers, who are looking for specific features and benefits that align with their health needs. Moreover, companies are now offering massage equipment designed for various therapeutic needs, such as deep tissue massage, relaxation, and muscle recovery. Features like heat therapy, multiple massage modes, and even smart capabilities that allow users to customize their experience through mobile apps are becoming increasingly popular. This allows consumers to make choices that are tailored to their individual health objectives, thereby driving both market expansion and product innovation. Another crucial impact is the emphasis on quality and effectiveness, as well-informed consumers are investing in products that offer genuine therapeutic benefits. This is encouraging manufacturers to invest in research and development, quality materials, and advanced technologies.

Rising product adoption in hospitals and thematic clinics

Medical professionals are becoming more aware of the benefits of massage therapy for a variety of conditions, including chronic pain, post-operative recovery, and stress

management. As a result, hospitals and clinics are investing in high-quality, medically-approved massage equipment to offer complementary treatments to their patients, alongside traditional medical care. This trend is essentially widening the scope and customer base for massage equipment, extending it beyond personal or wellness center use to more specialized healthcare settings. These specialized products often adhere to stricter quality standards, featuring hypoallergenic materials, customizable settings for targeted therapy, and compatibility with existing hospital equipment. Furthermore, the adoption in healthcare settings is influencing innovation and product development. Features like hygienic design, multiple functionality, and customizable options become essential when used in a hospital or therapeutic clinic. These factors lead to the creation of more advanced, durable, and reliable massage equipment.

### Easy product availability across e-commerce platforms

Online platforms allow consumers to shop for massage equipment at their leisure, eliminating the need for a physical visit to a store. The convenience of browsing multiple options, reading product descriptions, and checking user reviews at any time of day or night encourages more consumers to make purchases. Moreover, e-commerce platforms offer a diverse range of products, from affordable handheld massagers to high-end massage chairs, thereby catering to a broad spectrum of customer needs and budgets. This increases the likelihood of consumers finding a product that precisely meets their requirements. Besides, the option for home delivery further simplifies the buying process, making it particularly advantageous for bulky items like massage chairs. In addition, online platforms make it easier for consumers to compare prices from different sellers instantly. This transparency can lead to more competitive pricing, making massage equipment more accessible to a wider audience.

### Massage Equipment Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global massage equipment market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on type, product, distribution channel and end user.

### Breakup by Type:

Electric

Non-Electric

Electric equipment currently dominates the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes electric and non-electric. According to the report, electric massage equipment represented the largest segment.

Electric machines are engineered to simulate various massage techniques with precision, providing consistent and targeted relief to muscle tension and stress. The automation they offer allows for a more customized and versatile massage experience, which would be difficult to replicate manually. Moreover, Technological advancements have also played a significant role in the market dominance of electric massage equipment. Features like heat therapy, variable speed settings, and customizable programs make these devices highly appealing to consumers seeking a comprehensive massage experience. Many electric devices also come with the ability to target specific muscle groups, something that resonates well with consumers looking for targeted therapy for particular ailments or issues.

#### Breakup by Product:

- Chairs and Sofas
- Back Massagers
- Handheld
- Neck and Shoulder
- Others

Chairs and sofas hold the largest share in the market

A detailed breakup and analysis of the market based on the product has also been provided in the report. This includes chairs and sofas, back massagers, handheld, neck and shoulder, and others. According to the report, chairs and sofas accounted for the largest market share.

Chairs and sofas offer a full-body massage experience, targeting multiple muscle groups such as the back, neck, shoulders, and legs. This multi-functionality appeals to consumers seeking a comprehensive solution for relaxation and stress relief. Moreover, various technological advancements have elevated the features and capabilities of massage chairs and sofas. Many modern models come equipped with smart technologies, such as body scanning for personalized massage experiences, multiple pre-set massage programs, and even Bluetooth connectivity for music and ambiance control. These value-added features enhance user experience, making these items

more attractive to potential buyers. Besides, the perception of luxury and comfort associated with massage chairs and sofas plays a role in their market prominence. Owning a massage chair or sofa is often considered a status symbol or a long-term investment in personal well-being.

Breakup by Distribution Channel:

- Hypermarket and Supermarket
- Specialty Store
- Online Sales Channel
- Others

Hypermarket and supermarket hold the largest share in the market

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes hypermarket and supermarket, specialty store, online sales channel, and others. According to the report, hypermarket and supermarket accounted for the largest market share.

Hypermarkets and supermarkets often carry multiple brands and types of massage equipment, from basic handheld massagers to more sophisticated massage chairs. This extensive selection appeals to a broad customer base with varying needs and budgets, increasing sales volume. Another crucial driver is the physical shopping experience. Customers can see, touch, and sometimes even try the massage equipment in-store before making a purchase. This tactile experience is particularly important for products like massage equipment, where comfort and ergonomics are key deciding factors. Moreover, hypermarkets and supermarkets are often well-established brands that consumers trust for quality and customer service. The presence of warranties, easy return policies, and sometimes even in-house servicing further encourages consumers to make such purchases from these stores rather than risk buying from an unknown online retailer or a specialized store with limited options.

Breakup by End User:

- Residential
- Commercial

Commercial sector represents the largest end user

A detailed breakup and analysis of the market based on the end user has also been provided in the report. This includes residential and commercial. According to the report, the commercial sector accounted for the largest market share.

Spas, health clubs, and physiotherapy centers often require high-quality, durable massage equipment to cater to a steady influx of clients. The volume and frequency of usage in these settings necessitate reliable and advanced equipment, thereby driving higher sales in the commercial sector. Moreover, commercial establishments usually offer a range of massage therapies, from Swedish and deep tissue to hot stone and reflexology, each requiring specialized equipment. This variety contributes to a higher volume of equipment needed, thus boosting the market share. Besides, Professional massage therapists often prefer equipment that meets rigorous quality standards, including medical-grade massage tables, advanced massage chairs, and specialized tools like hot stone sets. This inclination toward premium products boosts the market value for commercial purchases.

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain
  - Russia
  - Others
- Latin America
  - Brazil



Mexico

Others

Middle East and Africa

North America exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

North America, particularly the United States, has a high level of disposable income. Consumers are willing and able to invest in health and wellness products like massage equipment, thus driving demand. In addition, the focus on wellness, relaxation, and preventative healthcare is strong in North America. This cultural emphasis boosts the popularity of massage therapies and, consequently, the equipment used in them. Besides, North American consumers are generally quick to adopt new technologies. This trait extends to the acceptance and adoption of technologically advanced massage equipment, such as smart massage chairs or handheld devices with AI capabilities.

#### Competitive Landscape:

The competitive landscape of the massage equipment market is both dynamic and diversified, characterized by the presence of multiple players that include established brands, emerging startups, and specialty manufacturers. Presently, leading companies are investing in R&D that allows them to introduce innovative and technologically advanced products, giving them a competitive edge. They are also forming strategic alliances with other market players to provide immediate access to new customer bases and technologies. Moreover, various companies are increasingly using social media platforms to engage with customers and offer special promotions or loyalty programs. Besides, key players are introducing eco-friendly products with lower carbon footprints, and recyclable or biodegradable components.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Beurer GmbH

Casada Deutschland GmbH  
Family Inada Co. Ltd.  
HoMedics USA LLC (FKA Distributing Co. LLC)  
JSB Wellness  
OSIM International Pte. Ltd.  
Panasonic Holdings Corporation  
Prospera Corporation  
RoboTouch  
Samsung Electronics Co. Ltd (Samsung Group)  
Wahl Clipper Corporation  
Zyllion

#### Recent Developments:

Panasonic Holdings Corporation has introduced massage chairs equipped with heated rollers and adjustable intensity settings to expand its consumer base.

OSIM International has expanded its product range to include handheld massagers and foot massagers to be effective against body pain.

Prospera Corporation has collaborated with fitness centers and gyms to provide their massage equipment as an additional amenity for their customers.

#### Key Questions Answered in This Report

1. What was the size of the global massage equipment market in 2023?
2. What is the expected growth rate of the global massage equipment market during 2024-2032?
3. What are the key factors driving the global massage equipment market?
4. What has been the impact of COVID-19 on the global massage equipment market?
5. What is the breakup of the global massage equipment market based on the type?
6. What is the breakup of the global massage equipment market based on product?
7. What is the breakup of the global massage equipment market based on the distribution channel?
8. What is the breakup of the global massage equipment market based on the end user?
9. What are the key regions in the global massage equipment market?
10. Who are the key players/companies in the global massage equipment market?



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