

# Global Massage Chair Market Growth 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global Massage Chair market size was valued at US\$ 3294.5 million in 2023. With growing demand in downstream market, the Massage Chair is forecast to a readjusted size of US\$ 5865.4 million by 2030 with a CAGR of 8.6% during review period.

The research report highlights the growth potential of the global Massage Chair market. Massage Chair are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Massage Chair. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Massage Chair market.

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.

Global core massage chair manufacturers include Panasonic, Osaki, Family Inada etc. The top 3 companies hold a share about 40%. Asia-Pacific is the largest market, with a share about 75%, followed by North America with the share about 12%. In terms of product, full body type is the largest segment, with a share over 90%. And in terms of application, the largest application is residential, followed by commercial.

Key Features:

The report on Massage Chair market reflects various aspects and provide valuable

insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Massage Chair market. It may include historical data, market segmentation by Type (e.g., Full Body Massage Chairs, Upper Body Massage Chairs), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Massage Chair market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Massage Chair market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Massage Chair industry. This include advancements in Massage Chair technology, Massage Chair new entrants, Massage Chair new investment, and other innovations that are shaping the future of Massage Chair.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Massage Chair market. It includes factors influencing customer ' purchasing decisions, preferences for Massage Chair product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Massage Chair market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Massage Chair market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Massage Chair market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Massage Chair industry. This

includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report concludes with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Massage Chair market.

#### Market Segmentation:

Massage Chair market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Segmentation by type

Full Body Massage Chairs

Upper Body Massage Chairs

#### Segmentation by application

Residential

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

## APAC

China

Japan

Korea

Southeast Asia

India

Australia

## Europe

Germany

France

UK

Italy

Russia

## Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Panasonic

Osaki

Family Inada

Fujiiryoki

Human Touch

OSIM

Luraco

Infinity

Ogawa

Daito-THRIVE

BODYFRIEND

OTO Bodycare

Rotal

Key Questions Addressed in this Report

What is the 10-year outlook for the global Massage Chair market?

What factors are driving Massage Chair market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Massage Chair market opportunities vary by end market size?

How does Massage Chair break out type, application?

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