

India Massage Chair Market Assessment, By Nature [Conventional, Robotic], By Type [Air Bag Massage Chair, Zero Gravity Massage Chair, Full Body Massage Chair, Heated Massage Chair, 2D, 3D & 4D Massage Chair], By Use [Professional, Consumerist], By Distribution Channel [Online Retail, Specialty Stores, Medical Supply Stores, Others], By Region, Opportunities, and Forecast, FY2017-FY2031F

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Abstracts

India Massage Chair Market was estimated at USD 221.7 million in FY2023 and is anticipated to reach USD 438.52 million in FY2031, growing at a CAGR of 8.9% from FY2024 to FY2031. The market has witnessed significant growth and transformation in recent years, driven by factors ranging from rising health awareness and disposable incomes to technological advancements and lifestyle changes.

The dynamic market provides a range of massage chair options designed to cater to the diverse needs of Indian consumers. One of the key drivers of this market is the growing emphasis on health and wellness. In an era marked by hectic schedules and stress, more Indians are turning to massage chairs as a convenient means of relaxation and relief from muscle tension and stress-related ailments. The increased awareness of the therapeutic benefits of regular massages has led to a surge in demand for these chairs as part of holistic wellness routines.

India massage chair market has been significantly influenced by technological progress. Manufacturers have incorporated state-of-the-art elements like body scanning technology, zero-gravity recline, air compression massage, and Bluetooth connectivity

into their products. These advancements deliver an exceptionally tailored and immersive massage encounter to users, amplifying the market's expansion.

In August 2023, a massage chair kiosk with three chairs was opened at Lucknow's Charbagh station to enhance the experience of tired passengers arriving after long train journeys in the Northern Railway Division. By utilizing this facility, passengers can alleviate fatigue, and those who don't find time during their workday, can feel refreshed through this service.

Robotic Massage Chairs Dominate the Market

Robotic massage chairs are more commonly used in India than conventional ones, as these offer advanced features, such as automated massage programs, body scanning technology, and customizable massage options. Working professionals seeking relaxation, the elderly combating age-related discomfort, fitness enthusiasts integrating them into post-workout routines, homeowners prioritizing wellness, and even healthcare and wellness facilities incorporating them for therapeutic purposes, highlight the chairs' popularity and their role in enhancing well-being. In May 2021, for the first time, Arogya Health Care, a renowned brand under ARG HEALTH CARE, introduced an extensive selection of automatic luxury massage chairs combined with Leg and Foot Massagers in the Indian market, that redefined the massage experience through advanced features like 3D massage, Infrared Heating, Bluetooth functionality, and a built-in control panel. The integrated technological solution offer multiple direct health advantages, including anxiety and stress reduction, along with improved blood circulation to enhance energy levels.

Rising Aging Population Driving the Adoption of Massage Chairs

As per the United Nations Population Fund , the elderly population in India is projected to almost double, reaching approximately 192 million by 2030. By 2050, one out of every five Indians will be considered elderly. Looking further ahead to 2100, the percentage of individuals aged 65 and older is anticipated to reach 30%, a significant increase from the current 7%. With the demographic shift towards a larger elderly population, there is a heightened prevalence of age-related ailments such as muscle pain, joint stiffness, and reduced mobility. Massage chairs offer a convenient and accessible solution for the elderly to manage these discomforts and improve their overall well-being. As older individuals seek ways to enhance their quality of life and maintain their health, the demand for massage chairs as therapeutic and relaxation tools is on the rise. The demographic trend is propelling the growth of the India

massage chair market, making these chairs a valuable asset for seniors' wellness.

Women are Seeking Out Ways of Relaxation

The rise of women entrepreneurs in India is contributing to the growth of the massage chair market. According to Nasscom, India saw an increase in the proportion of women-led startups, rising from 8% to 13% between 2014 and 2019. Additionally, a recent survey revealed that the number of women-owned businesses in India surged by more than 20% over the past five years, surpassing the growth rate of businesses owned by men, which stood at 10%.

As more women take on leadership roles and establish their businesses, they face unique challenges and high levels of stress. Massage chairs offer a practical solution to relieve this stress, promoting overall well-being and productivity. These women entrepreneurs often invest in high-quality massage chairs with advanced features to facilitate relaxation and recovery from the demands of their ventures. Their influence on the market reflects a growing demand for wellness solutions that cater to the needs of female business leaders, making massage chairs an essential part of their self-care and success strategies.

Impact of COVID-19

COVID-19 had a notable impact on the massage chair market in India. Initially, during the lockdowns and restrictions, the market experienced disruptions in manufacturing and supply chain operations, leading to delays in product availability. Furthermore, the closure of spas and wellness centres limited access to professional massages, prompting individuals to seek home-based wellness solutions. As a result, there was an increased demand for massage chairs as people sought relaxation and stress relief within the safety of their homes. This shift in consumer behaviour, driven by the pandemic, led to a surge in sales of massage chairs in India, making them a sought-after wellness investment.

Key Players Landscape and Outlook

The landscape of the India massage chair market features a competitive arena with several key players vying for prominence. Prominent brands such as Arogya Health Care, Osim India Pvt Ltd, JSB Health & Fitness Pvt. Ltd., and Robocura Wellness dominate the market, offering a wide range of massage chairs with varying features and price points. These players continually invest in research and development to introduce

innovative features like body scanning technology, zero-gravity recline, and customizable massage programs. The market outlook remains optimistic, driven by increasing consumer awareness of wellness benefits, a growing aging population, and the preference for home-based relaxation solutions. As technology continues to advance, the India massage chair market is poised for sustained growth.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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