

# **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 and 4D Massage Chair], By Use [Professional, Consumerist], By Distribution Channel [Online Retail, Specialty Stores, Medical Supply Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F**

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## **Abstracts**

Global massage chair market size was estimated at USD 4.51 billion in 2022, and is projected to reach USD 8.66 billion by 2030, growing at a CAGR of 8.5% for the forecast period between 2023 and 2030. The massage chair market has experienced steady growth in recent years, driven by a growing awareness of the therapeutic benefits of massage, increasing stress levels among people, and rising emphasis on wellness. The market is characterized by various massage chair offerings, from basic models to technologically advanced and feature-rich units.

Increasing demand for home wellness solutions is one of the major key drivers for the growing sales of massage chairs, globally. As consumers seek ways to de-stress and relax in the comfort of their homes, massage chairs have become a popular choice. Additionally, the aging population and the prevalence of musculoskeletal disorders have contributed to the market's growth, as massage chairs offer effective pain relief and muscle relaxation.

Technological advancements have played a fundamental role in shaping the market landscape. Manufacturers are incorporating innovations such as body scanning, zero-

gravity reclining, air compression massage, and Bluetooth connectivity into their products to enhance the massage experience. Furthermore, eco-friendly and sustainable materials, are being employed to align with consumer preferences for natural products.

While North America and Europe have traditionally been significant markets, Asia-Pacific is emerging as a lucrative region, driven by a rising middle-class population and an increasing focus on health and well-being. However, the market has challenges, including inflated costs, limited portability, and competition from alternative wellness products.

### Increasingly Hectic and Stressful Lifestyles

The demands of modern and stressful lifestyles strongly influence the market. As people worldwide grapple with busier schedules, heightened work-related pressures, and overall stress, the need for relaxation and relief has never been greater. Massage chairs offer a convenient and accessible solution to combat these stressors. They allow individuals to unwind and alleviate tension from the comfort of their homes, eliminating the need for time-consuming spa appointments or therapist visits. There has been a rising consciousness among people about the effects of stress on physical and mental health. In line with this, massage chairs have become a sought-after wellness investment, making stress management a significant driving force behind the market's expansion.

In June 2023, Bodyfriend, a prominent South Korean massage chair manufacturer, introduced a new model named Davinci. This innovative massage chair was designed to analyze users' body composition, providing a highly personalized massage experience. Featuring an integrated 8.7-inch mobile tablet, it empowers users to access and modify their body composition data while adjusting the massage chair settings according to their preferences.

### Aging Global Population Lead to a Higher Prevalence of Musculoskeletal Issues and Chronic Pain Conditions

As demographics shift towards an older society, there is a greater prevalence of age-related health issues, including muscle pain, joint stiffness, and stress-related ailments. Massage chairs offer an accessible and non-invasive solution for addressing these concerns, providing relief and comfort to the elderly. With their ability to target specific areas of discomfort and improve overall well-being, massage chairs have become a

preferred choice for seniors seeking pain management and relaxation. In October 2022, Cozzia USA, a leader in massage and wellness chair manufacturing, unveiled two groundbreaking innovations at the High Point Market. The QiXE Pro, an upgrade to the QiXE model, featured the 'Chair Doctor' powered by AI. The technology employed a biometric scanner to assess back tension, heart rate, blood pressure, and blood oxygen levels. Within three minutes, it customized a massage program based on the user's data, continually updating it each time the user sat in the chair. It ensured the massage program aligned with the user's real-time needs, offering a highly personalized and responsive massage experience.

### Regulations Related to Safety Affect Market Entry and Consumer Trust

The regulatory environment for massage chairs encompasses a complex framework of safety standards, certification processes, warranty obligations, labelling requirements, and marketing guidelines. These regulations are crucial in ensuring that massage chairs meet stringent safety and quality criteria to protect consumers.

Manufacturers must adhere to specific safety standards, often supported by certifications, to demonstrate compliance. Clear and informative labelling is mandated to provide users with essential guidance and warranty details. Marketing practices are subject to scrutiny to prevent misleading claims. This regulatory framework ensures that massage chairs are safe, reliable, and transparent in their offerings, fostering consumer confidence and facilitating market access for manufacturers.

### Asia-Pacific Emerging as a Growing Market

Asia-Pacific is rapidly emerging as a robust and growing market for the massage chair industry. It has witnessed substantial growth due to several factors, including the rising middle-class population with increasing disposable incomes, a growing awareness of health and well-being, and the cultural acceptance of massage as a means of relaxation and stress relief. Countries like China, Japan, and South Korea are particularly prominent in this market, boasting a strong manufacturing base for massage chairs and a significant consumer demand.

In February 2023, Malaysia-based COWAY unveiled its latest offering, the Coway Massage Chair, boasting a host of new and enhanced features. The model distinguished itself with four calf rollers, two foot-rollers, and 12 airbags, ensuring comprehensive relaxation from head to toe, which has set it apart was its L-shaped 130 cm-long massage track, thoughtfully designed to target the entire span from the neck to

the glutes, concluding at the back of the thigh.

### Impact of COVID-19

The market experienced a dual effect due to the COVID-19 pandemic. Initially, the market faced disruptions due to manufacturing delays, supply chain interruptions, and reduced consumer spending. Lockdowns and restrictions on in-person retail impeded sales. However, as people adapted to remote work and sought ways to de-stress at home, there was a notable surge in demand for massage chairs. Consumers turned to these products for relaxation and pain relief, given the limited access to spas and wellness centers. The shift in consumer behavior, coupled with a growing emphasis on home wellness, led to a resurgence in the massage chair market post-pandemic, prompting manufacturers to revolutionize and expand their product offerings to meet evolving consumer needs.

### Key Players Landscape and Outlook

The market features a competitive landscape with several key players shaping its outlook. Prominent manufacturers like Bodyfriend, Inc., Cozzia USA, Family Inada Co., Ltd., and Human Touch, LLC are leading the industry with innovative products, advanced technology integration, and a focus on user experience. These companies invest in research and development to introduce innovative features such as AI-powered customization, body scanning, and zero-gravity recline.

The market outlook remains optimistic, driven by rising consumer awareness of health and wellness, an aging population, and the growing preference for home-based relaxation solutions. As technological advancements continue, the massage chair market is expected to see sustained growth in the near future. In July 2023, CUCKOO International and OGAWA Malaysia signed a Memorandum of Agreement (MoA) to establish their collaboration in developing innovative wellness solutions for Malaysian households. As part of this partnership, CUCKOO International introduced its inaugural line of massage chairs, the CUCKOO BESPOKE Massage Chair, as a part of their Healthy Living range.

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