

# **India Massage Chair Market By Product Type (Zero Gravity Massage Chair, Inversion Massage Chair), By Player Type (Branded, Non-Branded), By Sales Channel (Direct Sales, Channel Sales, E-Commerce), By Source (Domestic, Import), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

India Massage Chair Market was valued at USD 265.43 Million in 2024 and is expected to reach USD 440.40 Million by 2030, growing with a CAGR of 8.91% in the forecast period.

The massage chair market in India is experiencing notable growth, driven by increasing consumer awareness around wellness, stress management, and the importance of self-care. As lifestyles become more hectic and sedentary, individuals across urban and semi-urban areas are seeking convenient ways to relax and relieve physical tension, making massage chairs a desirable addition to homes and wellness centers. The market is evolving beyond luxury positioning, with a rising middle class contributing to demand for mid-range and affordable models. Technological innovation also plays a key role, with newer models offering features such as zero-gravity recline, heat therapy, body scanning, and AI-assisted massage routines. These advancements appeal not only to the affluent but also to tech-savvy consumers looking for high-value, multifunctional health products.

The hospitality and healthcare sectors are also fueling adoption, with hotels, spas, and physiotherapy clinics incorporating massage chairs into their service offerings to enhance client experience and therapy outcomes. The growing influence of e-commerce and digital marketing has expanded the reach of massage chair brands,

allowing consumers to explore and compare a wide range of options online, often accompanied by EMI schemes and doorstep demos. Despite positive momentum, challenges such as high upfront costs, limited consumer knowledge in rural markets, and the perception of massage chairs as non-essential luxury items still persist. However, as health and wellness continue to be prioritized, especially among working professionals and the elderly, the long-term outlook for the Indian massage chair market remains optimistic, with potential for deeper market penetration and localized innovation.

## **Key Market Drivers**

### **Rising Health and Wellness Awareness**

Rising health and wellness awareness in India is reshaping consumer preferences, with a strong shift toward preventive care and stress management solutions. As individuals increasingly recognize the importance of physical and mental well-being, products that support a balanced lifestyle—such as massage chairs—are gaining popularity. With growing concerns around sedentary lifestyles, especially among urban professionals, massage chairs offer an accessible way to relieve muscle tension, reduce stress, and improve circulation without needing regular visits to spas or therapists. A recent survey indicated that over 60% of Indian adults experience stress or physical fatigue daily, prompting many to seek at-home relaxation and therapeutic tools. This trend aligns with the rise in functional wellness products that provide not only comfort but measurable health benefits. Massage chairs, once considered a luxury, are now being viewed as part of a holistic wellness routine, especially among working professionals, the elderly, and individuals recovering from injuries.

The pandemic has also heightened health consciousness, with consumers increasingly prioritizing immune health, mental relaxation, and physical fitness. As per industry estimates, the Indian wellness market has grown by nearly 12% annually over the last five years, reflecting the broader demand for self-care solutions. Massage chairs fit into this evolving narrative by combining technology and wellness, offering customizable programs for pain relief, stress reduction, and improved sleep quality. This growing awareness is encouraging more consumers to invest in health-centric products, positioning massage chairs as not just comfort devices but essential components of a modern, wellness-oriented lifestyle.

## **Key Market Challenges**

## Limited Customization and Local Adaptation

Limited customization and lack of local adaptation present significant challenges for the growth of the massage chair market in India. Most massage chairs available in the country are designed based on global standards, often tailored to Western body types, preferences, and usage habits. This creates a disconnect when Indian consumers try these products and find that the fit, intensity, or functionality does not align with their expectations or comfort levels. One of the common issues is the size and ergonomics of imported massage chairs, which may not accommodate the average Indian body frame effectively. The pressure points, massage intensity, and seating dimensions may feel too rigid or misaligned, leading to discomfort during extended use. Consumers may also find that certain features are either unnecessary or not well-suited to the Indian lifestyle, such as complex controls or preset massage modes that don't cater to common pain areas experienced by local users.

Another challenge is the lack of regional language support in interfaces, manuals, and customer service, which makes it harder for users in non-English-speaking regions to operate and maintain their chairs confidently. Cultural preferences in aesthetics and functionality are also often overlooked. Indian homes often have space constraints, and bulky designs are impractical for many households. This gap between global design and local needs affects overall customer satisfaction and adoption. Brands that fail to localize their products risk losing potential customers who may otherwise benefit from massage chairs if the experience were more personalized and culturally relevant. Tailoring products to local preferences will be key to expanding market reach.

## Key Market Trends

### Compact & Space-Saving Designs

Compact and space-saving designs are becoming a major focus in the India massage chair market as consumers seek wellness solutions that fit seamlessly into their living spaces. With a large portion of the population residing in apartments or smaller homes, bulky massage chairs often pose a practical challenge. As a result, brands are now prioritizing models that offer the same therapeutic benefits in a more streamlined, space-efficient form. Newer massage chair models are designed to be foldable, wall-hugging, or convertible, allowing them to occupy minimal floor space when not in use. These innovations appeal particularly to urban households where every square foot counts. Chairs with sleek profiles, modular components, and multi-purpose functionality are being well received by consumers who want comfort without compromising their

home's layout or aesthetics. This shift in design is also aligned with modern interior preferences, where minimalism and practicality dominate. Massage chairs with neutral tones, compact silhouettes, and quiet motors blend more naturally into home settings, making them feel like a part of everyday furniture rather than a luxury device.

As space constraints continue to influence purchasing decisions, the demand for compact massage chairs is expected to grow. Companies that cater to this need with smart, space-conscious designs are likely to see stronger adoption across Indian households.

### **Key Market Players**

Span Sure Medical Instruments Pvt. Ltd

Techzone Digital India Pvt. Ltd.

Cera Global Spine Care Pvt. Ltd.

Carefit Jadex Pvt. Ltd. (Sai Alpha)

OSIMINDIA PVT LTD

Vision Body Care Pvt. Ltd.

Spine Korea Medical Instruments Company

Arogya Health Care (Brand of Om Sai & Sons)

JSB Health & Fitness Pvt. Ltd.

Robocura Wellness

### **Report Scope:**

In this report, the India Massage Chair Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Massage Chair Market, By Product Type:

*India Massage Chair Market By Product Type (Zero Gravity Massage Chair, Inversion Massage Chair), By Player Ty...*

Zero Gravity Massage Chair

Inversion Massage Chair

India Massage Chair Market, By Player Type:

Branded

Non-Branded

India Massage Chair Market, By Sales Channel:

Direct Sales

Channel Sales

E-Commerce

India Massage Chair Market, By Source:

Domestic

Import

India Massage Chair Market, By Region:

North India

East India

West India

South India

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the India

*India Massage Chair Market By Product Type (Zero Gravity Massage Chair, Inversion Massage Chair), By Player Ty...*

Massage Chair Market.

**Available Customizations:**

India Massage Chair Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

**Company Information**

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validations
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. INDIA MASSAGE CHAIR MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Product Type (Zero Gravity Massage Chair, Inversion Massage Chair)
  - 5.2.2. By Player Type (Branded, Non-Branded)
  - 5.2.3. By Sales Channel (Direct Sales, Channel Sales, E-Commerce)
  - 5.2.4. By Source (Domestic, Import)

5.2.5. By Region (North India, South India, East India, West India)

5.2.6. By Company (2024)

5.3. Market Map

## **6. NORTH INDIA MASSAGE CHAIR MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Player Type

6.2.3. By Sales Channel

6.2.4. By Source

## **7. SOUTH INDIA MASSAGE CHAIR MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Player Type

7.2.3. By Sales Channel

7.2.4. By Source

## **8. EAST INDIA MASSAGE CHAIR MARKET OUTLOOK**

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Player Type

8.2.3. By Sales Channel

8.2.4. By Source

## **9. WEST INDIA MASSAGE CHAIR MARKET OUTLOOK**

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

- 9.2.1. By Product Type
- 9.2.2. By Player Type
- 9.2.3. By Sales Channel
- 9.2.4. By Source

## **10. MARKET DYNAMICS**

- 10.1. Drivers
- 10.2. Challenges

## **11. MARKET TRENDS & DEVELOPMENTS**

- 11.1. Merger & Acquisition (If Any)
- 11.2. Product Launches (If Any)
- 11.3. Recent Developments

## **12. INDIA ECONOMIC PROFILE**

## **13. INDIA MASSAGE CHAIR MARKET: SWOT ANALYSIS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Span Sure Medical Instruments Pvt. Ltd.
  - 14.1.1. Business Overview
  - 14.1.2. Company Snapshot
  - 14.1.3. Products & Services
  - 14.1.4. Financials (As Reported)
  - 14.1.5. Recent Developments
  - 14.1.6. Key Personnel Details
  - 14.1.7. SWOT Analysis
- 14.2. Techzone Digital India Pvt. Ltd.
- 14.3. Cera Global Spine Care Pvt. Ltd.
- 14.4. Carefit Jadex Pvt. Ltd. (Sai Alpha)
- 14.5. OSIMINDIA PVT LTD
- 14.6. Vision Body Care Pvt. Ltd.
- 14.7. Spine Korea Medical Instruments Company
- 14.8. Arogya Health Care (Brand of Om Sai & Sons)
- 14.9. JSB Health & Fitness Pvt. Ltd.
- 14.10. Robocura Wellness

## 15. STRATEGIC RECOMMENDATIONS

## 16. ABOUT US & DISCLAIMER

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