

Global Sauna and Spa Market: Insights & Forecast with Potential Impact of COVID-19 (2021-2025)

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Abstracts

The global sauna and spa market value is forecasted to reach US\$4.65 billion in 2025, growing at a CAGR of 5.38% for the period spanning from 2021 to 2025.

Factors such as inclining geriatric population, increasing US infrared sauna industry, rapid urbanization, improving consumer confidence index and escalating construction expenditure are expected to drive the market growth. However, growth of the industry would be challenged by surge in competitive pressure, high treatment cost and dearth of skilled professionals in developing economies. A few notable trends include technological advancements, growing adoption of virtual reality (VR) in spa sector and increasing preference for personal sauna & spa. In 2020, the outbreak of COVID-19 pandemic has created an unfavourable impact on the market as the sauna and spa services demand have declined rapidly between January to March.

The spa industry consists of day, hotel, medical and destination spas. While, on the basis of how sauna room is heated, popular sauna mechanisms are infrared, steam and traditional.

The fastest growing regional market is Europe due to rising online distribution channels, accelerating infrared sauna new builds, increasing health consciousness among the population and growing inclination of consumers towards premium wellness services. Finland represents one of the largest markets and is already well-penetrated at developed market levels.

Scope of the report:

The report provides a comprehensive analysis of the global sauna and spa

market, segmented on the basis of Category i.e. replacement & new build and Segments i.e. aftermarket services, accessories and components.

The major regional markets (Europe, Asia-Pacific and North America) have been analysed along with country coverage of Finland, Germany, China, India and US.

The market dynamics such as growth drivers, market trends and challenges are analysed in-depth.

The competitive landscape of the market, along with the company profiles of leading players i.e. KLAFS GmbH & Co. KG, Harvia PLC, Anhui Saunaking Co., Ltd., Tyl?Helo Oy, Narvi Oy and SAWO, Inc. are also presented in detail.

Key Target Audience:

Sauna and Spa Manufacturers

Raw Material Suppliers

End Users

Consulting Firms

Investment Banks

Government Bodies & Regulating Authorities

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