

Us Steam Rooms Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 160 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Steam rooms were used by ancient Greeks and Romans, who practiced steam bathing as a tradition. Hammam, or Turkish bath practice, was inherited from ancient Roman thermae. The first Turkish steam room in the United States was introduced in 1863, after its introduction in the mid-century in Britain and its expansion to Western Europe and Asia. Technological advancements gave rise to steam generators, innovative steam room design ideas, and steam showers, combining the ancient tradition and its health benefits with innovation.

The rise in spending capacities of consumers and increasing urbanization, along with several health benefits associated with steam rooms, are driving the market's growth in the United States. Changing lifestyles and growing awareness and focus on health and hygiene also contribute to the industry's growth.

In 2020, the COVID-19 pandemic had an unfavorable impact on the market, as gyms and spa services were closed due to lockdowns and restrictions. However, as the lockdowns were lifted, the market registered growth, which may continue in the coming years, driven by new and innovative product launches.

US Steam Rooms Market Trends

Rising Spending Capacities of Consumers Driving the Market

The increasing disposable income, changing lifestyles, and spending patterns of millennials have remarkably changed in the last few years. The buying behaviors and patterns changed due to growing urbanization and changing lifestyles. The increasing awareness of health and wellness and increasing disposable income are boosting the expenditure on healthy products. The young

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

generation is looking at steam rooms at gyms and spas as a necessity. Thus, millennials' willingness to spend more on products that enhance their lifestyles is driving the growth of the US steam rooms market.?

The rapid urbanization, sedentary lifestyles, and hectic schedules of working professionals worldwide are major concerns for health. Working professionals should be healthy physically and mentally to maintain and increase productivity. In addition, the rising adoption of gym, sauna, and spa services, primarily across geriatric groups, is also one of the factors bolstering the demand for steam room services and the market significantly.?

Health Benefits Associated with a Steam Room

There are several health benefits associated with a steam room, such as improved blood circulation, skin health, workout recovery, loosening stiff joints, reduced stress, opening up sinuses, and burning calories.

Steam room therapy reduces blood pressure and keeps the heart healthier, along with helping repair broken skin tissue caused by wounds, such as ulcers. A steam room has been shown to have beneficial effects on the cardiovascular system, particularly in older people.

Warm condensation of the steam room helps rinse away dirt and dead skin, thus improving skin health. It is also used in the treatment of acne. A steam room can be used before a workout, as it helps loosen up the joints and increase flexibility, similar to a pre-workout warm-up. It can also help reduce joint pain. Combined with a healthy diet and exercise plan, the use of a steam room can help burn calories. Thus, such health benefits associated with steam rooms are driving the market's growth in the United States.

US Steam Rooms Market Competitor Analysis

The US steam rooms market is moderately consolidated. The increasing number of new players in the US market is expected to boost the competition for established market players. Key players are focusing on delivering customized and innovative services to gain more customers. The customization is based on factors such as brands of products used, duration of service, and other factors. Some of the key players operating in the market are Steamist (US), Mr. Steam (Feel Good Inc.), Kohler Co., Saunacore, ThermoSol Steam Bath LLC, and Steam Sauna Inc.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET INSIGHTS AND DYNAMICS

4.1 Market Overview

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.4.1 Threat of New Entrants
 - 4.4.2 Bargaining Power of Buyers
 - 4.4.3 Bargaining Power of Suppliers
 - 4.4.4 Threat of Substitutes
 - 4.4.5 Intensity of Competitive Rivalry
- 4.5 Insights on Latest Trends and Technological Innovations in the Industry
- 4.6 Impact of COVID-19 on the Market

5 MARKET SEGMENTATION

- 5.1 By Type
 - 5.1.1 Infrared
 - 5.1.2 Conventional
- 5.2 By End User
 - 5.2.1 Residential
 - 5.2.2 Commercial

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Steamist (US)
 - 6.2.2 Mr. Steam
 - 6.2.3 Kohler Co.
 - 6.2.4 Saunacore
 - 6.2.5 ThermaSol Steam Bath LLC
 - 6.2.6 Harvia
 - 6.2.7 Steam Sauna Inc.
 - 6.2.8 TyloHelo AB
 - 6.2.9 KLAFS USA
 - 6.2.10 Finnleo
 - 6.2.11 HELO GROUP
 - 6.2.12 Amerec*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Us Steam Rooms Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 160 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

