

Europe Steam Room Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

The COVID-19 pandemic had a negative impact on gyms and spa services. However, after the easing of lockdown restrictions, the market experience growth, which may continue in the coming years with the introduction of new products and innovation.

People use hot steam rooms for leisure and to treat certain medical issues. They are frequently found in spas or gyms. A water-filled generator pumps steam into a small area, creating a steam chamber where people can sit and inhale moist air. Although the temperatures of steam rooms might fluctuate, steam rooms are normally kept at about 110°F. Saunas and steam rooms share similarities, as they both provide benefits to health. However, they differ in the type of heat they offer. Saunas use dry heat, typically from hot rocks or a closed burner.

Ancient Greek and Roman cultures were among the first to use steam rooms for bathing. Turkish baths in Europe also provide a similarly warm and humid environment for relaxation. Modern steam rooms are heated, enclosed areas that produce steam and are frequently used to promote relaxation and recovery after exercise. They are frequently heated at a lower temperature than typical saunas, between 40 °C and 50 °C. Steam rooms can be a better option for someone who finds the heat of a regular sauna a little too intense. Steam rooms can aid with relaxation, better skin health, and post-workout recuperation, among other things. Other advantages of taking a bath in a steam room include better heart health, maximized recovery after exercise, detoxifying results, reduced clogging, stress reduction and better sleep, pain and discomfort relief, and better blood circulation.

Europe Steam Room Market Trends

Rising Spending Capacities of Consumers Driving the Market

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In the past few years, there has been a significant change in millennials' rising disposable income, purchasing power, and spending habits. Due to growing urbanization and lifestyle changes, consumer behavior and patterns have changed. Their emphasis on social health is supported by rising expenses on healthy products due to higher incomes. This age group considers saunas and spas essential. With more millennials willing to spend money on their lifestyle, the sauna and spa sector is expected to expand in the future.

The sedentary lifestyles of working professionals, growing urbanization, and busy schedules pose serious health risks. To maintain and boost productivity, good physical and mental health is essential. One of the factors driving the demand for steam room services and, consequently, the market significantly is the rising use of gyms, saunas, and spa services by the expanding geriatric population.

Increasing Per Capita Expenditure on Health and Wellness Products is Driving the Demand for Steam Rooms

Steam bathing is a very old custom that is practiced by many cultures throughout the world. Steam baths and hot springs were popular among ancient Greeks and Romans. Native Americans also used steam and sweating as preventative health measures. In Finland, sauna and steam therapy are becoming very common. There are special health advantages to steam rooms, such as reducing clogging, enhanced skin health, blood pressure reduction, better blood circulation, reduction of bronchitis symptoms, exercise recovery, relaxation, and reduced joint rigidity.

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Europe Steam Room Market Competitor Analysis

The steam room market in Europe is very fragmented. The competition for established market players is anticipated to increase as new players enter the industry. Key players are focusing on delivering unique and personalized services designed to attract more clients. Personalization is dependent on variables like the products utilized and the length of the service, among others. Some of the major players include KLAFS Group, Harvia PLC, TyloHelo Oy, Duravit, and Physiotherm.

Additional Benefits:

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

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