

South Korea Massage Chair Market Report and Forecast 2023-2028

Market Report | 2023-10-27 | 195 pages | EMR Inc.

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Report description:

South Korea Massage Chair Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the South Korea massage chair market reached a value of more than USD 180 million in 2022. Aided by the increasing interest in wellness and self-care, along with the rising applications of massage chairs in various settings, the market is expected to grow at a CAGR of 13% between 2023 and 2028, reaching a value of USD 324.36 million by 2028.

Massage chairs are advanced devices that use electronic vibrators and motors to provide a massage. They are designed to mimic the techniques used by massage therapists, promoting relaxation and well-being. Massage chairs play a crucial role in reducing stress, easing muscle tension, and improving blood circulation. Apart from these health benefits, massage chairs offer the convenience of a professional-level massage in the comfort of one's home, without the need to schedule appointments or travel. The increasing consumer inclination towards wellness and self-care is driving the South Korea massage chair market growth. With the escalating awareness about the health benefits associated with regular massages, there has been a significant shift towards investing in massage chairs for home use. Besides, the trend of home fitness and wellness has further contributed to the increasing popularity of massage chairs, as they provide an excellent way to recover from workouts and manage stress.

The widening applications of massage chairs in different settings also significantly contribute to the South Korea massage chair market development. In corporate environments, massage chairs are used in wellness programs to help employees manage work-related stress and prevent repetitive strain injuries. In commercial settings like malls and airports, coin-operated massage chairs provide a quick and convenient way to relax. Furthermore, massage chairs are increasingly used in elderly care for their benefits in improving circulation, flexibility, and reducing pain, thus enhancing the South Korea massage chair market expansion. Moreover, the rising innovation in massage chair technology has led to an increased focus on the product. With advancements in robotics and AI, modern massage chairs offer features like body scanning for custom massages, 3D massage technology for deep tissue massage, and zero-gravity reclining for a weightless experience. The rise of smart homes and IoT has also seen massage chairs that can be controlled through apps or integrated with smart home systems, thereby further boosting the South Korea massage chair market expansion.

Market Segmentation

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The market can be divided based on nature, product, end use, and distribution channel.

Market Breakup by Nature

- Conventional
- Robotic

Market Breakup by Product

- Inversion Massage Chairs
- Zero Gravity Massage Chairs
- Targeted Massage Products
- Others

Market Breakup by End Use

- Commercial
- Residential

Market Breakup by Distribution Channel

- Speciality Stores
- Supermarkets and Hypermarkets
- Online
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the South Korea massage chair companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Bodyfriend Co., Ltd
- LG Electronics, Inc.
- HUTECH Industry Co., Ltd.
- Bokjeong Formulation Co., Ltd
- Fuji Medical Instruments Mfg. Co., Ltd
- Coway Co.,Ltd
- SK Magic Co., Ltd
- H Solution
- Others

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