

**United States Massage Chair Market Assessment, By Nature [Conventional, Robotic], By Type [Air Bag Massage Chair, Zero Gravity Massage Chair, Full Body Massage Chair, Heated Massage Chair, 2D, 3D & 4D Massage Chair], By Use [Professional, Consumerist], By Distribution Channel [Online Retail, Specialty Stores, Medical Supply Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F**

Market Report | 2024-04-19 | 118 pages | Market Xcel - Markets and Data

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**Report description:**

The United States massage chair market is thriving within the broader wellness industry. Massage chairs have gained significant popularity among American consumers with a focus on relaxation, stress relief, and therapeutic benefits. The market is projected to witness a CAGR of 6.1% during the forecast period 2023-2030 to reach USD 2.17 billion in 2030 from USD 1.35 billion in 2022 driven by the increasing awareness of the importance of self-care and well-being. As the population faces the challenges of modern, fast-paced lifestyles, massage chairs offer a convenient and accessible solution for relaxation and pain relief. This has been particularly relevant during the COVID-19 pandemic when many sought alternatives to traditional spa visits.

Technological progress has been a central driving force in molding the market. Manufacturers are incorporating innovative features such as zero-gravity recline, body scanning technology, air compression massage, and Bluetooth connectivity. These enhancements provide users with a highly personalized and immersive massage experience, further driving market growth. Additionally, the aging population in the United States has contributed to the market's expansion. As individuals seek solutions for age-related ailments and muscle stiffness, massage chairs offer a convenient and effective way to manage these issues at home. The competitive landscape includes established brands like Panasonic, Human Touch, and Osaki, along with emerging players, all vying for market share. As consumer demand for wellness solutions continues to rise, the United States massage chair market is expected to maintain its growth trajectory, making it a dynamic and promising sector within the wellness industry.

Integration in Healthcare Fuelling the Market Growth

Integration of massage chairs in healthcare settings is a significant market driver. Healthcare professionals are increasingly

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recognizing the therapeutic benefits of massage chairs for pain management, stress reduction, and rehabilitation. Chiropractic clinics, physical therapy centres, and wellness facilities incorporate these chairs into their treatment regimens to enhance patient outcomes. This growing acceptance and use within healthcare settings validate the effectiveness of massage chairs and expand their reach and credibility among consumers. Patients and individuals seeking holistic wellness solutions are more inclined to invest in massage chairs, driving market growth in the United States.

In October 2022, Infinity Massage Chairs showcased three higher-end massage chairs at entry-level price points during the High Point Spring Market. The trio of chairs, which were highlighted at the market, included Prelude, Aura, and Smart X3. Each chair boasted features commonly found in pricier massage chairs, providing home furnishings retailers and specialty bedding stores with the opportunity to convert interested shoppers into motivated buyers.

#### Increasing Awareness of the Physical and Mental Health Benefits of Regular Massages

The growing awareness of the profound physical and mental health benefits of regular massages propels the market. Consumers increasingly recognize that consistent massage therapy can alleviate muscle tension, reduce stress, and promote overall well-being. Massage chairs offer a convenient and accessible way to enjoy these advantages in the comfort of one's home. As Americans prioritize self-care and holistic health, the demand for massage chairs has surged. This trend is reinforced by scientific studies highlighting the therapeutic effects of massages, making massage chairs an attractive investment for those seeking long-term relief and relaxation, thereby fostering market growth.

In October 2022, Cozzia USA unveiled the QiXE Pro at the High Point Market, featuring the "Chair Doctor" powered by AI. This innovation uses a biometric scanner to personalize massage programs in three minutes, continually adapting them to the user's real-time needs, providing a highly customized massage experience.

#### Demanding Work Schedules and High Stress Levels

The United States Massage Chair Market is strongly driven by demanding work schedules and the prevalent high stress levels in modern American life. With hectic jobs and busy lifestyles, individuals often struggle to find time for relaxation and stress relief. Massage chairs offer a practical solution by providing accessible, on-demand massages that alleviate muscle tension and reduce stress. These chairs have become a haven for those seeking a brief respite from the daily grind. As the importance of self-care gains recognition, the demand for massage chairs continues to rise, making them an integral part of wellness routines and a growing segment of the United States market. In November 2021, X-Chair proudly launched the X77 Massage Chair, their latest offering and the first high-performance massage chair designed exclusively for an enhanced at-home relaxation and rejuvenation experience. The X77 boasts advanced technology for a world-class quality of touch.

#### Impact of COVID-19

COVID-19 had a substantial impact on the United States massage chair market. During the pandemic, as lockdowns and social distancing measures were enforced, access to professional massage services became limited. This increased demand for home-based wellness solutions, including massage chairs. Consumers sought ways to relax, alleviate stress, and address musculoskeletal discomfort within the safety of their homes. As a result, the market experienced a surge in sales as individuals invested in massage chairs for their therapeutic benefits. The pandemic accelerated the adoption of massage chairs, making them a sought-after product in the wellness and self-care sector in the United States.

#### Key Players Landscape and Outlook

The market is marked by a competitive landscape with several key players leading the industry. Prominent brands like Panasonic, Osaki, Human Touch, Luraco Technologies, and Infinity Massage Chairs dominate the market, offering a diverse range of massage chairs with advanced features and price points. These companies continually invest in research and development to introduce innovative technologies like zero-gravity recline, body scanning, and customizable massage programs. The market's outlook remains optimistic as consumers increasingly prioritize wellness and relaxation. The ongoing advancements in massage chair technology, coupled with the rising awareness of their benefits, suggest continued growth and expansion in this market.

In May 2023, XWELL, Inc., a leader in on-the-go health and wellness solutions, collaborated with WellnessSpace Brands and Human Touch, renowned makers of hands-free massage equipment. Together, they deployed fully autonomous and customizable massage chairs at seven XpresSpa locations across the United States.

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