

Global Massage Chairs Market Report and Forecast 2024-2032

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Report description:

Global Massage Chairs Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global massage chairs market size reached a value of USD 3.6 billion in 2023. Aided by the escalating demand for wellness products and advanced therapeutic technologies, the market is projected to further grow at a CAGR of 5.10% between 2024 and 2032 to reach a value of USD 5.7 billion by 2032.

Massage chairs, known for their capabilities to provide automated massages, replicate techniques used by massage professionals. These chairs are equipped with various functionalities that include shiatsu, kneading, tapping, rolling, and in some advanced models, zero gravity positions, designed to offer therapeutic benefits such as stress relief, pain reduction, and enhanced blood circulation. The integration of features like body scanning technology, 3D rollers, and airbag systems further enhances the user experience, simulating a hands-on massage feel.

The primary driver of the global massage chairs market growth is the increasing awareness amongst consumers about the importance of health and wellness. In today's fast-paced world, stress and physical discomfort are prevalent, and massage chairs offer a convenient solution to alleviate these issues. The market growth is also fuelled by the ageing population globally, which is turning to massage therapy to manage chronic pain and enhance mobility.

Technological advancements in massage chairs, such as the incorporation of AI and IoT, which enable chairs to adapt to the user's preferences and health conditions, are set to revolutionize the massage chairs market. These innovations are attracting a tech-savvy demographic, eager for personalised wellness experiences at home.

The influence of lifestyle trends, particularly the rise in home wellness spaces, has also contributed significantly to the adoption of massage chairs. As consumers seek more in-home wellness solutions, the demand for massage chairs as an integral component of home therapy equipment is increasing.

As per the massage chairs market analysis, as technology continues to advance, massage chairs are becoming increasingly personalised. Modern massage chairs are equipped with sensors and software that can assess the user's body type and tension levels, allowing for a customized massage experience tailored to individual needs. This trend is appealing to consumers who seek a more personalised approach to wellness and relaxation.

Another significant trend propelling the massage chairs market expansion is the integration of massage chairs with smart home

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systems. As homes become more connected, consumers are looking for devices that can seamlessly integrate into their smart home ecosystems. Massage chairs that can be controlled via smartphone apps or through voice commands using platforms like Amazon Alexa or Google Home are becoming more popular. This allows for easier control and scheduling of massage sessions, enhancing user convenience and experience.

Sustainability is a growing concern among consumers, and this trend is influencing the massage chairs market share.

Manufacturers are increasingly focusing on using eco-friendly materials and sustainable manufacturing processes. This not only helps reduce the environmental impact but also appeals to environmentally conscious consumers who are more likely to invest in products that align with their values.

Massage chairs are not just limited to home use; they are increasingly being incorporated into various commercial and therapeutic environments, such as offices, airports, hotels, and shopping malls. This expansion is driven by the recognition of the health benefits provided by regular massage therapy, including stress relief and improved productivity. As per the massage chairs market outlook, businesses are adopting massage chairs as a means to enhance customer and employee satisfaction.

Market Segmentation □

The market can be divided based on nature, product type, application, distribution channel, and region.

Market Breakup by Nature

- Conventional
- Robotic

Market Breakup by Product Type

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

Market Breakup by Application

- Residential
- Commercial

Market Breakup by Distribution Channel

- Online
- Offline

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

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

- Panasonic Holdings Corp.
- Family Inada Co., Ltd.
- Fuji Medical Instruments Mfg. Co., Ltd.
- Human Touch, LLC
- Luraco Health & Beauty LLC
- Ogawa Smart Healthcare technology Group Co., Ltd.
- Cozzia USA LLC
- Bravvo Health Equipments Inc.

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-□Spine Care Medical Instruments

-□Paramount Surgimed Ltd.

-□Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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