

United States Infrared Sauna - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 130 pages | Mordor Intelligence

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Report description:

The United States Infrared Sauna Market size is estimated at USD 290.85 million in 2025, and is expected to reach USD 378.70 million by 2030, at a CAGR of 5.42% during the forecast period (2025-2030).

An infrared sauna employs infrared heaters to emit radiant heat through infrared light, which the skin's surface absorbs. Traditional saunas primarily heat the body through conduction, convection, and radiation from the heated air and surfaces in the sauna room.

The United States infrared sauna market is witnessing robust growth, driven by multiple factors. Infrared saunas are for their health benefits, including detoxification, relaxation, improved circulation, and weight loss, which have propelled their popularity. Moreover, the heightened emphasis on wellness and a surge in home renovation endeavors, particularly amid the COVID-19 pandemic, have raised the demand for in-home saunas.

Technological advancements, such as Bluetooth connectivity and LED lighting, are reshaping the market landscape by enhancing the user experience. Additionally, there's a rising trend of integrating wellness amenities, including commercial-grade infrared saunas, in establishments like gyms, spas, and hotels.

United States Infrared Sauna Market Trends

Growing Awareness and Interest in Health and Wellness

The wellness industry in the United States is thriving, spanning spa retreats to at-home meditation apps. The industry's struggle

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during the COVID-19 pandemic. An infrared sauna employs infrared heaters to emit radiant heat through infrared light, which the skin's surface absorbs. Traditional saunas primarily heat the body through conduction, convection, and radiation from the heated air and surfaces in the sauna room.

Infrared saunas raise body temperature, enhancing blood flow to organs and muscles. Consequently, they can bolster heart health, aid muscle recovery, and alleviate pain. Additionally, sauna sessions offer relaxation benefits, helping to relieve stress. There has been a significant shift in people's priorities, placing greater importance on their physical and mental well-being. As individuals become more health-conscious, they actively seek activities and products that foster relaxation, stress reduction, and holistic wellness. Consequently, this heightened emphasis on wellness and self-care stands as a critical driver, poised to propel the growth of the sauna market in the United States throughout the forecast period.

Increasing Adoption of Home Saunas Rise the Market Demand

There is a growing trend in the USA to incorporate infrared saunas into home spa setups. Various factors fuel the growth of the infrared sauna market. These include the rising recognition of the health advantages tied to infrared sauna therapy, the appeal of having a sauna in one's own home, and the growing demand for customized spa experiences. Many homeowners are now creating dedicated spa areas in their homes, complete with infrared saunas, to enjoy the relaxation and wellness benefits without leaving their homes.

Beyond their luxury appeal, Far Infrared Saunas are gaining recognition for their wide-ranging health advantages. People are increasingly recognizing the therapeutic potential of these saunas, including detoxification, pain alleviation, enhanced blood circulation, and even aiding in weight loss. This heightened awareness has fueled the demand for these saunas. Additionally, the growing inclination toward integrating alternative and complementary therapies into daily wellness regimens has bolstered the market's expansion.

United States Infrared Sauna Industry Overview

The United States infrared sauna market is fragmented, with several companies competing for market share. The market's fragmentation is attributed, in part, to its low entry barriers and the rising consumer demand for infrared saunas. As a result, a wide variety of infrared sauna options are available to consumers, with different features, styles, and price points to choose from. The key players include Sunlighten, Clearlight Saunas, JNH Lifestyles, Dynamic Saunas, Radiant Health Saunas, etc.

Additional Benefits:

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

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