

Sauna Services Market Poised for Rapid Growth, Expected to Reach \$1.65 Billion by 2028

The Business Research Company's Sauna Services Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LONDON, GREATER LONDON, UK, June 20, 2024 /EINPresswire.com/ -- The [sauna services industry](#) provides

therapeutic experiences in heated, enclosed, wood-lined rooms, offering various seating arrangements and designs. These saunas promote detoxification, alleviate aches and pains, and induce deep relaxation, contributing to both physical and mental well-being.

Market Size and Growth Drivers



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The sauna services market has experienced rapid growth, expanding from \$0.96 billion in 2023 to an estimated \$1.07 billion in 2024, achieving a compound annual growth rate (CAGR) of 11.4%. This growth trajectory is attributed to increasing recognition of health benefits, growth in the spa industry, rising medical endorsements, luxury market demand, and rapid urbanization trends.

Explore the global sauna services market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=15464&type=smp

Health Awareness and Technological Integration Fuel Future Growth

Moving forward, the market is expected to continue its robust growth, reaching \$1.65 billion by 2028, growing at a CAGR of 11.6%. Factors driving this growth include heightened health awareness, rising disposable incomes, expansion of the wellness tourism sector, escalating stress levels, and innovations in sauna technology. Key trends in this period include the integration of wellness services, customization options, increased adoption of technology such as mobile sauna services and virtual reality enhancements.



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Wellness Tourism Driving Market Expansion

The burgeoning popularity of wellness tourism plays a pivotal role in expanding the sauna services market. Wellness tourism, aimed at enhancing overall well-being, is bolstered by factors like growing stress concerns, higher disposable incomes, and a focus on preventive healthcare. Saunas, renowned for their therapeutic benefits including stress relief and detoxification, are integral to this sector's growth.

Major companies like Amerec Ltd., Sunlighten Day Spa, and Perspire Sauna Studio are leveraging advanced technologies to enhance customer experiences. Innovations such as sauna guides and fitness indicators personalize sauna sessions, optimizing wellness benefits based on individual needs and health metrics.

Sauna Services Market Segments

The sauna services market is segmented into various categories:

- Type: Massage Service, Food Service, Luxury Locker Rooms Service, Equipment Installation Service, Other Types
- Sauna Type: Traditional Or Regular Sauna, Dry Sauna, Infrared Therapy Sauna
- Application: Outdoor Saunas, Indoor Saunas
- End User: Adults, Children

Regional Insights

North America led the sauna services market in 2023, while Europe is anticipated to be the fastest-growing region through the forecast period. The comprehensive report provides detailed insights into regional dynamics, market trends, and growth opportunities.

Access the complete report for in-depth analysis of the global sauna services market:

<https://www.thebusinessresearchcompany.com/report/sauna-services-global-market-report>

Sauna Services Global Market Report 2024 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Sauna Services Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on sauna services market size, sauna services market drivers and trends, sauna services market major players, competitors' revenues, market positioning, and market growth across geographies. The sauna services market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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