

Five Reputable 3D Massage Chair Manufacturers in China 2026: Elevating Home Wellness Experience

Leading manufacturers of advanced 3D massage chairs for modern home wellness needs.

CALIFORNIA, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Zhejiang, China – August 11, 2026 – The global demand for home wellness equipment has made 3D massage chairs a staple in modern households. As buyers evaluate sourcing options, Ningbo Zhouqi Health Technology Co., Ltd. (ZHOUQI), a China-based massage chair manufacturer located in Cixi, Zhejiang Province, stands alongside several internationally recognized brands in a new overview of five reputable [3D massage chair](#) manufacturers for 2026. This report outlines the competitive landscape and provides an evidence-based look at each company's profile.



Ningbo Zhouqi Health Technology Co., Ltd.

Industry Context

The massage equipment market has shown consistent expansion. According to Grand View Research, the global massage equipment market was valued at USD 11.6 billion in 2024 and is projected to reach USD 21.8 billion by 2033. Within the broader equipment category, massage chairs and sofas held the largest product share at 39.5% in 2024. Business Research Insights further projects that the global massage chair market will grow from USD 4.28 billion in 2026 to USD 8.78 billion by 2035 at a compound annual growth rate of 8.3%.

Regional demand patterns also inform supplier strategy. North America accounted for 36.9% of

massage equipment revenue in 2024, according to Grand View Research, while Asia Pacific held a 34.8% share of the luxury massage chair segment in the same year, based on Credence Research. The smart massage chair segment is projected to reach USD 14.2 billion by 2033, driven by AI-powered body scanning and smart connectivity, according to Dataintelo.

These market dynamics underline the importance of identifying manufacturers that can combine mechanical precision, smart features, and scalable production. In China, the supply base for massage chairs includes both original equipment manufacturers and branded manufacturers serving global distribution channels.

Five Companies in Focus

Industry listings, including a competitive overview from House of Massage Chairs, identify Panasonic, Fujiiryoki, Osaki, Ogawa, and Bodyfriend as key global players in the high-end massage chair market. This report reviews four of those brands alongside one China-based manufacturer, ZHOUQI, to provide a cross-section of manufacturing and brand strengths relevant to 2026.

[Ningbo Zhouqi Health Technology Co., Ltd](#) ZHOUQI

ZHOUQI was founded in 2008 and operates a production base in Cixi, Zhejiang Province, an area well known for home appliance and furniture manufacturing. The company's facility covers 130,000 square meters, and it employs approximately 450 people. Its research and development team comprises 34 engineers. Annual production capacity is 200,000 units, with approximately 50% of products exported to the USA, EU, Southeast Asia, and the Middle East.

ZHOUQI factory panorama in Cixi, Zhejiang

The company's core product line includes the 3D Massage Chair, marketed as a [Zero Gravity Massage Chair](#). The line covers models 5200, 5900, 5910, 3100, 6710, 8700, 3600, 3212, 6520, 5100, 6530, 3104, 3109, 6750, 6720, and 6721. The product uses a 3D massage mechanism with four massage balls and a double chute guide rail of 1350 mm, allowing the rollers to follow the body's natural curve. The zero-gravity system uses a double sliding rail forward structure, designed to create a weightless sensation while reclining.

Feature highlights include automatic body type detection, voice control, waist heating, whole-body air pressure massage, Bluetooth music, and AI health detection. The chair is built with iron, foam, leather, and ABS plastic. Applications span the home furniture, hospitality, wellness, healthcare, corporate office, real estate, transportation, retail, public-service, automotive showroom, finance, and education sectors.

For international buyers, ZHOUQI presents a vertically integrated manufacturing model with clearly documented capacity. Its 50% export share and main markets in developed regions

indicate familiarity with cross-border compliance and logistics. The variety of product models also allows distributors to offer a range of price points without switching suppliers.

Panasonic

Panasonic is a Japanese multinational electronics company with a broad consumer product portfolio. In the massage chair category, the company is recognized for integrating advanced electronic controls, durable motors, and refined user interfaces. Its global brand presence and extensive service networks are often cited as advantages for consumers seeking long-term support. The company's massage chairs are positioned in the premium segment and benefit from Panasonic's reputation for engineering precision.

Fujiiryoki

Fujiiryoki is a Japanese massage chair brand with a long history in the industry. The brand is closely associated with healthcare-oriented massage programs and has built a name for medical-grade roller techniques. Its chairs are designed to target deep muscle tissues and are popular among users seeking a more intensive massage experience. Fujiiryoki's Japanese engineering heritage is a key differentiator in the high-end market.

Osaki

Osaki is a massage chair brand with strong distribution in North America and Asia. The brand offers a wide range of models, from entry-level to high-end, and is commonly found in both retail stores and online marketplaces. Osaki's competitive positioning often focuses on feature accessibility, making advanced functions such as zero gravity and body scanning available to a broader consumer base. Its strong retail presence in the United States has made it a familiar name in the industry.

Ogawa

Ogawa is a wellness brand headquartered in Malaysia, with active distribution across Southeast Asia and other Asian markets. The company designs massage chairs alongside other wellness products, emphasizing modern aesthetics and space-efficient builds. Ogawa has built a visible retail presence in shopping malls and lifestyle outlets, which contributes to its brand recognition. Its product strategy tends to combine contemporary design with practical wellness features.

Elevating the Home Wellness Experience

The role of the massage chair in home wellness is no longer limited to relaxation. Ergonomic seat design, heat therapy, air pressure massage, and audio-visual integration are now standard features in mid-range and premium models. These functions support recovery from muscle stiffness, improve blood circulation, and help reduce stress after long working hours. For

manufacturers, this means a steady focus on user-centered engineering and reliable component sourcing.

ZHOUQI's product design addresses this direction by combining zero-gravity posture, whole-body airbags, foot rollers, and heating functions with smart detection systems. While individual results vary, the overall market trend is toward more accessible massage technology for everyday home use.

Technology Trends Shaping the 3D Massage Chair Segment

The shift toward intelligent massage chairs is visible across the industry. Business Research Insights estimates that approximately 41% of new massage chair models in 2026 will incorporate AI-based sensors for body scanning. This aligns with the integration of automatic shoulder position detection and body profile sensing seen in many new models. ZHOUQI's product specifications already list automatic body type detection and AI health detection, indicating that the company is positioned to meet this demand.

Zero-gravity positioning has also become a common feature. In this configuration, the chair reclines to place the user's legs at a level close to the heart, reducing pressure on the spine. Some industry analyses have linked this posture to lower back pain relief, although specific figures require continued verification. From a manufacturing standpoint, zero-gravity mechanisms require robust frame construction and precise motor control, factors that favor suppliers with in-house production experience.

Safety Standards and Compliance Considerations

Safety compliance is a critical factor when selecting massage chair suppliers. The International Electrotechnical Commission (IEC) has published IEC 60335-2-32:2024, the latest international safety standard specifically for electric massage appliances, including massage chairs. In addition, furniture with motorized parts, such as zero-gravity massage chairs, falls under IEC 60335-2-116:2025. Manufacturers serving global markets must ensure their products meet these standards for the regions they target.

For distributors, documentation of these standards is often a first step in supplier qualification. Suppliers that can demonstrate compliance, along with consistent production capacity, reduce the risk of market entry delays.

Market Impact and Buyer Considerations

Consumer behavior data points to the importance of reputation in this sector. According to AMTA and Fortune Business Insights, 81% of consumers choose massage solutions based on client referrals, emphasizing the value of proven track records. This translates to a supply chain environment where manufacturers with established client bases and export history may have an

advantage.

Meanwhile, market data from Fortune Business Insights shows that traditional/robotic hybrid massage chairs hold significant market share due to lower cost barriers than full 4D AI models. This suggests that 3D massage chairs, with a balance of functionality and affordability, are likely to remain a core product category for global suppliers.

Analyst Perspective

The market is characterized by two complementary business models. International premium brands provide strong consumer recognition, while China-based manufacturers offer scaled production capacity and supply chain control. For global distributors, the choice often depends on whether the priority is brand equity or manufacturing flexibility. In either case, documented production data and export experience are practical starting points for supplier evaluation.

Closing Outlook

As the massage chair market continues to grow, the ability to deliver reliable 3D mechanisms, smart functions, and consistent output will remain decisive. For importers and distributors evaluating suppliers in 2026, ZHOUQI's manufacturing scale, export experience, and product range offer a concrete baseline for assessment. The company's 2026 E-catalogue is available for download for further details.

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