

A Guide to Your Business in China

MARKET REPORT

2008 Report on China's Massage Chair Market

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Description

The household medical device market is emerging in China with huge potential, mainly because (1) Medical insurance coverage for residents in China is poor; City dwellers have to pay a significant part of their medical expense by themselves, while almost all farmers pay for similar expenses out of their own pockets. That is to say, Chinese people are used to self-care when they become ill. (2) As living standards rise in China, the residents pay increasing attention to their health, thus those small medical devices that can prevent or deal with certain diseases have become popular. (3) Because of the exhausting pace of life, many people who are in a state of chronic sub-health or suffer from ailments just don't have the time to visit doctors.

Massage chairs are common household medical devices, of which China has become the world largest producer. Most of the products, however, are currently for export with Asia, North America and Europe as the major target regions. But as Chinese people become more conscious of healthcare, the market of massage chairs in the country is expected to grow rapidly in the next few years.

This report provides analysis of the major massage chair producers in China, as well as elaborating on the development status and development trend of the country's massage chair market

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