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Market
Engineering

Market Study of China's Mechanical Massage Service Market

Date : 25 November 2025

For and on behalf of
Frost & Sullivan (Beijing) Inc., Shanghai Branch Co.

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Title: Consulting Director

Overall Assumptions and Methodology

Methodology:

In preparing the report, Frost & Sullivan has relied on the statistics and information obtained through primary and secondary research.

- Primary research includes interviewing market insiders, competitors, downstream customers and recognized third-party market associations.
- Secondary research includes reviewing corporate annual reports, databases of relevant official authorities, as well as the exclusive database established by Frost & Sullivan over the past decades.

Assumptions:

The market size and forecasts were modeled by Frost & Sullivan based on the following assumptions.

- The social, economic and political conditions in China will remain stable during the forecast period;
- Government policies on the related markets in China will remain consistent during the forecast period;
- The China's mechanical massage service market will be driven by the factors which are stated in this report.

Research Scope

Market Study of Mechanical Massage Service Market

Research Period

- Base year: 2024
- Historical: 2020 to 2024
- Forecasting: 2025E to 2029E

Service Market Scope

- Health and Wellness Market
 - Healthcare Segment
 - Mechanical Massage Service Market

Geographical Scope

- China
- SEA

Content

Chapter	Section
1	Overview of China's Health and Wellness Market
2	Analysis of China's Mechanical Massage Service Market
3	Competitive Landscape of China's Mechanical Massage Service Market

1. Overview of China's Health and Wellness Market

Overview of China's Health and Wellness Market

Introduction of China's Health and Wellness Market (1/2)

- The health and wellness market (大健康市场) refers to a comprehensive sector centered around health, encompassing segments such as healthcare, medical services, pharmaceuticals, healthy food and supplements, elderly care services, health insurance, and other health-related products and services. As people's living standards rise and health awareness increases, the health and wellness market is gradually becoming a focal point of attention, presenting significant market potential. Within the health and wellness market, the healthcare (健康保健) segment plays a critical role, especially as the rise in sub-health conditions among younger demographics. The healthcare segment focuses on maintaining and improving personal well-being through prevention, monitoring, and treatment. The healthcare market includes products and services aimed at improving overall health, reducing fatigue, and promoting relaxation. This market encompasses physical examinations, rehabilitation care, fitness programs, massage and etc. In order to fuel the demand for pursuing a high-quality and sustainable regimen, the healthcare segment can provide accessible, affordable, and effective wellness products and services, with bright prospects for future development.

Healthcare

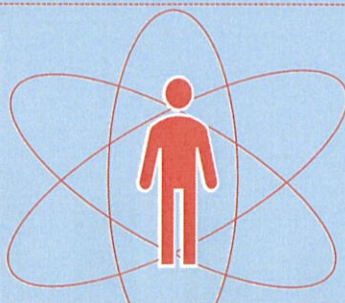
Healthcare product and service focus on maintaining and improving personal well-being through prevention, monitoring, and treatment. The healthcare market includes products and services aimed at improving overall health, reducing fatigue, and promoting relaxation. This market encompasses physical examinations, rehabilitation care, fitness programs, massage and etc.

Medical Services

Medical services refer to specialized medical services, including disease prevention, diagnosis, treatment and rehabilitation, provided by specialized medical institutions, such as hospitals and health service clinics. As ageing and the incidence of chronic diseases increase, so does the demand for these services, which in turn drives innovation and improvements in infrastructure.

Elderly Care Services

Elderly care refers to comprehensive care and services for older persons that aim to improve their quality of life, safeguard their physical and mental health, promote their social participation and meet their basic needs. The growing demand for elderly care is contributing to the development of geriatric care facilities and smart care solutions.



Health and Wellness Market (大健康市场)

Pharmaceutical

Healthy Food and Supplements

Healthy foods are nutrient-rich and promote overall well-being, including organic foods, whole grains, and functional foods. Supplements are products containing vitamins, minerals, herbs, or other nutrients to fill dietary gaps or enhance health. This sector focuses on improving health through nutritional products, including functional foods and supplements. Growing health awareness is driving rapid market expansion.

Health Insurance and Others

Health insurance is a type of insurance product that helps individuals or families share the financial risk of medical expenses. It reduces medical costs and enhances access to care. Its expansion promotes product diversity to meet varying consumer needs.

This segment encompasses the research, development, production and sale of pharmaceuticals, medical equipment and medical consumables. The core objective of this field is to develop and provide drugs and treatment programs for the prevention, treatment and mitigation of diseases.

Source: Frost & Sullivan

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Overview of China's Health and Wellness Market

Introduction of China's Health and Wellness Market (2/2)

Development Status of the Health and Wellness Market

Domestic

- **Macroeconomic Environment**
 - Health and wellness market is becoming a pillar of the national economy.
 - In 2023, the consumer expenditure on health market per capita increased by 16%, reaching RMB 2,460 (9.2% of total consumption).
 - Health consumption is growing faster than overall consumption, playing a significant economic role.
- **Demand Environment**
 - A 16% rise in the health expenditure per capita in 2023 due to aging population and health awareness.
 - Increasing demand for premium healthcare services.
 - Shift from survival-based consumption to development- and enjoyment-oriented consumption.
- **Policy Environment**
 - Government initiatives like the "Healthy China 2030 Plan" and the "14th Five-Year Plan for Health and Wellness" focus on advancing healthcare reforms and innovation.
- **Technological Environment**
 - Technologies like AI, IoT, 5G, and blockchain are increasingly applied in telemedicine and health management.
 - Internet hospitals and telemedicine help address uneven distribution of healthcare resources.

Overseas

- **Macroeconomic Environment**
 - Health and wellness market is becoming a global growth driver, especially post-pandemic.
 - Increased global health consumption in medical services, healthcare equipment, and healthy food.
 - China can leverage global demand, particularly in emerging and developed markets.
- **Demand Environment**
 - Aging populations in developed countries drive demand for high-quality healthcare services and elderly care.
 - China's health market can offer advanced, cost-effective solutions to address these needs.
- **Policy Environment**
 - Regulatory standards in various countries impact Chinese companies' market entry.
 - Compliance with local regulations on medical products, drug registration, and certifications is crucial.
- **Technological Environment**
 - China's advantages in healthcare technology, AI, and IoT give it a competitive edge in telemedicine and health management solutions.
 - These innovations can improve efficiency in resource-constrained regions like Africa and Southeast Asia.

Source: Frost & Sullivan

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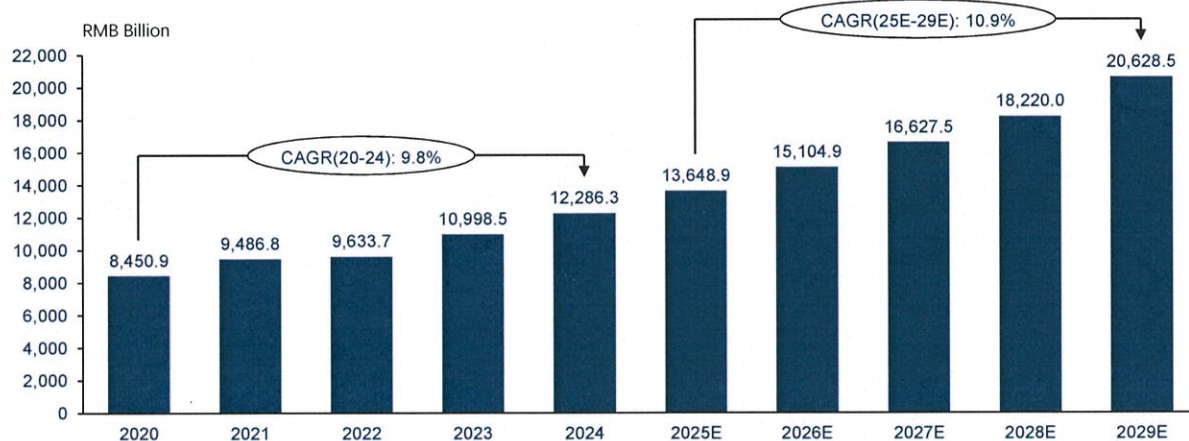
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Overview of China's Health and Wellness Market

Market Size of China's Health and Wellness Market

- The market size of China's health and wellness market has grown from RMB8,450.9 billion in 2020 to RMB12,286.3 billion in 2024, with a CAGR of 9.8%. With strong policy support, increasing investment, and growing health awareness and consumption, China's health market is entering a new phase of rapid development. In view of greater demand, innovative and smart healthcare services and products will continue to improve, and it is predicted to reach RMB20,628.5 billion in 2029 with a CAGR of 10.9%. This will propel the market toward greater standardization, innovation, and high-quality development.

Market Size of Health and Wellness Market (by revenue), China, 2020-2029E



Note: (1) Independent massage chair refers to a massage chair with a separate cockpit. The equipment generally contains large and small sizes and is usually able to adjust the body position.
 (2) Massage cushion refers to a small massage appliance that needs to be retrofitted on equipment, such as massage facilities in cinema viewing rooms.
 (3) Linked massaged chair refers to massage equipment that are linked and held in place in downstream sectors such as public waiting areas. Usually there are no less than 5 equipment in one area.

Source: Frost & Sullivan

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Overview of China's Health and Wellness Market

Driving Factors of China's Health and Wellness Market

Key Drivers for China's Health and Wellness Market

Upgrade in Healthcare Consumption

Rising health awareness, coupled with increasing income levels, has led to significant growth in health-related consumption. More individuals are prioritizing their well-being, investing in healthcare, fitness, nutritional supplements, and others. The consumer expenditure on health and wellness market per capita in China has risen from RMB2,100 in 2020 to RMB3,000 in 2024 at a CAGR of 9.3%, and it is projected to reach RMB4,800 in the future five years at a CAGR of 9.8%. This trend of upgrading consumer habits has expanded the market for health products and services, creating strong momentum for the health and wellness market.

Key Drivers for China's Health and Wellness Market

Accelerating Aging Population and Growing Demand for Elderly Care

The percentage of the population aged 65+ in China has risen from 13.5% in 2020 to 15.6% in 2024, marking the country's transition into an aging society. Simultaneously, declining birth rates are intensifying the pressures of elder care. With fewer younger family members to support them, the elderly are increasingly prioritizing self-care and actively seeking solutions for their health and well-being. The health needs of the elderly have become a significant driving force behind the growth of the health and wellness market.

Source: Frost & Sullivan

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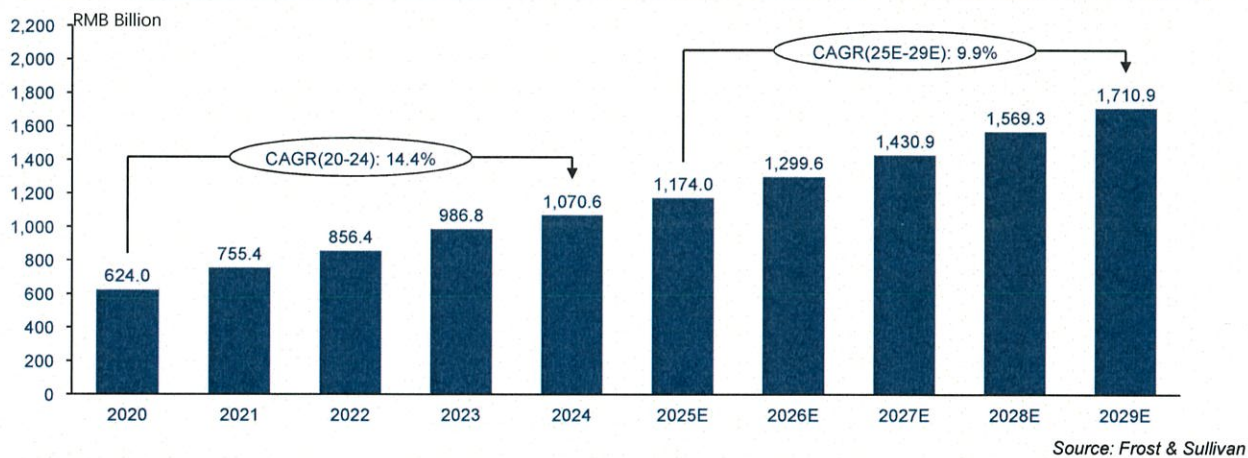
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Overview of China's Health and Wellness Market

The Market Size of China's Healthcare Segment in Health and Wellness Market

The healthcare segment plays an important role in the health and wellness market, focusing on products and services that improve overall well-being, reduce fatigue and promote relaxation, such as massage, medical check-ups, rehabilitation care and fitness, to maintain and improve people's physical and mental health. In terms of market size, the growth of China's healthcare segment is primarily driven by the prevalence of suboptimal health, the rise of customized health demand, and social media communication for health. These factors work in synergy to provide strong momentum for the industry's development, leading to market expansion and service diversification. The market size of China's healthcare segment has grown from RMB624.0 billion in 2020 to RMB1,070.6 billion in 2024, with a CAGR of 14.4%. With ongoing technological advancements and evolving consumer needs, the healthcare segment is poised for continued growth and new opportunities. By 2029, the market size is projected to reach RMB1,710.9 billion, with a CAGR of 9.9% from 2025 to 2029.

Market Size of Healthcare Segment in Health and Wellness Market (by revenue), China, 2020-2029E



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Overview of China's Health and Wellness Market

Driving Factors of China's Healthcare Segment in Health and Wellness Market

- The growth of China's healthcare segment is primarily driven by the prevalence of suboptimal health and the rise of customized health demand. These factors work in synergy to provide strong momentum for the industry's development, leading to market expansion and service diversification.

1 Prevalence of Suboptimal Health

➤ With the fast-paced modern lifestyle and increasing work pressure, an increasing number of individuals in China are experiencing suboptimal health. In 2024, over 70% of China's urban population has sub-health problems, which they believe are mainly due to sedentary behavior, lack of exercise, staying up all night, high stress and other factors. Consumers are seeking more solutions for addressing suboptimal health, such as stress relief, rehabilitation, sleep improvement, and dietary nutrition. The demand for smart health equipment, health management apps, and health check-up services is rising, which fuels the growth of the overall healthcare segment.

2 Rise in Customized Demand

➤ With increasing health awareness and higher living standards, there is a growing trend toward customized health management. More consumers are seeking tailored health solutions based on their individual physical conditions, genetic makeup, and lifestyle. Services such as genetic testing, customized nutritional supplements, and customized fitness plans have emerged in response to this demand. The need for customized health solutions has driven the development of healthcare, health monitoring, and smart health products, further diversifying and segmenting the healthcare segment.

Source: Frost & Sullivan

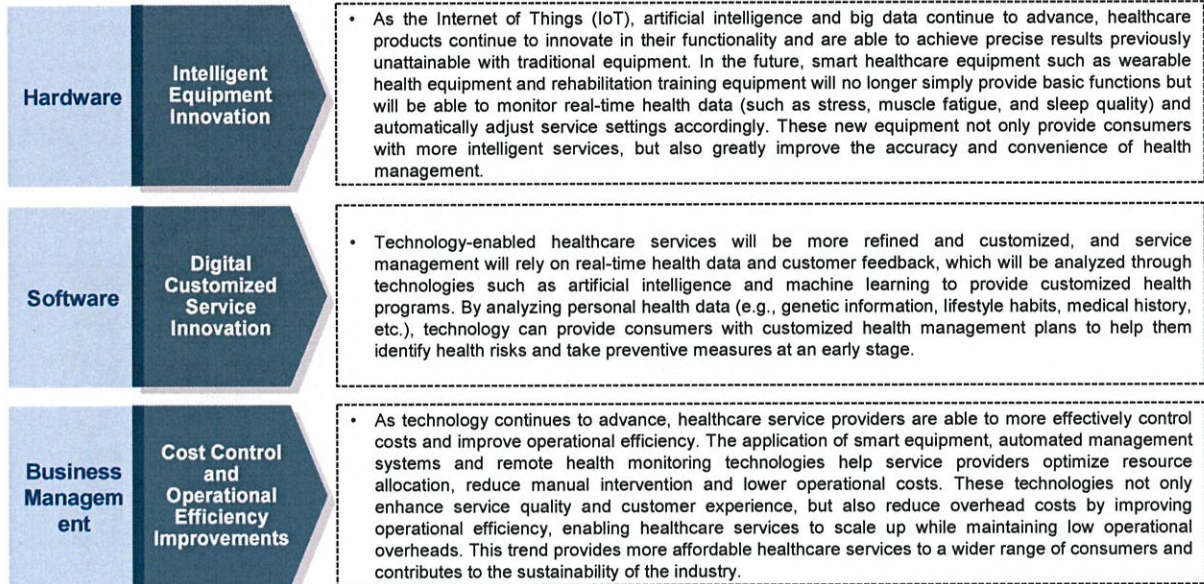
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Overview of China's Health and Wellness Market

Impact of Technology Empowerment on China's Healthcare Segment

- From intelligent equipment and digital management innovations to cost control and operational efficiency improvements, technology not only makes health management more precise and convenient but also provides consumers with more customized health choices. As technology continues to advance, the future healthcare segment will increasingly focus on intelligent, digital, and prevention-oriented service models.



Source: Frost & Sullivan

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Overview of China's Health and Wellness Market

Introduction of China's Sleep Economy Market

- The sleep economy refers to an economic phenomenon driven by the needs of individuals with poor sleep quality or insomnia. With rapid social development, rising housing and living costs, and increasing pressures from daily life and work, sleep issues among consumers have worsened, gradually becoming a focal point of societal concern. Against this backdrop, industries related to sleep have gradually emerged.
- The sleep economy market can be divided into manual sleep services and product-based sleep services based on different service methods. Manual sleep services involve personalized sleep assistance provided by professionals, typically offered in offline scenarios such as wellness centers, beauty salons, and hospitals, etc., with a focus on deep relaxation and customized experiences. Product-based sleep services provide sleep assistance through various products, including sleep medications, sleep furniture, sleep equipment and sleep apps, etc.

Classification of China's Sleep Economy



Source: Frost & Sullivan

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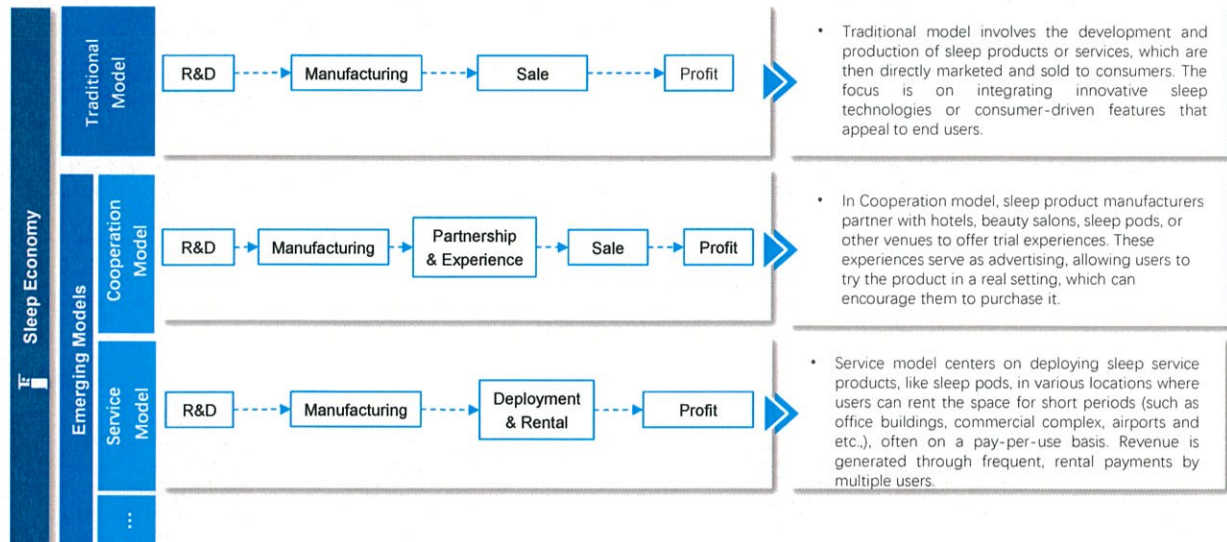
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Overview of China's Health and Wellness Market

Business Models of China's Sleep Economy

- As sleep issues gradually become a widespread societal phenomenon, people are increasingly prioritizing healthy sleep. This has led to the rise of the sleep economy market in recent years, with expanding demand and a continuous stream of new products and services. Amid intensified market competition, leading companies are introducing emerging business models, such as downstream scenario cooperation models and service models, to meet competitive demands.

Business Models of China's Sleep Economy Market



Notes: (1) R&D refers to research & development. (2) The pros and cons of something are its advantages and disadvantages. (3) Ads refers to advertising.

Source: Frost & Sullivan

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2. Analysis of China's Mechanical Massage Service Market

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Analysis of China's Mechanical Massage Service Market

Definition and Classification of Massage Market

- Massage refers to the therapeutic practice of applying pressure, friction, or vibration to the body in order to relieve pain, reduce stress, improve circulation, and promote overall well-being. This practice has been used for centuries across different cultures and is now integrated into modern healthcare services. The massage market can be broadly divided into two main segments: massage products and massage services. Massage products include tools and massage accessories designed for personal use, such as household massage equipment, handheld massagers, and foot massagers. These products are typically designed to provide consumers with an at-home massage experience. Massage services refer to professional massage services provided by licensed therapists or automated systems, which can be further divided into two main subcategories:
 - **Traditional Massage Services.** They refer to manual massage techniques that do not involve technology, typically performed by licensed therapists using their hands, fingers, elbows, or professional tools. Such services do not include massages conducted for medical treatment, physiotherapy, rehabilitation, or sports recovery purposes, as these practices are medically oriented and generally fall under the category of medical services rather than the healthcare segment of the health and wellness industry.
 - **Mechanical Massage Services.** Compared with traditional massage services, mechanical massage services integrate technology to enhance the massage experience. Using smart massage accessories as carriers, mechanical massage services provide smarter, more stable and customized massage services through the application of cloud services and IoT technologies.

Classification of Massage Market



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Analysis of China's Mechanical Massage Service Market

Comparison Analysis of Different Massage Products and Services

- In the massage market, there are differences to varying degrees among massage products, traditional massage services, and mechanical massage services in terms of product and service scope, pricing, target customers, level of customization, scene coverage, and market share. As an example, the average cost of mechanical massage service equipment in the industry is between RMB2,000 and RMB3,000 for an independent massage equipment. The specific details are as follows:

Comparison Analysis of Different Massage Products and Services

	Massage Products	Massage Services
Product/Service Range	Massage Chairs Neck Massage Devices Foot Massage Devices ...	Traditional Massage Service Back Massage Head Massage SPA Foot Massage ... Mechanical Massage Service Massage Service by Independent Equipment Massage Service by Cushion Massage Service by Linked Equipment
Pricing	The price range of Massage products approximately from RMB80 to RMB30,000, with an industry average of around RMB500.	The price range for traditional massage services typically from RMB50 to RMB1,000 for a single service, depending on the type of service, with the industry average being around RMB150. The prices of mechanical massage services are generally more average, with the price of a single service around RMB10.
Target Customers	Massage Enthusiasts	Massage Enthusiasts The target customers are universal, mainly including all people in places where waiting is required, such as in commercial and transportation areas.
Customization	The customization level is relatively low, and massage can only be carried out according to the pre-set massage programs of the product.	The customization level is high and massage services can be customized according to specific needs. The customization level is medium. The mechanical massage service device can identify and analyze the body structures of different individuals, thereby providing relatively customized massage services.
Scenario Coverage	The scenario coverage is relatively limited, usually only covering private places such as homes.	The scenario coverage is at a medium level, usually covering places such as massage parlors. It is covered in almost all waiting-required places, such as commercial complexes, cinemas, e-sports spaces, office buildings, airports, train stations, etc.
Market Share	In 2024, the massage products sector accounted for approximately 4.7% of the overall massage market in China.	In 2024, the number of traditional massage companies in China exceeded 10,000, accounting for a market share of approximately 94.8% in the overall massage industry. As an emerging sector in the massage industry, the mechanical massage service accounted for only about 0.5% in 2024. With product tech progress and wider scene coverage, it's expected to grow rapidly in the future.

Note: Independent massage equipment refers to a massage equipment with a separate cockpit. The equipment generally contains large and small sizes and is usually able to adjust the body position. Massage cushion refers to a small massage appliance that needs to be retrofitted on chairs, such as massage facilities in cinema viewing rooms.

Linked massage equipment refers to massage equipment that is linked and held in place in sectors such as business environment and transportation sectors. Usually there are no less than 3 people in the same room. Source: Frost & Sullivan

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Analysis of China's Mechanical Massage Service Market

Market Size of China's Total Massage Market (1/2)

- The overall massage market had a CAGR of 14.6% from 2020 to 2024 and is projected to reach RMB676.9 billion by 2029. Among these, the mechanical massage service market is expected to grow significantly, with a projected market size of RMB5.6 billion by 2029 and a notable increase in CAGR to 15.9% from 2025 to 2029. The rapid growth of mechanical massage service market is primarily driven by the continued rise in public health awareness and consumers' increasing focus on stress relief and relaxation, as well as the growing acceptance of smart, automated and self-service consumption models among younger demographics. In addition, ongoing technological advancements have enhanced the comfort, intelligence and affordability of mechanical massage equipment, while the continuous expansion of application scenarios such as hospitals, hotels and office buildings further supports broader market penetration. Due to the problems of high price, limited scene coverage, unstable service quality, and lack of additional functions of traditional massage services, the mechanical massage service model reduces labor costs and improves service efficiency through technological means, and provides lower single service costs while ensuring high-quality services, allowing consumers to enjoy a more cost-effective health experience, which further enhances the popularity and convenience of massage services, and forms a more flexible technology-driven emerging market.
- Traditional massage service providers and massage product sellers do not form an effective direct competition with mechanical massage service providers for three main reasons: First, while all three aim to provide massage, their products and services are significantly different. Traditional massage services rely mainly on manual operations, offering high customization and diverse services. Massage products are diverse but have low levels of customization, typically providing a single type of massage function according to the designed program. In contrast, mechanical massage services usually feature more advanced equipment that can tailor automated full-body massage plans based on the consumer's body type. Second, there is a significant price difference; traditional massage services and massage products are usually expensive, while mechanical massage services are relatively affordable and offer a substantial cost-performance advantage in the large-scale market. Lastly, their target customer bases are different. Mechanical massage services target a much broader customer group, primarily people in commercial and transportation hubs or other places where people need to wait. On the other hand, traditional massage services and massage products mainly target massage enthusiasts, and their customer base is not as universal. Therefore, there is no direct competition between the three. There are more than 10,000 participants in China's traditional massage service market, including single-location businesses, large-scale chains, and multilocation regional businesses.

Source: Frost & Sullivan

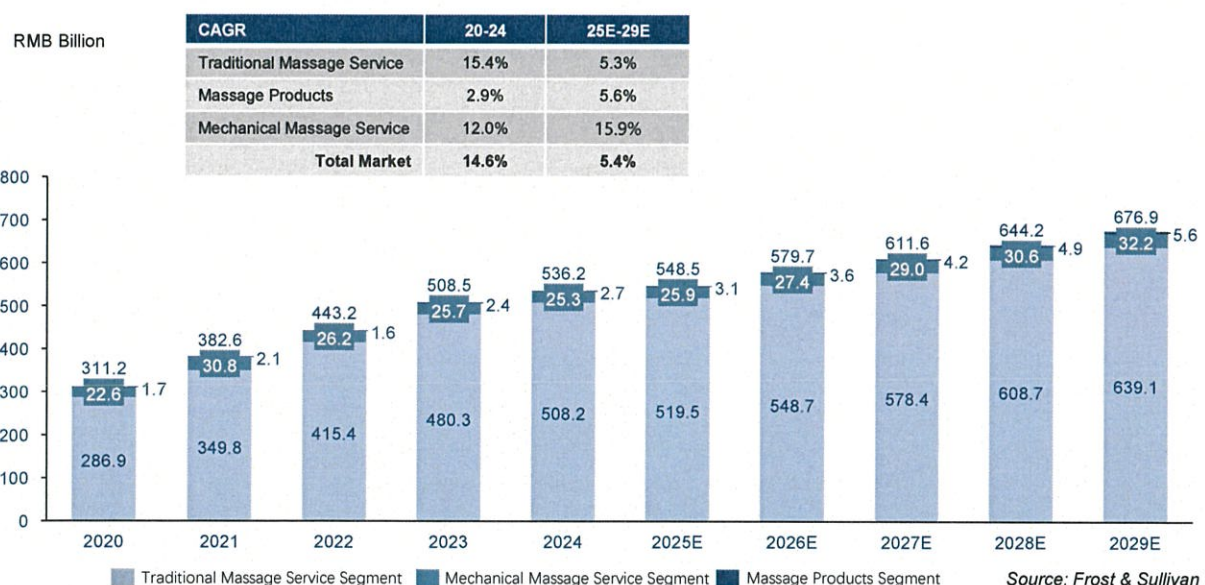
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Analysis of China's Mechanical Massage Service Market

Market Size of China's Total Massage Market (2/2)

Market Size of Massage Market (by transaction value), Breakdown by Service and Product Types, China, 2020-2029E



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Analysis of China's Mechanical Massage Service Market

Technological Attributes of Mechanical Massage Services

- The key distinction between mechanical massage services and traditional massage services lies in the following four critical dimensions, which allow for a higher degree of customization, automation, and efficiency in the service delivery.



Equipment Intelligence

- The equipment used in mechanical massage services integrates emerging technologies such as sensors and automation to anticipate consumer needs and dynamically adjust in real time to consumer preferences and physical conditions, aiming to recreate the techniques of a professional massage guru. For example, mechanical massage equipment can detect pressure points, body posture and muscle tension and automatically adjust the intensity, type and area of the massage to provide a more customized experience. In addition, the application of intelligent technology can also provide consumers with additional services such as health testing and media interaction while massaging, continuously optimizing the consumer experience.



Service Intelligence

- In mechanical massage services, the entire consumer service experience is enhanced with technology. At the mechanical massage service provider level, based on the customer's consumption data (e.g., stress level, physical condition, etc.), the system can recommend suitable massage types or relaxation therapies to further customize the service, and also analyze and adjust the content and frequency of the massage service, so as to continuously optimize the products and services and provide a more accurate and efficient consumer experience. At the consumer level, consumers can easily book, track and rate massage services through mobile apps, enhancing the convenience and consumer experience of the service.

Source: Frost & Sullivan

Analysis of China's Mechanical Massage Service Market

Application Scenarios of Mechanical Massage Service

- The mechanical massage services usually provide massage services in the form of QR code-scanning payment, and consumers can choose the appropriate service programs according to their needs. These services are usually widely used in various consumption scenarios, such as commercial complexes, cinemas, traffic hubs (including airports, and train stations) and so on. These places are ideal coverage places for mechanical massage services due to their high flow of people and diverse consumer groups. Through the popularization of mechanical massage equipment consumers can enjoy a convenient and comfortable massage experience anytime and anywhere while waiting or relaxing, enhancing the accessibility and flexibility of massage services.

Application Scenarios of Mechanical Massage Service

Business Environment Sectors	Current Main Stream	Commercial complex is high-traffic, multi-purpose venues where consumers often spend extended periods. With a format of "Massage Space", mechanical massage service equipment is usually arranged in rest areas, food courts, entertainment venues near places accessible for the foot traffic, and has a certain degree of independence in terms of the space, so as to maximize the use of consumers to provide convenient and fast way to relax. Cinemas usually offer mechanical massage service in two spaces: inside and outside of the screening rooms. mechanical massage service can provide a comfortable relaxing option for moviegoers not only waiting time but also watching the movies.
	Future Potential Application (Examples)	E-sports spaces are high-energy environments where gamers and spectators often spend long hours. There is a high demand for a quick way to relieve stress and physical strain between matches or during breaks, to ensure a comfortable gaming experience for both competitors and fans. Office buildings, where employees spend extended periods working at desks. Positioned in break rooms, common areas, or near elevators, mechanical massage service equipment provide a quick and relaxing respite, enhancing employee well-being and productivity.
Transportation Sectors	Current Main Stream	Airports are ideal for mechanical massage service due to long layovers, delays, and the general stress of travel. Passengers usually have ample waiting time and high consuming ability to seek relaxation. Train stations, a high-traffic and busy scenario, where passengers often experience long waits, mechanical massage service equipment provide a perfect solution to ease travel fatigue. Positioned in waiting halls or near ticketing areas, they attract travelers looking for a way to relax during their transit experience with high utilisation.
	Future Potential Application (Examples)	Other transportation scenarios, such as new energy charging stations, highway service areas, traffic rest spaces, are inherently well-suited for mechanical massage services. These locations often involve unavoidable waiting times, creating an ideal opportunity for travelers to relax and recharge. Additionally, the high traffic and diverse user base at these locations provide a consistent flow of potential customers, making them strategic venues for expanding the presence of mechanical massage services.

Source: Frost & Sullivan

Analysis of China's Mechanical Massage Service Market

Industrial Chain of China's Mechanical Massage Service Market

- The industrial chain of mechanical massage service market in China involves multiple links: upstream includes suppliers and manufactures, midstream includes mechanical massage service brands, and downstream includes application sectors, such as commercial complexes, cinemas, airports, train stations, etc. Midstream plays a vital role in the development of the whole market.
- The mechanical massage service market can be divided into three categories: independent massage chairs, massage cushions, and linked massage chairs. Independent massage chairs feature a separate cockpit with adjustable body positions, while linked massage chairs are fixed in rows (typically 5 or more) and designed for public spaces like waiting areas. Mechanical massage service providers often prefer independent massage equipment due to their flexibility in placement, individual control, and ease of maintenance. Entities that typically use linked massage chairs include key enterprises covering the railway station sector, where centralized management and space efficiency are prioritized.

Industrial Chain of Mechanical Massage Service Market in China



Source: Frost & Sullivan

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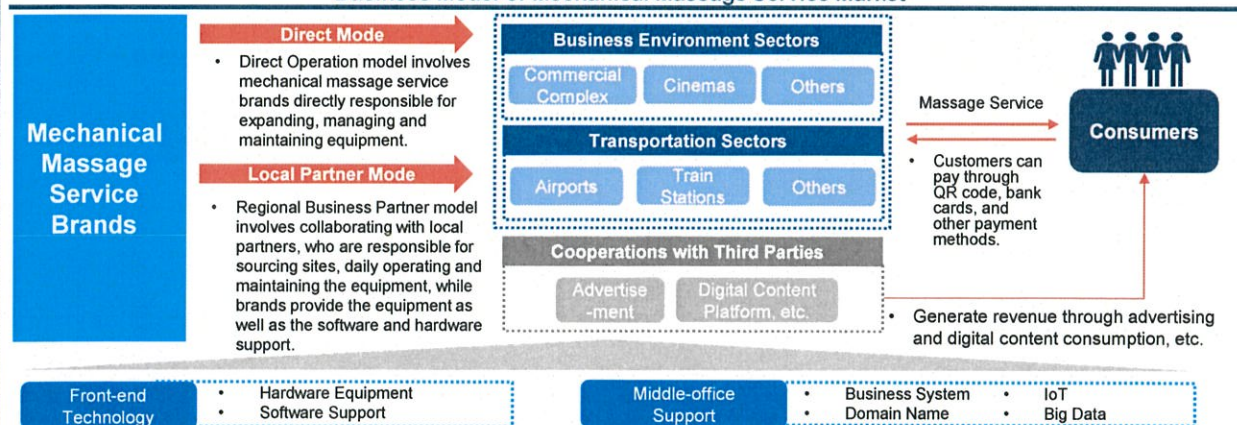
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Analysis of China's Mechanical Massage Service Market

Business Model of China's Mechanical Massage Service Market

- Revenue sources in the mechanical massage service market mainly include two parts: first, massage service revenue, where consumers pay per use through QR codes or apps, from which brands derive profits; and second is other value-added service revenues, such as third-party platform revenue, where brands derive potential revenues by collaborating with third-party platforms for advertisement placement, short-video viewing, or other business collaborations.
- The mechanical massage service market offers three main payment options: mobile payments via QR code scanning, which is popular for its convenience and is the most widely-used way in China's mechanical massage service market; bank card transactions at POS terminals for secure payments with credit or debit cards; and alternative methods like digital wallets for quick, secure payments and cash on delivery for those who prefer traditional methods. These options cater to various customer preferences.
- There are two main cooperation models: direct mode, where mechanical massage service providers sign agreements directly with Site Managers, maintaining full control over the deployment of equipment and profits. In addition, there is the local partner mode, for which mechanical massage service providers provide comprehensive massage solutions, while the local partners source sites and manage daily operations in designated areas according to the business model of mechanical massage service providers. Mechanical massage service providers will receive a share of the revenue as service fee, which helps enable rapid cross-regional expansion.

Business Model of Mechanical Massage Service Market



Source: Frost & Sullivan

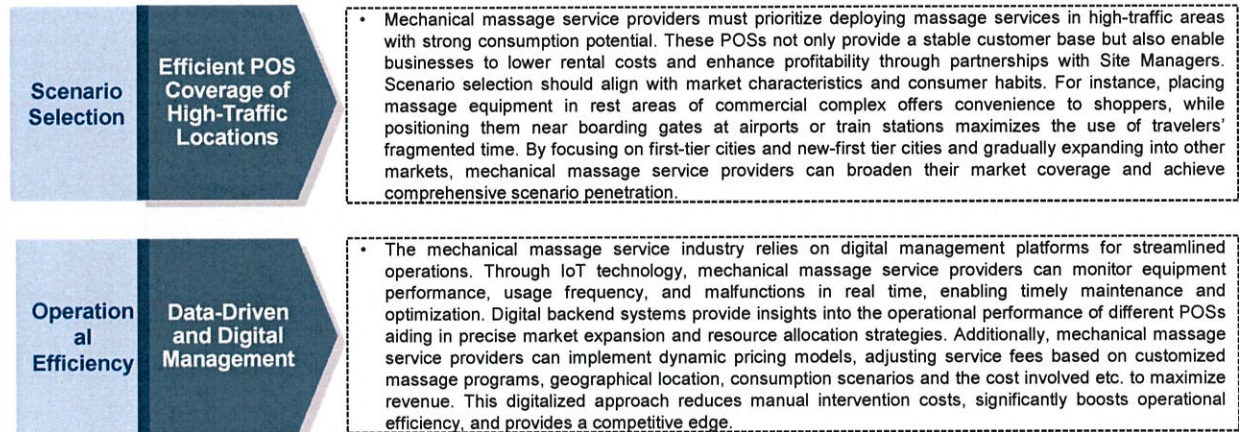
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Analysis of China's Mechanical Massage Service Market

Key Success Factors of China's Mechanical Massage Service Market

- The success of a mechanical massage service provider relies on three key factors: accurate scenario selection, efficient operational management, and comprehensive equipment management.

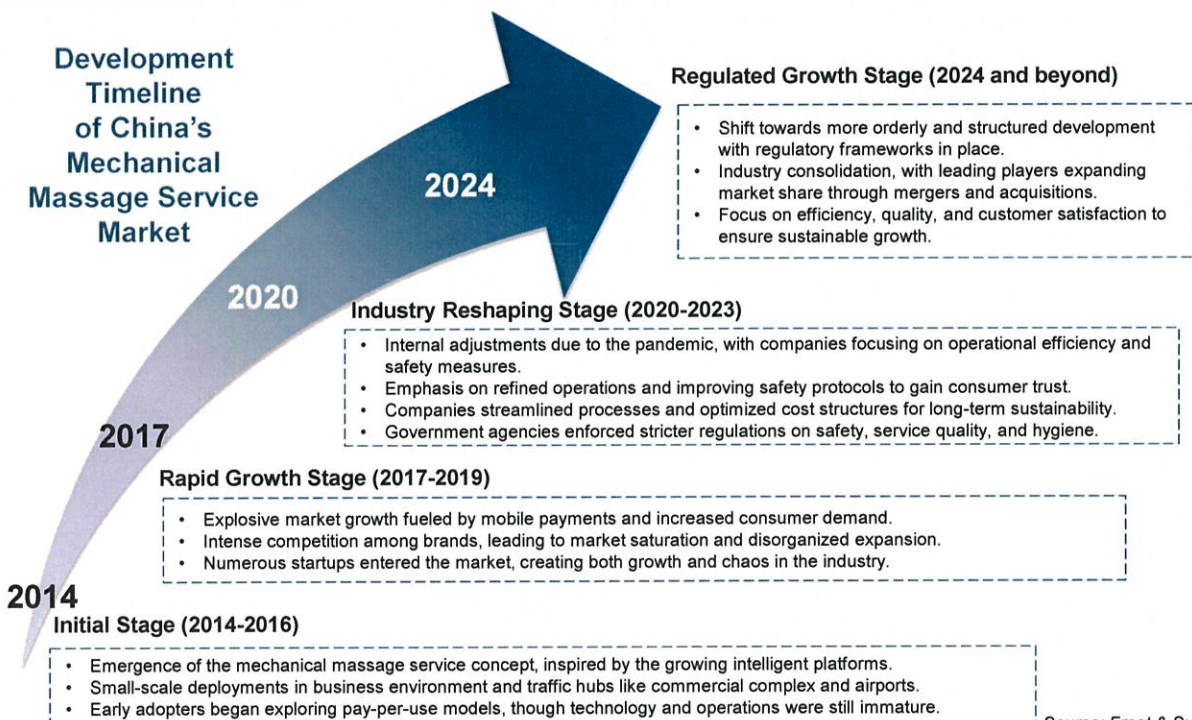


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Source: Frost & Sullivan
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Analysis of China's Mechanical Massage Service Market

Development of China's Mechanical Massage Service Market



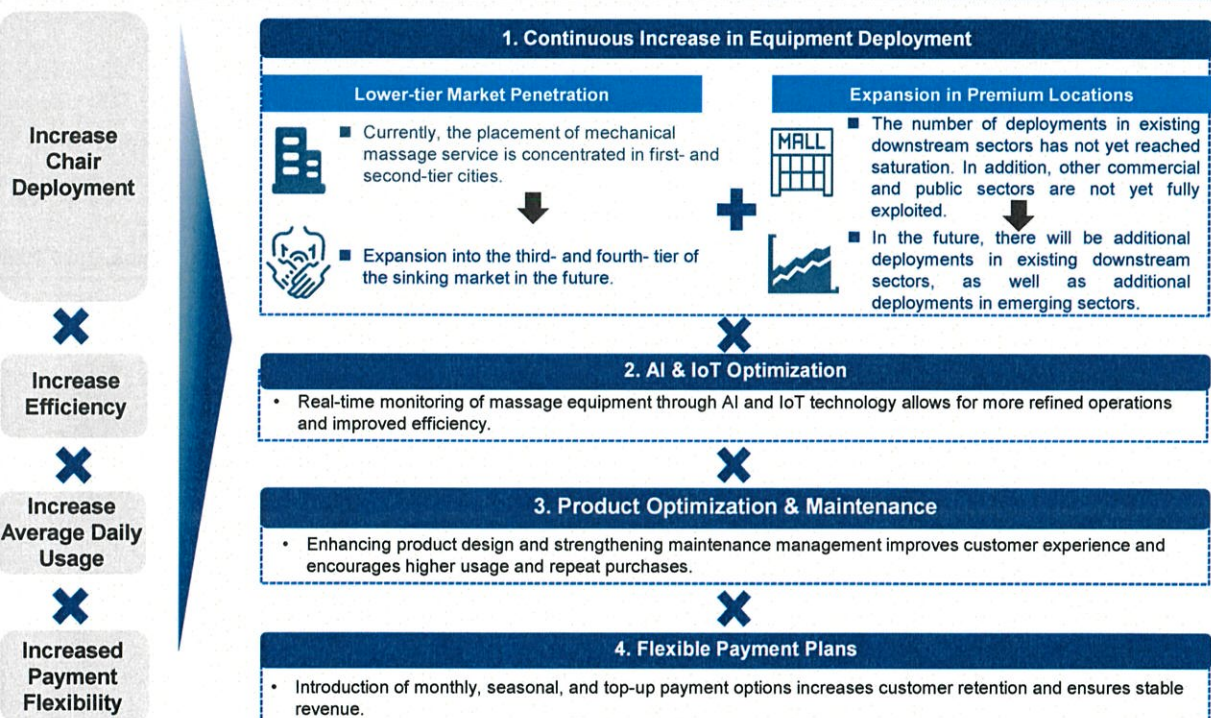
Source: Frost & Sullivan

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Analysis of China's Mechanical Massage Service Market

The Growth Model of China's Mechanical Massage Service Market



Source: Frost & Sullivan

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Analysis of China's Mechanical Massage Service Market

Empowerment of China's Mechanical Massage Service Market Brands

	Growth Pain Points of Traditional Massage Service	Empowerment of Mechanical Massage Service
High Price	- Manual massages are more expensive due to labor and operation costs. - Labor shortages caused by an aging workforce further drive up single service price.	✓ Mechanical massage service eliminate the need for large upfront costs, offering users a pay-per-use model, making massage services accessible without the financial burden of owning a chair.
Service Accessibility Issue	- Limited availability due to time and location constraints. - Consumers need to book appointments and visit specific locations for services.	✓ Mechanical massage service equipment are placed in public locations such as commercial complex, gyms, and airports, allowing users to enjoy the benefits without needing to sacrifice space at home.
Unstable Service Quality	- Service quality depends heavily on individual therapist skills. - Lack of standardized training. - Difficulty in scaling due to reliance on human labor.	✓ Modern technology ensures standardized massage techniques, delivering the same quality experience to all users, and scaling is easy without the limitations of human labor.
Lack of Electric Functions	- Traditional manual massage don't offer extra functionalities. - No options for entertainment or additional wellness features during the session.	✓ Mechanical massage service are frequently updated with the latest models and technologies, giving users access to a wider range of features and massage techniques.

Source: Frost & Sullivan

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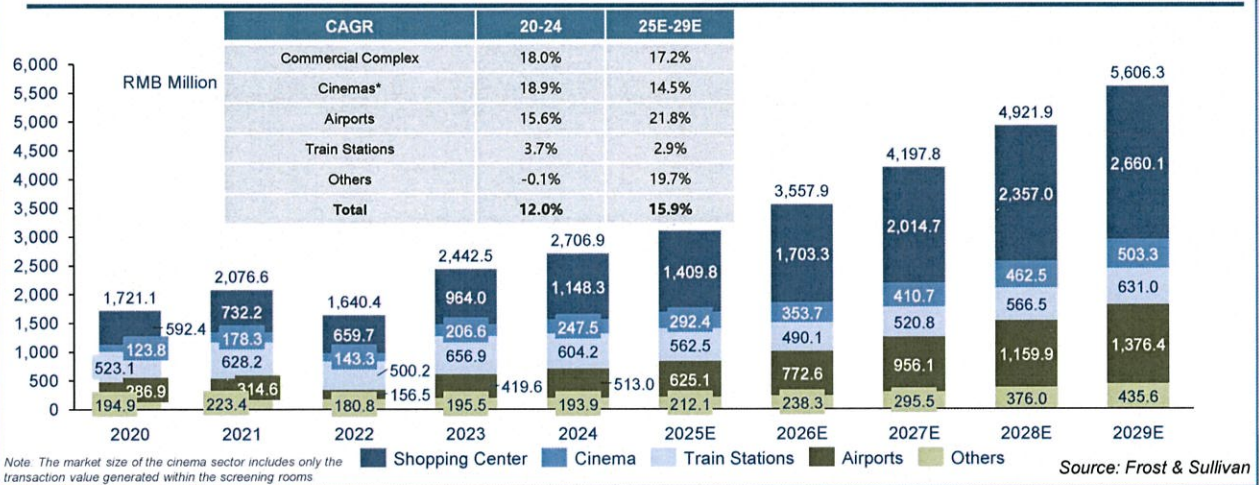
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Analysis of China's Mechanical Massage Service Market

Market Size of China's Mechanical Massage Service Market (1/3)

- Against the backdrop of the rapid growth of the healthcare industry, China's mechanical massage services are entering a rapid growth phase. Currently, the main application sectors of mechanical massage services include commercial complexes, cinemas, airports and train stations. Due to the impact of the COVID-19 pandemic, the overall market growth rate has been slow in the past five years, with the market size growing from RMB1,721.1 million in 2020 to RMB2,706.9 million in 2024, at a CAGR of 12.0% during the period.
- Among these, the commercial complex sector is the largest market with a market size of RMB1,148.3 million in 2024, growing at a CAGR of 18.0% during the period. Cinema sector followed closely with a CAGR of 18.9% from 2020 to 2024. Transportation sectors, such as airports and train stations, where the scale of mechanical massage facilities declined from 271.1 thousand units in 2019 to 206.4 thousand units in 2024 with a CAGR of -3.7% in train stations, were significantly impacted by the COVID-19 pandemic. Overlapped with policy shifts for mechanical massage services, the market size of this field has not yet fully recovered. In the future, driven by rising disposable income (particularly among white-collar workers), accelerated deployment in core commercial hubs — with a 75% penetration rate of mechanical massage devices in shopping malls and 40% in airports in 2024 — expansion into high-traffic verticals, and standardized leasing models reducing operational costs, China's mechanical massage service market size is expected to grow at a CAGR of 15.9% from RMB3,101.9 million in 2025 to RMB5,606.3 million in 2029.

Market Size of Mechanical Massage Service (by transaction value), Breakdown by Application Sectors, China, 2020-2029E



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Analysis of China's Mechanical Massage Service Market

Market Size of China's Mechanical Massage Service Market (2/3)

- In 2024, the market size of mechanical massage services in train station sector was approximately RMB604.2 million, and is expected to reach RMB631.0 million with a CAGR of 2.9% by 2029. The deceleration in the growth of mechanical massage services in train stations is the result of multiple factors. From a policy perspective, regulatory guidance has a significant impact on market development. Although there are no explicit policies mandating the comprehensive ban or removal of mechanical massage equipment, the government has introduced a series of regulatory requirements: In 2022, the National Railway Administration proposed partial amendments to the "Design Specifications for Railway Passenger Stations," indicating that the scale of commercial facilities should be reasonably determined based on passenger flow and demand. In 2023, the National Railway Administration issued rectification and standardization requirements for multi-functional waiting seats (such as massage seats), stating that the number of such seats in train stations nationwide should not exceed 20% of the total number of waiting room seats. According to Frost & Sullivan and as confirmed by our Directors, such requirement was not expected to be implemented in places other than train stations as at the Latest Practicable Date. Regular safety inspections, sanitation, and disinfection are mandatory. Non-compliant massage seats must be rectified within a specified period. Particularly in stations with high passenger flow and limited waiting area space, the proportion of massage seats needs to be further reduced. These policy regulations require the mechanical massage service industry to focus more on compliant operations, increasing investments in equipment quality enhancement, sanitation management, and safety assurance. Companies need to continuously optimize products and services to adapt to policy changes and meet passengers' increasingly diverse and high-quality demands. This also accelerates industry consolidation, eliminating some non-compliant small enterprises and promoting the entire industry toward a more standardized and healthy direction.

Source: Frost & Sullivan

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Analysis of China's Mechanical Massage Service Market

Market Size of China's Mechanical Massage Service Market (3/3)

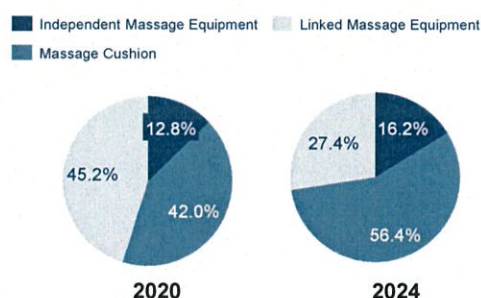
- In terms of the existing volume of mechanical massage service equipment, mechanical massage service market experiencing the second stage of growth. The new generation of mechanical massage service equipment is rapidly entering the market with the technologies of AI, big data and IoT, etc. Over the past five years, due to the impact of the epidemic, the existing volume of mechanical massage service equipment in China has shown a slow growth trend, from 987.0 thousand units in 2020 to 1,278.7 thousand units in 2024, with a CAGR of 6.7% during the period. In the future, with the further penetration of mechanical massage services into the low-end markets of third and fourth-tier cities, and the development of emerging sectors such as E-sports spaces, office buildings, new energy charging stations, etc., together with the existing mainstream sectors, such as commercial complex, cinemas, transportation sectors gradually open access to mechanical massage service layout, the volume in terms of number of mechanical massage equipment of mechanical massage services in China is expected to grow from 1,358.5 thousand units in 2025 to 1,564.3 thousand units in 2029, with a CAGR of 3.6%. In terms of equipment type, the linked massage equipment is the predominant type of equipment in transportation sectors, such as airports and train stations, which was accounted for 45.2% in 2020. Following that, the massage cushion is the most prevalent due to the inherent advantage of cinema venues offering a large number of seats. In 2020, it accounted 42.0% of the market. Due to spatial limitations, the independent massage equipment has a relatively lower quantity, accounting for 12.8% in 2020. Following the publication of the government's normative policies on massage equipment in train stations and the subsequent influx of consumer complaints regarding linked massage equipment products, the linked massage equipment market has experienced a gradual decline over the past five years, reaching 27.4% in 2024 and the downward trend is expected to continue over the next five years. Conversely, the independent massage equipment and massage cushion have seen an increase in market share in 2024, reaching 16.2% and 56.4% respectively. This is due to the comfort and versatility of these products, as well as their suitability for different settings.

Market Size of Mechanical Massage Service (in terms of number of massage equipment), China, 2020-2029E



Note: (1) Independent massage equipment refers to a massage equipment with a separate cockpit. The equipment generally contains large and small sizes and is usually able to adjust the body position. (2) Massage cushion refers to a small massage appliance that needs to be retrofitted on equipment, such as massage facilities in cinema viewing rooms. (3) Linked massage equipment refers to massage equipment that are linked and held in place in sectors such as business environment and transportation sectors. Usually there are no less than 5 equipment in a row.

Market Structure (by volume), Breakdown by Equipment Type, China, 2020&2024



Source: Frost & Sullivan

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Analysis of China's Mechanical Massage Service Market

Policies and Regulations of China's Mechanical Massage Service Market (1/3)

- The mechanical massage service market, as an emerging branch of the healthcare segment, has been indirectly promoted by the relevant policies of the Chinese government, especially under the guidance of policies such as the "Healthy China 2030" planning program, which has gradually deepened the concepts of health management, health market and health for all. The introduction of these policies has promoted the upgrading and development of the healthcare segment, especially in the areas of intelligentization, Internet+ and recreational services, which has led to the accelerated growth and innovation of the mechanical massage service market.

Policies and Regulations	Execution Date	Issued Department	Main Content and Emphasis
"Healthy China 2030" Plan Outline 《健康中国2030规划纲要》	October 2016	General Office of the State Council 国务院办公厅	- Aims to improve public health literacy. - Promotes healthy lifestyles. - Develops the health services market. - Integrates health services with smart technologies.
14th Five-Year Plan for National Health Plan 《“十四五”国民健康规划》	May 2022	General Office of the State Council 国务院办公厅	- Promote the construction of Healthy China by developing healthcare, elderly care, and rehabilitation services. - Accelerate the integration of health market and technology, supporting innovations such as telemedicine and smart health management. - Enhance the integration of medical resources, improve grassroots healthcare and public health services, ensuring health coverage for all.
14th Five-Year Plan for Aging Population Development 《“十四五”健康老龄化规划》	March 2022	National Health Commission of the People's Republic of China 国家卫生健康委	- Focuses on population aging. - Promotes the elderly care market. - Expands home-based health services for the elderly.

Source: Frost & Sullivan

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Analysis of China's Mechanical Massage Service Market

Policies and Regulations of China's Mechanical Massage Service Market (2/3)

Policies and Regulations	Execution Date	Issued Department	Main Content and Emphasis
Opinions on Supporting the Healthy Development of New Industries and New Models Activating the Consumer Market and Driving Employment Expansion 《关于支持新业态新模式健康发展 激活消费市场带动扩大就业的意见》	July 2020	General Office of the State Council 国务院办公厅	- Support innovation in health market to boost consumer market vitality. - Encourage the integration of the digital economy with the health market to drive industrial upgrades. - Create job opportunities through new models, alleviating employment pressure.
Implementation Opinions on Promoting the Development of "Internet + Social Services" 《关于推动"互联网+社会服务"发展的实施意见》	June 2020	National Development and Reform Commission 国家发改委	- Promote the integration of the Internet with social services such as healthcare and elderly care. - Strengthen the innovative application of intelligent platforms in social services. - Promote innovation in online healthcare and remote health management.
Healthy China Action (2019-2030) 《健康中国行动 (2019-2030) 》	July 2019	National Health Commission of the People's Republic of China 国家卫生健康委	- Emphasize comprehensive health management for all citizens, promoting health education, preventive care, and disease management services. - Strengthen chronic disease prevention and health promotion through policy support and resource allocation. - Enhance public health literacy, promote the development of healthy cities and villages, and improve the health levels of residents.
Opinions on Promoting the Development of "Internet + Healthcare" 《关于促进"互联网+医疗健康"发展的意见》	April 2018	General Office of the State Council 国务院办公厅	- Promote the development of telemedicine, smart healthcare, and online consultation services. - Improve the utilization of medical resources to alleviate difficulties in accessing medical care. - Use "Internet+" technology to enhance the efficiency of the healthcare market.

Source: Frost & Sullivan

Analysis of China's Mechanical Massage Service Market

Policies and Regulations of China's Mechanical Massage Service Market (3/3)

Policies and Regulations	Execution Date	Issued Department	Main Content and Emphasis
Guiding Opinions on Promoting the Development of the Economy 《关于推动共享经济发展的指导意见》	July 2017	National Development and Reform Commission 国家发改委	- Promote the standardized development of the intelligent platform and enhance market competitiveness. - Encourage the integration of intelligent platforms with the health market. - Support enterprises in innovating intelligent platforms to drive industrial upgrades.
Guiding Opinions on Accelerating the Development of the Fitness and Leisure Industry 《关于加快发展健身休闲产业的指导意见》	July 2019	General Office of the State Council 国务院办公厅	- Strengthen the construction of fitness and leisure facilities and improving the fitness and leisure consumption environment - Support the application of the intelligent platforms in health management, fitness, and wellness. - Encourage social capital to invest in the health market and promote service innovation.
"Internet +" Action Plan 《关于积极推进"互联网+"行动的指导意见》	July 2015	General Office of the State Council 国务院办公厅	- Promotes the application of internet technology in various industries. - Enhances the digitalization and intelligence of service industries. - Fosters the intelligent platforms in health services.
Several Opinions on Promoting the Development of Health Service Industry 《关于促进健康服务业发展的若干意见》	October 2013	General Office of the State Council 国务院办公厅	- Expand the scale of the health service market and encourage the development of the health market. - Support the innovative application of intelligent platforms in the health sector. - Provide convenient and diverse health services to meet multi-level needs.

Source: Frost & Sullivan

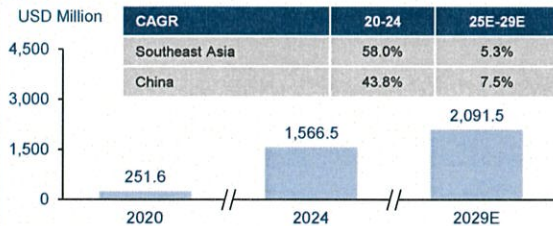
Analysis of China's Mechanical Massage Service Market

Market Opportunities for Chinese Companies Expansion into SEA Market

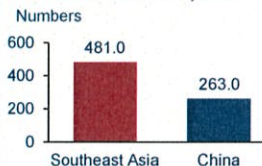
- Chinese mechanical massage service companies have significant growth potential in the Southeast Asian market due to factors such as ample installation space, competitive product advantages, and low market penetration. In terms of installation space, there is a considerable number of potential installation sites, and this number is growing rapidly. For the products themselves, Chinese mechanical massage service offer clear competitive advantages over local alternatives. As for the market, the current penetration rate of mechanical massage service is low, indicating vast potential for future expansion.

1. Supply Side: Rapid growth and significant volume in potential installation venues.

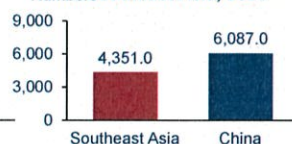
1 Market Size of Cinema (by revenue), Southeast Asia, 2024



2 Total Number of Airports, Southeast Asia, 2024



3 Total Number of Commercial Complex, Southeast Asia, 2024



2. Product Side: Chinese mechanical massage service hold a distinct competitive advantage over local offerings.



Mainstream products of China's market



Mainstream products of SEA's market

- Mechanical massage service in Southeast Asia differ significantly from those in China in terms of payment methods, functional design, and technology application, presenting an opportunity for Chinese products to enter the market.

3. Market Side: Low market penetration highlights significant potential for future growth.



400,000+ Massage Equipment
40,000+ Locations



6,000+ Massage Equipment
1,000+ Locations

- Compared with leading mechanical massage service companies in China, those in Southeast Asia show a significant gap in both location coverage and equipment quantity, proving that the Southeast Asian market still has relatively low maturity and penetration. This suggests vast potential for future market growth.

Source: Frost & Sullivan

3. Competitive Landscape of China's Mechanical Massage Service Market

Competitive Landscape of China's Mechanical Massage Service Market

Competitive Landscape Overview

- The mechanical massage service market in China is highly concentrated, with a few leading companies dominating the majority of the market. These top players leverage their extensive POS in high-traffic POS like commercial complexes, cinemas, airports and train stations, allowing them to capture a substantial consumer base. Their competitive advantages stem from economies of scale, superior brand recognition, and a focus on technological innovation, such as app-based payments and customized massage experiences. As a result, smaller competitors face significant barriers to entry, reinforcing the prevailing position of these key players in the market.

Competitive Landscape Overview of Mechanical Massage Service Market, China



盟迪奥



Source: Frost & Sullivan

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Competitive Landscape of China's Mechanical Massage Service Market

Analysis of Participant Types

- The mechanical massage service market in China features various types of market participants, categorized by their strategic deployment in high-traffic venues such as cinemas, airports, train stations and commercial complex. These placements reflect each company's core strengths and market focus.

Major Participant Types of Mechanical Massage Service Market, China

Major Participants in the Commercial Complex Sector



Commercial Complex Sector

- Shopping commercial complex represent a vibrant marketplace for mechanical massage service, providing a blend of relaxation and leisure for shoppers. Businesses operating in this sector often set up massage stations in high-traffic areas, allowing customers to take a break from their shopping. The design of these spaces often includes aesthetically pleasing lounge environments that encourage social interaction and extended dwell time. Companies here frequently partner with retailers and food courts to create promotional offers that enhance the shopping experience, highlighting a full-scenario layout that integrates relaxation seamlessly into consumers' daily activities.

Major Participants in the Cinemas Sector



Cinemas Sector

- Cinemas have embraced mechanical massage service as a value-added service to enhance the overall viewing experience. Companies operating in this sector often provide luxurious, reclining massage equipment that allow patrons to relax before or after their movie. This integration not only increases customer satisfaction but also encourages longer stays within the venue, potentially boosting concessions sales. Notable examples include major cinema chains that have implemented these equipment in lounge areas, allowing users to unwind in comfort while waiting for their screenings.

Major Participants in the Airports & Train Stations Sector



Airports and Train Stations Sector

- In transportation such as airports and train stations, mechanical massage service serve as an essential service for travelers seeking relaxation during transit. These equipment are typically strategically placed in waiting areas, offering convenience to passengers facing long layovers or delays. Companies in this sector focus on portability and ease of use, with many units equipped with user-friendly payment systems and customizable massage settings. This environment not only caters to the immediate relaxation needs of travelers but also enhances the overall ambiance of bustling transport locations, creating a more inviting atmosphere.

Source: Frost & Sullivan

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Analysis of China's Mechanical Massage Service Market

Driving Factors of China's Mechanical Massage Service Market

Drivers of China's Mechanical Massage Service Market

Drivers	Description
Increase in Penetration and Development of Lower-end Markets	➤ Based on operational data from official sources such as the Ministry of Transport and primary research by Frost & Sullivan, the integrated penetration rates of mechanical massage services vary significantly across city tiers: approximately 60% in Tier 1 and Tier 2 cities, and 38% in Tier 3 and Tier 4 cities in 2024. While penetration rates in third- and fourth-tier cities still lag significantly behind first- and second-tier cities, these emerging markets maintain substantial growth potential. The consistent growth in both income levels and market penetration indicates their transition into a more dynamic development phase. From an application scenario perspective, emerging sectors demonstrate particularly strong growth momentum: Mechanical massage devices are rapidly expanding into emerging application scenarios such as hospital rehabilitation therapy and esports training bases, providing precise rehabilitation assistance while alleviating muscle strain and neural fatigue for users. In contrast, traditional transportation hubs show slower recovery: Railway stations recorded RMB6.0 billion in revenue, reflecting a -1.2% CAGR during the period. Meanwhile, the market's growth is fundamentally driven by consumption upgrading in lower-tier cities. From 2020 to 2024, the middle-class household proportion in these regions increased from 19% to 28%, fueling sustained growth in health-conscious consumption.
Market Growth through Diversified Scenario Expansion	➤ The mechanical massage service market is experiencing robust growth through strategic expansion across both emerging and traditional commercial scenarios. Service providers are actively penetrating non-traditional high-potential venues like E-sports arenas, office complexes and EV charging stations, capitalizing on consumer demand for accessible wellness solutions during transitional moments through durable, space-efficient equipment designs and innovative partnership models. Simultaneously, established high-traffic locations including shopping malls and airports are seeing intensified deployment, with massage stations evolving from novelty offerings to standard amenities as market acceptance grows, driving both increased unit density within existing locations and expansion to new properties within these categories.

Source: Frost & Sullivan

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Analysis of China's Mechanical Massage Service Market

Development Trends of China's Mechanical Massage Service Market

- The future development of China's mechanical massage service market will be characterized by intelligent product operations, increased brand integration and market consolidation, accelerated international growth, and increased demand for mechanical massage services. Enterprises must invest more in these areas in order to maintain a competitive advantage.

1 Smart and Refined Operations	➤ As technology continues to evolve, mechanical massage service are increasingly leveraging AI, IoT, and big data to improve operational efficiency. The maturity of these technologies enables real-time monitoring of equipment, predictive maintenance, and digital decision management, leading to more services and opportunities. This shift towards intelligent and refined operations allows companies to optimize service quality, reduce downtime, and better match supply with demand. Advanced analytics can also help customize customer experiences, ensuring that services meet individual preferences and maximize customer satisfaction.
2 Market Consolidation	➤ As the mechanical massage service industry matures, market consolidation is becoming a key trend, which refers to the increasing concentration of leading brands, driving the integration of existing service sectors, improving the quality of services provided by scenario parties, while expanding into untapped ones. Head companies are expanding their market share through mergers and acquisitions, strategic cooperation, and brand image enhancement, while smaller and less competitive players are being phased out. This consolidation creates economies of scale, reduces competition, and allows larger brands to optimize operations across current sectors, improve service quality, and simultaneously explore new application areas more effectively.
3 Acceleration of International Expansion	➤ As the domestic market becomes more saturated, leading companies in the mechanical massage service industry are accelerating their international expansion, particularly in regions like Southeast Asia, where economic growth is strong and the intelligent economy model is widely accepted. The traditional massage culture, combined with lower labor and operational costs, offers a strategic advantage for companies entering these markets. As industry leaders, these brands are well-positioned to capitalize on the growing demand in international markets, providing new profit growth points and enhancing their global competitiveness.
4 Increase in Mechanical Massage Service Demand	➤ The emphasis on privacy and immersive experiences is pushing the market towards more enclosed, tranquil environments, enabling customers to enjoy a more focused, uninterrupted experience. People are seeking not just quick relaxation but also holistic healthcare services that align with their pursuit of a healthier lifestyle, prompting companies to integrate AI and IoT technologies to offer tailored healthcare experiences. These trends highlight the growing consumer expectation for smart, health-centric services in everyday life, setting the stage for the next wave of innovation in the mechanical massage service industry.

Source: Frost & Sullivan

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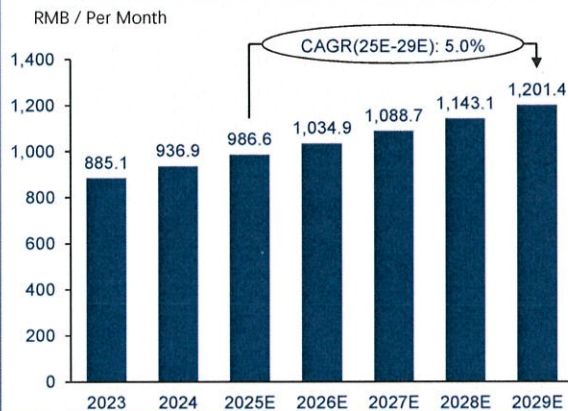
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Analysis of China's Mechanical Massage Service Market

POS Occupancy Fees & Massage Equipment Procurement Costs Analysis

- In 2024, the POS occupancy fee was approximately RMB936.9 per month. It is projected to increase to RMB986.6 in 2025 and RMB1,201.4 in 2029, representing a CAGR of 5.0% over this period. The POS occupancy fee demonstrates stable growth post-pandemic, transitioning from recovery-driven increases to sustained moderate expansion. However, the fees vary across different scenarios, with locations such as airports commanding significantly higher rates compared to cinemas.
- Meanwhile, the prices of massage equipment cover a wide range in 2024, with massage chairs costing approximately RMB3,398.9, while massage mats can sometimes fall around RMB227.9. As the massage equipments continue to undergo upgrades, the prices of these devices have been increasing historically and are projected to follow the same trend in the future. The unit procurement cost of massage chairs is anticipated to increase to RMB3,475.6 by 2025 and further increase to RMB3,789.4 by 2029, representing a CAGR of approximately 2.2% during the period. Concurrently, the unit procurement cost of massage cushions is projected to increase to RMB236.1 by 2025 and RMB286.4 by 2029, reflecting a CAGR of 4.9% over the same period, driven principally by ongoing technological iterations and product enhancements.

POS occupancy fees of mechanical massage industry, China, 2023-2029E



Procurement Costs of Massage Equipment, China, 2020-2029E



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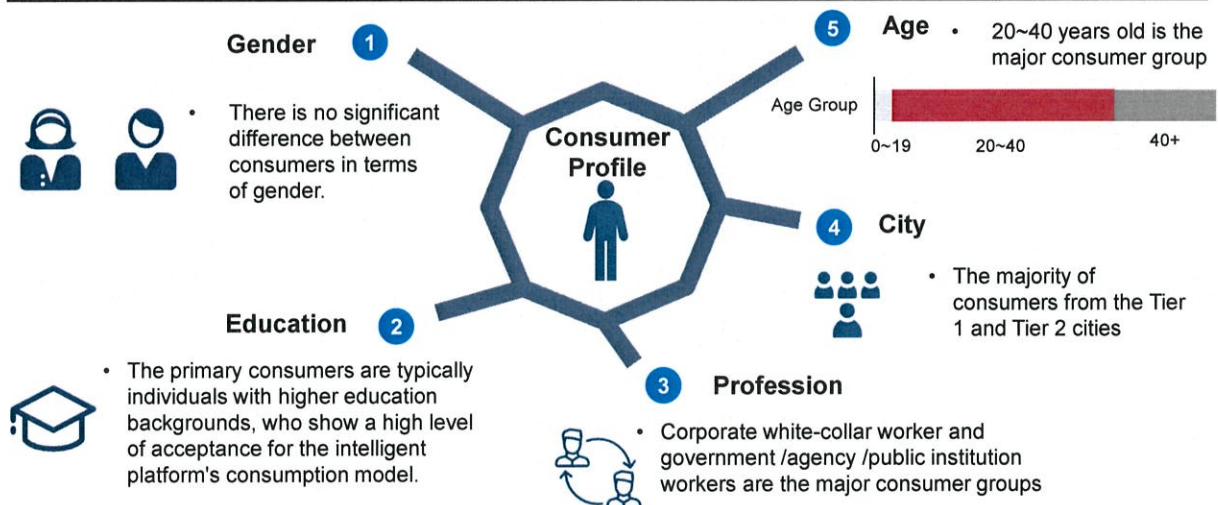
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Analysis of China's Mechanical Massage Service Market

Consumer Profile of China's Mechanical Massage Service Market

- The consumer profile of China's mechanical massage service market is characterized by several key demographics. As for the consumer's gender, there is no obvious gap. In terms of age, the primary consumer group is between 20 and 40 years old, representing over 50% of the market. Professionally, the majority of the consumers are corporate white-collar workers or employees of government, agency, or public institutions. Regarding education, the majority of consumers hold a bachelor's degree or higher, indicating a highly educated consumer base. Geographically, the majority of users, most of consumers are concentrated in Tier 1 and Tier 2 cities, underscoring the urban focus of this market.

Consumer Profile of China's Mechanical Massage Service Market



Source: Frost & Sullivan

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Competitive Landscape of China's Mechanical Massage Service Market Ranking of Major Mechanical Massage Service Companies (1/3)

Ranking of Major Mechanical Massage Service Companies, China, 2024

Ranking	Company	Transaction Value (RMB Billion)	Market Share (%)	Major Service Types
1	The Company	1.2	42.9%	Provides mechanical massage service mainly with independent massage equipment and massage cushions
2	Company A	0.5	16.6%	Provides mechanical massage service mainly with independent massage equipment and linked massage equipment
3	Company B	0.3	12.0%	Provides mechanical massage service mainly with independent massage equipment, linked massage equipment and massage cushions
4	Company C	0.2	7.9%	Provides mechanical massage service mainly with independent massage equipment and linked massage equipment
5	Company D	0.2	7.4%	Provides mechanical massage service mainly with independent massage equipment and linked massage equipment

- China's mechanical massage services market have over 50 players, and the market competitive landscape is highly concentrated, with leading companies holding significant advantages. Top brands dominate the market through large-scale operations, technological innovation, and enhanced consumer experiences. Each key player has distinct positioning, catering to different consumer segments and offering tailored services to differentiate themselves from competitors. From 2020 to 2024, the Company ranked the first in terms of transaction value for three consecutive years, of which in 2024, the Company was the excellent player with the transaction value of RMB1.2 billion, accounting for a market share of 42.9%. Additionally, the Company maintained its first-place ranking by revenue during the same period and the Company led the market with revenue of RMB0.8 billion in 2024.

Source: Frost & Sullivan

Competitive Landscape of China's Mechanical Massage Service Market Ranking of Major Mechanical Massage Service Companies (2/3)

Ranking of Major Mechanical Massage Service Companies, China, 2024

Ranking	Company	Revenue (RMB Billion)
1	The Company	0.8
2	Company A	0.3
3	Company B	0.3

- China's mechanical massage services market have over 50 players, and the market competitive landscape is highly concentrated, with leading companies holding significant advantages. Top brands dominate the market through large-scale operations, technological innovation, and enhanced consumer experiences. Each key player has distinct positioning, catering to different consumer segments and offering tailored services to differentiate themselves from competitors. From 2020 to 2024, the Company ranked the first in terms of transaction value for three consecutive years, of which in 2024, the Company was the excellent player with the transaction value of RMB1.2 billion, accounting for a market share of 42.9%. Additionally, the Company maintained its first-place ranking by revenue during the same period and the Company led the market with revenue of RMB0.8 billion in 2024.

Source: Frost & Sullivan

Competitive Landscape of China's Mechanical Massage Service Market

Ranking of Major Mechanical Massage Service Companies (3/3)

Notes:

1. Transaction value includes only the transaction value generated by providing mechanical massage services;
2. Company A is a brand offering mechanical massage experience services, headquartered in Xiamen, China;
3. Independent massage equipment refers to a massage equipment with a separate cockpit. The equipment generally contains large and small sizes, catering to different user needs and space requirements, and is usually able to adjust the body position. Typically, mechanical massage service providers always employ independent massage equipment;
4. Company B, headquartered in Guangzhou and established in 1997, is a comprehensive health industry enterprise integrating R&D, testing, production, marketing, and services, recognized as a National High-Tech Enterprise;
5. Company C is a comprehensive enterprise specializing in the R&D, production, marketing, and services of mechanical massage equipment, headquartered in Hangzhou, China;
6. Company D focuses on providing holistic technological wellness solutions, serving as a supplier and service provider of massage equipment that integrates R&D, manufacturing, and marketing, headquartered in Jiaying, China.

Source: Frost & Sullivan

Competitive Landscape of China's Mechanical Massage Service Market

Profiles of Major Players (1/2)

MEDIOR		Channel Layout	Cinemas, Commercial Complex, etc.
 盟迪奥		Shenzhen, Guangdong, China Company Overview	Shenzhen Medior Electronic Technology Company is a high-tech enterprise integrating R&D, production and sales, specializing in the field of mechanical massage service. With the core of intelligence and technology, the company is committed to providing consumers with convenient and comfortable massage services. With a strong R&D team and advanced production technology, Medior continues to introduce ergonomic, easy-to-operate and superior experience products in the mechanical massage service market to meet the needs of different downstream sectors.
Headquarter	Shenzhen, Guangdong, China		
SOFO		Channel Layout	Train Stations and Airports, etc.
 SOFO 索非		Company Overview	Founded in 1997, Sofo Group is a comprehensive health industry enterprise integrating R&D, experiment, production, marketing and service, and a national high-tech enterprise. The company has its own factory, realizing the seamless combination of industrial chain and supply chain, establishing a perfect product quality guarantee system, and the products have passed UL, CE, CB, KC and other international certifications, and are exported to more than 80 countries and regions at home and abroad. The company has been honored as one of the top ten national massage appliance exporters for many consecutive years.
Headquarter	Guangzhou, China		
MOLIJY		Channel Layout	Commercial Complex, Cinemas, etc.
 摩享时光 MOLIJY		Company Overview	MOLIJY is a smart massage experience service brand under the banner of Ojiahua. With fragmented time, it covers stress relief and leisure services to various public places, focusing on the development of a health big data platform for the new ecology of intelligent interconnection. With the user's health as the starting point, it provides users with a more convenient, effective, sustainable and highly comfortable massage and leisure space. And equipped with mechanical massage system, provide diversified massage experience, and create a new retail marketing closed loop in the context of the Internet of Things era.
Headquarter	Fujian, Xiamen, China		

Source: Frost & Sullivan

Competitive Landscape of China's Mechanical Massage Service Market

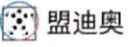
Profiles of Major Players (2/2)

iRest		Channel Layout	Commercial Complex
		Company Overview	iRest Health Technology Co., Ltd. was founded in 2003, headquartered in Zhejiang Province. The company combines information system integration and Internet technology with traditional massage equipment, and launched the "iRest" brand massage chair products. Relying on independent research and development team and user U&A research team, iRest Technology is committed to the development of China's mechanical massage service market, in order to realize the mission of "let everyone enjoy intelligent and healthy life anytime and anywhere". The company will be high-end massage equipment in commercial complex, airports, high-speed rail stations, theaters, office buildings and other commercial spaces, to provide consumers with massage rest and massage experience services.
Headquarter	Zhejiang, China		

Source: Frost & Sullivan

Competitive Landscape of China's Mechanical Massage Service Market

Overview and Comparative Analysis of Main Competitors

Brand Name	Brand Position	Establishment Year & Location		Market Position	Technological Capacity	Channel Layout		
Name	Basic Information	Headquarter	Year	Market Position	Platform Management	Commercial Complex	Cinemas	Airports & Train Stations
 乐摩吧	Top 1 Mechanical Massage Service Brand. Has a high degree of popularity. With innovative mechanical massage service model, provide users with massage experience anytime, anywhere.	Fuzhou, Fujian, China	2014	Head Emphasis on user experience offering a variety of massage modes and personalized customization services.	Driven by advanced digital cloud and AI somatosensory technology, it incorporates AI and IoT for precise, customized services.	●	●	●
 盟迪奥	It is a professional manufacturer focused on R&D, design, production, sales, and service, offering OEM production and leading China's small massager market.	Shenzhen, Guangdong, China	2006	First Echelon Focus on the sense of technology and intelligence, set of diverse massage techniques, personalized adjustment in one.	Mondial's advantage is in its 3D/4D massage technology, multifunctional modes, ergonomic design, and intelligent control system.	○	●	○
 SOFO	Sofo Group is a high-tech enterprise with its own production base, integrating the industrial and supply chains while ensuring quality.	Guangzhou, Guangdong, China	1997	First Echelon Self-developed, online + offline route, set R & D, production, sales and service as a whole.	It has developed over 100 intellectual properties, including numerous patents and trademarks.	○	○	●
 摩享时光	Aujiahua sub-brand, focusing on the development of high-quality home massage chair products, product design focuses on fashion and practicality.	Xiamen, Fujian, China	2011	First Echelon Quality supply chain, continuous innovation to meet market demand.	The parent company possesses advanced massage mechanism technology and excels in areas such as intelligence and interactivity.	●	●	●
 摩摩达	Rongtai Health Science and Technology Co., Ltd. a sub-brand of Rongtai, focuses on home product design centered on intelligent stress relief, offering smart massage care products and services.	Shanghai, China	2015	Second Echelon Innovative design, advanced technology, versatility and reasonable pricing, wide range of channels and perfect after-sales service.	Adopting mechanical massage technology, multifunctional design, and ergonomic principles.	●	●	●
 爽客	Shocker is a subsidiary of Nanyue Home Furnishings, the first brand engaged in mechanical massage service in China. The products focus on practicality and comfort.	Shanghai, China	2011	Second Echelon Versatility and Intelligence.	Advanced massage technology, multifunctional modes, ergonomic design, and intelligent control system.	●	●	●

Source: Frost & Sullivan

Competitive Landscape of China's Mechanical Massage Service Market Entry Barrier Analysis

Brand Barrier

Compared to small mechanical massage service providers large brands in the mechanical massage service market typically occupy a significant number of prime POS such as high-traffic areas like Wanda commercial complex, which have already been secured by major players. These prime spots, with their high consumer traffic, not only attract a large number of consumers but also boost the brand's visibility and influence, making it difficult for smaller mechanical massage service providers to find similar market opportunities. Moreover, large brands have established a strong presence in consumers' minds over time, building trust and recognition. Consumers are more likely to choose well-known brands or chain stores, as these brands are often associated with higher service quality and reliability. In contrast, small mechanical massage service providers lacking in brand recognition and market influence, struggle to gain consumer trust and loyalty. As a result, small mechanical massage service providers face significant brand barriers and entry challenges in this market, which is largely dominated by large players.

Channel Barrier

In the mechanical massage service market, the relationship with channel partners is crucial, especially when it comes to collaborating with key consumption scenarios such as well-known commercial complex, cinemas airports and train stations. For example, establishing a strong partnership with large commercial complex like Wanda can provide a company with stable foot traffic and high brand visibility. However, these partnerships are not easily formed, as major channel partners like Wanda typically prefer to collaborate with mechanical massage service providers that have already established a strong brand reputation and reliable services. Finding and building key channels needs significant efforts in marketing, relationship building, and continuous product improvement, which poses a considerable barrier for mechanical massage service providers aiming to enter this competitive market.

Technology Barrier

Massage equipment is a high-tech product integrating intelligent and electronic technology, modern control technology, sensor technology, new material technology, ergonomics principle, traditional Chinese medicine massage technology and meridian acupuncture therapy. For new entrants to achieve technological breakthroughs, they need to invest a lot of R&D money and time and have a high-quality R&D team.

Management & Operation Barrier

The management and operation of mechanical massage service requires efficient logistics distribution, professional maintenance team and mature customer service system. New entrants need to establish a complete set of operating systems in a short period of time, which is also a big challenge.

Source: Frost & Sullivan

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Verification Statements (1/4)

- Consumers in tier one cities, new tier one cities and tier two cities often prioritize premium services, brand reputation, and technological innovation, while those in cities of lower tiers may place more emphasis on affordability, accessibility, and practical benefits. With denser population, higher level of income and greater mobility, cities of higher tiers generally generate higher sales per order and consumer frequency.
- The Company's competitors include established players in wellness services sector, as well as various wellness service providers such as spa and massage clinics, fitness centers offering relaxation services and other retail channels.
- The company ranked first among all mechanical massage service providers in the PRC in terms of transaction value for three consecutive years from 2022 to 2024, representing a market share of 33.9%, 37.3% and 42.9% in the corresponding year, respectively, as a dominant player in the market.
- The company pioneered the concept of "Mechanical Massage Space", transforming traditional equipment-based massage into mechanical massage spaces. General equipment-based massage service relies on massage equipment and offers consumers only standardized and fragmented rest experiences.
- The third quarter is a typical peak season for the mechanical massage service market. The third quarter is a typical peak season for the mechanical massage services market, as various consumption scenarios such as commercial complexes and airports experience increased foot traffic due to the summer vacation. In contrast, the fourth quarter is a typical off season for the mechanical massage service market. This is because in winter, consumers' thick clothing affects the massage experience, and the cold weather makes it inconvenient to take off clothes. Factors like these lead to a weakening of the demand for mechanical massage services.
- Mechanical massage spaces are multi-dimensional mechanical massage zone that combined advanced mechanical massage equipment, customized massage services, private experience and relaxation. Through advanced technology, mechanical massage equipment, private space design, site decoration and diverse health support services, they redefine massage services, providing consumers with a more convenient, private, and relaxing experience.

Source: Frost & Sullivan

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Verification Statements (2/4)

- The company is the first and only nationwide mechanical massage service company in China with POS established in all 31 provincial-level administrative division in the PRC.
- The company has a leading position in various high-foot traffic, high-demand scenarios such as commercial complexes, cinemas and traffic hubs.
- There are some common issues with general mechanical massage services, such as lack of customization, poor privacy, and insufficient relaxation.
- General mechanical massage services rely on massage equipment and only provide consumers with standardized and fragmented relaxation experiences, lacking personalized service outreach.
- The revenue of the massage industry in Asian countries and regions like Southeast Asia (such as Thailand) shall increase stably, with increasingly stronger trend for popularization of mechanical massage equipment.
- As of 15 January, 2025, the Company's mechanical massage services have covered 4,757 commercial complexes with a gross floor area of over 30,000 square meters (accounting for approximately 70% of the commercial complexes with a gross floor area of over 30,000 square meters in the PRC), 1,281 cinemas with an annual box office of more than 5 million dollars (accounting for over 50% of the cinemas with an annual box office of more than 5 million dollars in the PRC), and 20 airports with an annual passenger throughput of more than 10 million passengers (accounting for over 50% of the airports with an annual passenger throughput of more than 10 million passengers), and other commercial environments and traffic hubs.
- To address common issues with general mechanical massage services, such as lack of customization, poor privacy, and insufficient relaxation, the Company innovatively introduced the concept of the "Mechanical Massage Space", further strengthening the Company's leading position in the industry.
- The company also ranked first in terms of revenue in the mechanical massage market in China in 2024 with a market share of over 50%. As at 31 December 2024, there were over 10,000 massage service providers, and among them, there were over 50 mechanical massage service providers. The market share of our Group in the massage market was approximately 0.2% in 2024 in terms of both transaction value and revenue.

Source: Frost & Sullivan

Verification Statements (3/4)

- The company is a major player in the massage service market in China.
- The PRC market is one of the most mature markets for mechanical massage service, and the overseas markets in Asia are still in early stage of development with no sizeable market players at the juncture.
- As at the Latest Practicable Date, in terms of developing our POS network, the Company has achieved the following milestones: (i) 5,268 commercial complexes with a GFA of over 30,000 square meters, accounting for approximately 70.4% of commercial complexes with a GFA of over 30,000 square meters in China; (ii) 904 cinemas with an annual box office exceeding RMB five million, accounting for approximately 35.0% of cinemas in China with an annual box office exceeding RMB five million; and (iii) 24 airports with an annual passenger throughput exceeding 10 million, accounting for approximately 60.0% of airports in China with an annual passenger throughput exceeding 10 million.
- Taking into account the nature of the consumption scenarios and the lower cost and space required for deployment of massage cushions inside the theatre halls of the cinemas, as compared to other consumption scenarios such as commercial complexes and transportation hubs, the expansion of the scale of mechanical massage services within the cinemas can be achieved more easily than that in other consumption scenarios.
- In the consumption scenarios of commercial complex and cinemas, there is generally only one mechanical massage service provider within a single site, which refers to independent space that operates as the whole commercial complex or cinema instead of only one specific floor or theater hall.
- During the Track Record Period, the Company recorded a steady increase in operating data such as number of POS, number of transactions and average massage fee per consumption order, which was consistent with industry range, and indicating improved customer stickiness for the Company's mechanical massage service.
- The market size of mechanical massage service was approximately RMB 500 million and the penetration rate in downstream channels was less than 20% in Southeast Asia in 2024.
- The market size of China's mechanical massage service market in 2024 (i.e. RMB2.7 billion) represented approximately 0.5% of the overall massage market in China in 2024 (i.e. RMB536.2 billion), in terms of transaction value.

Source: Frost & Sullivan

Verification Statements (4/4)

- The revenue of the massage industry in Asian countries and regions like Southeast Asia (such as Thailand) shall increase stably, with increasingly stronger trend for popularization of mechanical massage equipment.
- In 2023, the National Railway Administration issued rectification and standardization requirements for multi-functional waiting seats (such as massage seats), stating that the number of such seats in train stations nationwide should not exceed 20% of the total number of waiting room seats, which was not expected to be implemented in places other than train stations as at the Latest Practicable Date.

Source: Frost & Sullivan

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