Sauna and Spa Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Hotels, Accommodation & Resorts (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/sauna-and-spa-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 155.63 billion
Projected Forecast (2031)	USD 155.63 billion
Growth Rate (CAGR)	4.60 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Sauna and Spa industry](images/chart_2.png)

![Sauna and Spa Market Size](images/chart_3.png)

![Sauna and Spa Market Share by Application, 2025](images/chart_4.png)

![Sauna and Spa Market Share by Type of Market, 2025](images/chart_5.png)

![Sauna and Spa Market Growth Rate by Region](images/chart_6.png)

![Sauna and Spa Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 155.63 Billion |
Market Size (2031) | USD 194.90 Billion |
Growth Rate (2026 - 2031) | 4.60 % |
Fastest Growing Market | Europe |
Largest Market | Asia Pacific |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Sauna and Spa Market Analysis by Mordor IntelligenceThe sauna and spa market size in 2026 is estimated at USD 155.63 billion, growing from 2025 value of USD 148.79 billion with 2031 projections showing USD 194.9 billion, growing at 4.6% CAGR over 2026-2031. Post-pandemic demand for preventive health routines, surging wellness tourism spend, and ongoing corporate wellness investments are steering this steady expansion. Operators now view thermal suites as resilient dual-purpose assets producing high-margin hospitality revenues while doubling as therapeutic health infrastructure. Energy-efficient infrared cabins, mobile pop-ups, and smart-connected controls are widening access, while renovation activity is accelerating as facility owners retrofit older rooms to meet stricter sustainability mandates. Fragmented competitive dynamics further stimulate product innovation, regional specialization, and price differentiation.

Key Report Takeaways* By application, hotel and resort facilities led with 35.78% of the sauna and spa market share in 2025; household installations are forecast to expand at an 8.61% CAGR through 2031.
* By type of market, new construction commanded 53.12% share of the sauna and spa market size in 2025; renovation and replacement installations are projected to grow at a 7.12% CAGR to 2031.
* By product type, traditional Finnish units held 41.72% of the sauna and spa market size in 2025; infrared cabins are advancing at a 9.98% CAGR through 2031.
* By geography, Europe accounted for 31.88% of the sauna and spa market share in 2025; Asia-Pacific is set to register the hottest 9.05% CAGR between 2026 and 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Sauna and Spa Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Growth of wellness tourism & hotel-led spa investments | +1.2% | Global, strongest in Europe & APAC | Medium term (2-4 years) |
Rising consumer focus on longevity, sleep & immunity benefits | +0.9% | North America & Europe core, expanding to APAC | Long term (≥ 4 years) |
Expansion of luxury real-estate wellness amenities | +0.8% | North America & Europe, emerging in APAC urban centers | Medium term (2-4 years) |
Technology-enabled infrared & smart-sauna adoption | +0.7% | Global, led by North America tech integration | Short term (≤ 2 years) |
Corporate wellness programmes funding on-site thermal suites | +0.5% | North America & Nordic countries, expanding globally | Medium term (2-4 years) |
Urban pop-up / mobile saunas creating experiential demand | +0.3% | Europe & North America urban centers | Short term (≤ 2 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The sauna and spa market is characterized by high fragmentation, with the top five players capturing only a small share of the overall market. This indicates a competitive landscape with low entry barriers, creating significant opportunities for regional specialists and tech-driven startups. The diversity of consumer preferences across price points, applications, and geographies makes large-scale consolidation challenging. Differentiated offerings ranging from personalized wellness experiences to eco-conscious designs and smart features have become key growth drivers. Market leaders like Harvia and KLAFS maintain their edge through vertical integration, brand recognition, and manufacturing efficiency, while smaller players thrive by focusing on niche applications and innovation.

Strategic trends in the market increasingly center on technology adoption, energ y efficiency, and customizable solutions that cater to modern consumer expectations. Customers are demanding more sustainable operations and smart connectivity in their wellness experiences, prompting suppliers to invest in intelligent systems and digital platforms. There are white-space opportunities in areas such as modular retrofitting solutions, AI-enabled thermal circuits, and comprehensive wellness platforms that incorporate health monitoring alongside traditional thermal therapies. Emerging business models are shifting toward direct-to-consumer channels, flexible subscription services, and mobile spa concepts that allow for greater accessibility. These trends are redefining market dynamics and expanding the customer base beyond traditional spa installations.

Regulatory frameworks like the International Swimming Pool and Spa Code are helping level the playing field, ensuring smaller manufacturers can compete on safety and quality with established players. These standardized guidelines also support global market harmonization, fostering trust among consumers and commercial buyers alike. At the same time, the evolution of wellness as a lifestyle choice, rather than a luxury, is opening new avenues in hospitality, residential, and corporate wellness sectors. Smaller firms leveraging localized expertise and agile production processes are well-positioned to meet this demand. As the market continues to evolve, success will depend on balancing operational excellence with innovation and consumer-centric design.

Sauna and Spa Industry Leaders* Harvia Plc

* KLAFS GmbH

* Sauna360 Group Oy (TyloHelo)

* Sunlighten Inc.

* ThermaSol Steam Bath LLC

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this methodology, the sauna and spa market is defined as the value generated from sauna equipment and related installations, plus spa service activity delivered through hospitality, fitness, dedicated spa outlets, and home settings, tracked in USD across major regions.

Scope exclusions: We exclude adjacent at-home wellness devices and general beauty services that are not delivered through a spa setting.

Segmentation Container

* By Application* Hotel / Hospitality
* Gym / Fitness & Spas
* Household
* Other Applications

* By Type of Market* New
* Renovation / Replacement

* By Product Type* Traditional (Finnish)
* Infrared
* Steam / Hybrid

* By Geography* North America* Canada
* United States
* Mexico

* South America* Brazil
* Peru
* Chile
* Argentina
* Rest of South America

* Europe* United Kingdom
* Germany
* France
* Spain
* Italy
* BENELUX (Belgium, Netherlands, Luxembourg)
* NORDICS (Denmark, Finland, Iceland, Norway, Sweden)
* Rest of Europe

* Asia-Pacific* India
* China
* Japan
* Australia
* South Korea
* South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines)
* Rest of Asia-Pacific

* Middle East and Africa* United Arab Emirates
* Saudi Arabia
* South Africa
* Nigeria
* Rest of Middle East and Africa

Frequently Asked Questions

How large is the global sauna and spa market in 2026?

It stands at USD 155.63 billion, with value projected to reach USD 194.9 billion by 2031.

What CAGR is forecast for the sector through 2031?

The market is expected to expand at a steady 4.60% CAGR over the 2026-2031 horizon.

Which application captures the highest revenue?

Hotel and resort facilities hold the top slot, commanding 35.78% of 2025 revenue.

Which region will grow fastest by 2031?

Asia-Pacific is slated to post the strongest 9.05% CAGR, fueled by rising disposable income and robust hotel construction.

Why are infrared cabins gaining popularity?

They cut energy use by two-thirds, heat up faster, and integrate easily into smart-home ecosystems.

What is the main barrier for small commercial spa owners?

High upfront equipment costs and recurring energy bills often extend payback periods beyond five years.