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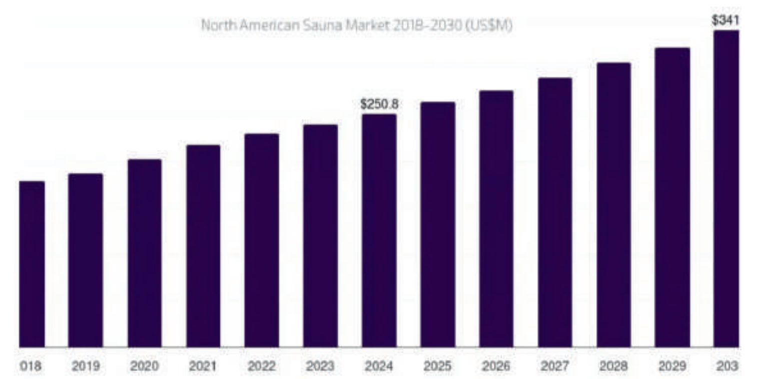
BUILDING LUXURY

# THE SAUNA MARKET IS HOT AND GETTING HOTTER

*Saunas are becoming one of the fastest-growing wellness products. More people want the health and relaxation benefits they offer at home and this is a great time for dealers to focus on sauna sales and meet rising customer demand.*




*North American sauna sales are projected to grow from $250M+ in 2024 to over $340M by 2030 - a steady rise driven by health-conscious homeowners.*

**$250.8M**
North American sauna market value in 2024

**6.17% CAGR**
steady growth expected through 2030

**$341.1M**
projected North American market by 2030

**2× growth**
increase in Google searches for “home sauna” (past 5 years)

**$5B+**
estimated global sauna market by 2030

## Why Consumers Are Buying Saunas & Why This Is Here to Stay

### 1. Holistic Health & Immune Support

- More people are treating wellness as an essential, not a luxury. Saunas are proven to boost circulation, flush toxins, support immune function, and lower inflammation - benefits that go beyond fleeting trends.
- During cold & flu seasons, wellness investments like saunas gain more traction, making them reliable year-round sellers.

### 2. At-Home Wellness & Self-Care

- The shift toward home-based wellness is strong and persistent. After years of disruption, people are designing their homes to be sanctuaries - and saunas fit right into that.
- Rather than paying recurring spa memberships or travel costs, homeowners are investing once to enjoy lifelong benefits under their own roof.

### 3. Recovery, Longevity & Biohacking

- People aren’t just buying saunas for relaxation — they view them as a tool for optimizing health: better sleep, faster recovery after workouts, cardiovascular conditioning, and stress regulation.
- Saunas are increasingly part of the “biohacker’s toolkit” — alongside cold plunges, infrared therapies, and red-light treatments — showing up in wellness-forward homes and athletic spaces.

### 4. Sustainability, Quality & Longevity

- Unlike even trending “hype” products, saunas are long-term investments. A well-built cedar sauna can last decades, meaning returns in use and value over time.
- As more people see the environmental and durability benefits of real wood and craftsmanship, the “cheap fad alternatives” fade in comparison.

### 5. Wellness Tourism & Lifestyle Influence

- Spa and wellness resorts are increasingly integrating saunas into luxury amenities. Exposure to that experience creates desire — customers want the same in their homes.
- As wellness influencers, biohackers, and health media spotlight saunas, the trend is getting social validation and increased demand that has staying power.

### 6. Aging Demographics & Preventive Health

- As populations age, more consumers are investing in preventive health. Saunas have been linked in research to reduced all-cause mortality, lowered risks of cardiovascular disease, and better vascular function.
- These data-backed health benefits differentiate saunas from short-lived wellness fads.

**References:**
*Grand View Research - North America Sauna Market Outlook*
*Technavio - U.S. Sauna Market Report (2025–2029)*
*Market Research Future - Global Sauna Market Forecast*