

Why More Australians Are Installing Outdoor Saunas at Home in 2026

Inner Light Sauna says growing interest in recovery, relaxation, and home wellness spaces is driving more Australians toward outdoor infrared and traditional saunas.



Sydney, New South Wales May 25, 2026 ([IssueWire.com](https://www.issuewire.com)) - SYDNEY, NSW – More Australians are beginning to see saunas as part of everyday wellness rather than a luxury feature reserved for resorts or spas. According to Australian sauna brand Inner Light Sauna, there has been a noticeable increase in interest surrounding outdoor saunas, infrared saunas, and home recovery spaces throughout 2026.

As wellness routines continue shifting toward home-based solutions, many Australians are investing in products that support relaxation, recovery, and stress management without needing to leave the house. Outdoor saunas, in particular, are becoming more common additions to backyards, patios, and dedicated wellness spaces.

Inner Light Sauna, an Australian company specialising in infrared and traditional saunas, says customers are increasingly looking for practical wellness products they can consistently use at home. The company offers a range of outdoor infrared saunas, indoor infrared saunas, traditional saunas, and recovery-focused wellness products designed for Australian homes and climates.

The growing interest can also be seen through customer feedback and online reviews. Inner Light Sauna currently holds a 5.0-star Google rating from more than 70 reviews, with many customers highlighting how saunas are becoming part of their daily routines.

One recent reviewer shared, “Could not be happier with the service we received from Wayne and the company. Great communication, quick delivery and build quality is amazing.”

Another customer wrote, “Absolutely love our sauna ... such a lovely sauna and so easy to use .. Innerlight have been a wonderful company to work with.”

According to Inner Light Sauna, customers today are no longer only looking for luxury experiences. Many are becoming more intentional about creating recovery and wellness routines at home, especially as conversations around stress management, fitness recovery, and relaxation continue growing online and across social media.

[Outdoor saunas](#) have become especially popular because they combine wellness with lifestyle and home design. Many homeowners are now creating backyard spaces focused on relaxation and recovery rather than purely entertainment or aesthetics.

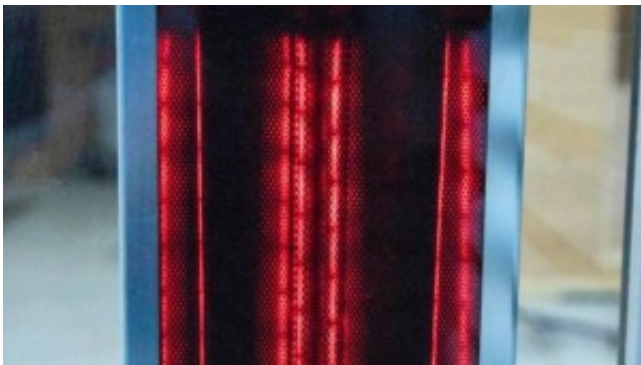
Infrared saunas have also seen increasing demand due to their lower operating temperatures, ease of use, and ability to fit into modern home setups. Traditional saunas, meanwhile, continue attracting customers who prefer stronger heat and a more classic sauna experience.

Inner Light Sauna says one of the biggest changes they have observed is that customers are becoming more educated before making a purchase. Buyers are now actively comparing heating technology, outdoor durability, energy usage, and wellness features before choosing a sauna for their home.

The company believes this shift reflects a broader movement toward long-term wellness investments rather than short-term trends.

With showrooms across Sydney, Melbourne, and Brisbane, Inner Light Sauna continues to expand its presence as more Australians explore recovery-focused home setups that include saunas, cold plunges, and other wellness products.

More information about Inner Light Sauna and its range of outdoor infrared saunas and traditional saunas can be found at their [official website](#).



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