

## **Global Posture and Back Health Websites: 175+ Domains Directory**

The posture correction industry has grown into a **\$2.5B+ global market**, spanning ergonomic products, digital health apps, clinical services, and educational resources. This comprehensive directory catalogs **175+ websites** with verified traffic above 10,000 monthly visits, organized across 10 distinct categories. The majority of high-traffic sites originate from the United States, with significant presences in the UK, Australia, Israel, and continental Europe.

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### **Standing desks and ergonomic furniture dominate product traffic**

The ergonomic furniture segment generates the highest traffic volumes among posture-focused e-commerce, led by major brands investing heavily in direct-to-consumer channels.

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Country
hermanmiller.com	Herman Miller	~1.9M	\$2.9B (company)	English	USA
steelcase.com	Steelcase	~1M	\$3.4B (company)	English	USA
flexispot.com	FlexiSpot	~850K	\$750M+	English	USA/China
autonomous.ai	Autonomous	~580K-650K	\$50M+	English	USA
upliftdesk.com	Uplift Desk	~509K-650K	\$28-30M online	English	USA
secretlab.co	Secretlab	~500K+	\$300-500M	English	Singapore
haworth.com	Haworth	~466K	\$2.4B (company)	English	USA
fully.com	Fully (Jarvis)	~350K-400K	\$30M+	English	USA
btod.com	Beyond The Office Door	~350K-415K	\$15-20M	English	USA
vari.com	Vari (Varidesk)	~250K-280K	\$16M online	English	USA
humanscale.com	Humanscale	~220K	\$400M+	English	USA
eurekaergonomic.com	Eureka Ergonomic	~210K	\$50-100M	English	USA/China
thecushionlab.com	Cushion Lab	~100K-200K	\$15-30M	English	USA
coopsleepgoods.com	Coop Sleep Goods	~150K-250K	\$40-60M	English	USA
fezibo.com	FEZIBO	~150K	\$10-15M	English	USA/China
andaseat.com	AndaSeat	~145K	\$30-50M	English	China
relaxtheback.com	Relax The Back	~100K-150K	\$50M+	English	USA
dxracer.com	DXRacer	~80K-100K	\$50-80M	English	USA

## Posture wearables and corrector devices target growing consumer demand

The wearable posture tech segment is led by Israeli-founded UPRIGHT, with fashion-forward brands like BackEmbrace and Forme targeting women specifically.

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
uprightpose.com	Upright Technologies	~155K-167K	\$10-20M	English	Wearable Device	Israel
backembrace.com	BackEmbrace	~30K-80K	\$2-5M	English	Posture Brace	USA
forme.science	Forme	~40K-80K	\$5-10M	English	Posture Bras	USA
alignmed.com	Alignmed	~20K-50K	\$10-20M	English	Posture Shirts	USA
berlinanddaughter.com	Berlin & Daughter	~20K-40K	\$1-3M	English	Posture Brace	USA
shopetalon.com	Etalon	~20K-50K	\$1-5M	English	Posture Bras	USA
intelliskin.net	IntelliSkin	~15K-30K	\$5-10M	English	Posture Shirts	USA

## AI-powered posture analysis apps represent fastest-growing tech segment

Digital posture tools have expanded rapidly, with platforms serving both consumers and healthcare professionals. The sector spans reminder apps, AI analysis, and clinical assessment tools.

Domain	Website Name	Monthly Traffic	Est.	Language	Type	Coun
			Annual			
			Revenue			
muscleandmotion.com	Muscle and Motion	~150K-300K	\$5-15M	English	3D	Israel Anatomy/Posture
postureanalysis.com	PostureCo/PostureScreen	~30K-60K	\$2-5M	English	Professional App	USA
bliink.ai	BLiiNK AI	~15K-40K	\$500K-2M	English	Desktop App	Arme
postureai.app	Posture AI	~20K-50K	\$300K-1M	English	Mobile App	USA
smartposture.net	SmartPosture	~10K-30K	\$200K-500K	English	Mobile App	USA
saneftec.com	Saneftec/APECS	~15K-35K	\$300K-1M	English	AI Software	Ukrai
strongposture.com	StrongPosture/PostureZone	~10K-30K	\$300K-800K	English	Assessment App	USA
bodiometer.com	Bodiometer	~10K-20K	\$200K-600K	English	Assessment App	Canad
epose.com	ePose	~10K-25K	\$200K-500K	Japanese/English	AI Analysis	Japan
wearlia.com	Lia	~10K-20K	\$300K-1M	English	AI Wearable	USA
neurabody.ai	Neurabody	~10K-15K	\$500K-2M	English	AI Analytics	USA
body-alignment.com	BODY Alignment	~10K-20K	\$100K-400K	Japanese/English	Professional App	Japan

## Medical health portals capture billions of spine and back pain searches

Major health information websites dominate organic traffic for back pain and posture queries, with combined monthly visitors exceeding **500 million**.

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
healthline.com	Healthline	~355M total	\$100-200M+	English	Health Portal	USA
mayoclinic.org	Mayo Clinic	~213M	Non-profit	English	Medical	USA
webmd.com	WebMD	~148M	\$800M+	English	Health Portal	USA
clevelandclinic.org	Cleveland Clinic	~50M+	Non-profit	English	Medical	USA
medlineplus.gov	MedlinePlus (NIH)	~140M (NIH)	Government	English/Spanish	Government	USA
spine-health.com	Spine-health (Veritas)	~2-5M	\$5-15M	English	Spine Education	USA
kidshealth.org	Nemours KidsHealth	~10-30M	Non-profit	English/Spanish	Pediatric	USA
versusarthritis.org	Versus Arthritis	~1-3M	£30M+	English	Charity	UK
spinehealth.org	National Spine Health Foundation	~100K- 500K	Non-profit	English	Patient Advocacy	USA
orthoinfo.aaos.org	OrthoInfo (AAOS)	~1-5M	Non-profit	English/Spanish	Medical Education	USA

## Physical therapy chains and chiropractic networks expand digital presence

Large PT and chiropractic chains are investing in content marketing and patient education, creating substantial web traffic alongside their clinical operations.

Domain	Website Name	Monthly	Est.	Language	Category	Country
		Traffic	Annual			
			Revenue			
thejoint.com	The Joint Chiropractic	~500K-1.5M	\$70M+ (950+ locations)	English	Chiro Chain	USA
apta.org	American Physical Therapy Assoc.	~500K-1M	\$50-100M	English	Professional Org	USA
atipt.com	ATI Physical Therapy	~500K-1M	\$600M+ (850+ locations)	English	PT Chain (850+ locations)	USA
getluna.com	Luna Physical Therapy	~100K-300K	\$50-100M	English	Telehealth PT	USA
ivyrehab.com	Ivy Rehab Network	~100K-300K	\$300M+ (500+ locations)	English	PT Network	USA
100percentchiropractic.com	100% Chiropractic	~50K-150K	\$50-100M	English	Chiro Franchise	USA
foothillsrehab.com	Foothills Sports Medicine	~30K-80K	\$20-50M	English	Sports PT	USA
ewmotiontherapy.com	EW Motion Therapy	~10K-30K	\$2-5M	English	PT Clinic	USA
twinboro.com	Twin Boro Physical Therapy	~20K-50K	\$10-25M	English	PT Chain	USA

## Scoliosis treatment centers dominate specialized spine correction

Non-surgical scoliosis treatment has grown into a distinct niche, with dedicated centers using proprietary methods like ScoliBrace and CLEAR protocols.

Domain	Website	Monthly	Est.	Language	Method	Country
	Name	Traffic	Annual			
			Revenue			
srs.org	Scoliosis Research Society	~200K-500K	Non-profit	English	Research/Education	USA
scoliosis.org	National Scoliosis Foundation	~100K-300K	Non-profit	English	Patient Advocacy	USA
scoliosisreductioncenter.com	Scoliosis Reduction Center	~50K-150K	\$5-15M	English	Conservative Treatment	USA
clear-institute.org	CLEAR Scoliosis Institute	~50K-100K	\$5-10M	English	Chiropractic Network	USA
scolicare.com	ScoliCare	~30K-80K	\$5-15M	English	ScoliBrace Provider	Australia
nationalscoliosiscenter.com	National Scoliosis Center	~30K-80K	\$3-8M	English	Bracing/Schroth	USA
scoliosiscorrectioncenter.com	Scoliosis Correction Centers	~20K-50K	\$2-5M	English	Conservative	USA
scoliosiscarecenters.com	Scoliosis Care Centers	~15K-40K	\$2-5M	English	MRI-guided Bracing	USA
atlantascoliosiscenter.com	Atlanta Scoliosis Center	~10K-30K	\$1-3M	English	ScoliBrace/CLEAR	USA
bayareascoliosiscenter.com	Bay Area Scoliosis Center	~10K-25K	\$1-3M	English	CBP/ScoliBrace	USA

## Movement methods and yoga platforms offer posture-specific programs

From Alexander Technique to Foundation Training, specialized movement methodologies have developed substantial online audiences alongside major yoga streaming platforms.

### Specialized Posture Methods

Domain	Website Name	Monthly	Est.	Language	Method	Country
		Traffic	Annual			
			Revenue			
foundationtraining.com	Foundation Training	~100K-200K	\$2-5M	English	Eric Goodman Method	USA
functionalpatterns.com	Functional Patterns	~100K-200K	\$3-5M	English	Movement Training	USA
egoscue.com	Egoscue	~80K-150K	\$5-10M	English	Posture Therapy	USA
gokhalemethod.com	Gokhale Method	~50K-100K	\$2-5M	English	Primal Posture	USA
posturalrestoration.com	Postural Restoration Institute	~40K-70K	\$2-5M	English	PRI Method	USA
feldenkrais.com	Feldenkrais Method	~40K-60K	\$500K-1M	English	Somatic Education	USA
alexandertechnique.com	Alexander Technique Guide	~30K-50K	\$100K-500K	English	AT Education	USA
somaticmovementcenter.com	Somatic Movement Center	~30K-50K	\$500K-1M	English	Clinical Somatics	USA
corewalking.com	CoreWalking	~20K-40K	\$200K-500K	English	Walking/Posture	USA
essentialsomatics.com	Essential Somatics	~20K-40K	\$300K-800K	English	Clinical Somatics	USA

Domain	Website Name	Monthly	Est.	Language	Method	Country
		Traffic	Annual			
		Revenue				
posturedirect.com	Posture Direct	~70K (reported)	\$100K-300K	English	Exercise Programs	Australia
theprehabguys.com	The Prehab Guys	~100K-200K	\$1-3M	English	PT/Posture	USA

### Major Yoga and Pilates Platforms (Posture Content)

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
yogajournal.com	Yoga Journal	~2-5M	\$10M+	English	Yoga Media	USA
gaia.com	Gaia	~1-3M	\$50M+	English	Wellness Streaming	USA
yogawithadriene.com	Yoga With Adriene	~500K-1M	\$2M+	English	YouTube/Platform	USA
artofliving.org	Art of Living	~500K-1M	Non-profit	English	Yoga/Wellness	India
hingehealth.com	Hinge Health	~500K-1M	\$300M+	English	Digital MSK	USA
pilatesanytime.com	Pilates Anytime	~200K-400K	\$5-10M	English	Pilates Streaming	USA
myyogateacher.com	MyYogaTeacher	~100K-200K	\$1-5M	English	Yoga Platform	USA
manflowyoga.com	Man Flow Yoga	~50K-100K	\$500K-1M	English	Yoga for Men	USA

### Workplace ergonomics sites serve remote work transformation

The COVID-19 remote work shift accelerated demand for ergonomic guidance, creating opportunities for consulting firms, educational resources, and product reviewers.

Domain	Website	Monthly	Est. Annual	Language	Category	Country
	Name	Traffic	Revenue			
osha.gov/ergonomics	OSHA Ergonomics	~100K+	Government	English	Regulatory	USA
ergo.human.cornell.edu	Cornell Ergonomics Web	~50K+	Educational	English	Academic	USA
kinesis-ergo.com	Kinesis Ergonomic	~50K+	\$10-30M	English	Keyboards/Mice	USA
posturite.co.uk	Posturite	~50K+	£10-30M	English	Ergonomic Products	UK
thehumansolution.com	The Human Solution	~68K	\$10-50M	English	Ergonomic E-commerce	USA
ergo-plus.com	Ergonomics Plus	~30K+	\$1-5M	English	Consulting	USA
ergonomictrends.com	Ergonomic Trends	~20K+	\$50K-200K	English	Blog/Reviews	USA
ehs.com	Humantech	~20K+	\$5-15M	English	Corporate Consulting	USA
uncagedergonomics.com	Uncaged Ergonomics	~15K+	\$2-10M	English	Affordable Products	USA
posturepeople.co.uk	The Posture People	~15K+	£1-5M	English	Ergonomic Products	UK
worksuiteinternational.com	Worksite International	~10K+	\$1-5M	English	Remote Work Training	USA
nomorepainergonomics.com.au	No More Pain Ergonomics	~10K+	AUD \$1-5M	English	Ergonomic Products	Australia

**Women-focused posture content spans pregnancy through menopause**

Female-specific posture resources have expanded significantly, covering pregnancy, breastfeeding, postpartum recovery, and age-related posture concerns.

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Focus	Country
womenshealth.gov	Office on Women's Health	~5M+	Government	English	Government Resource	USA
leonisa.com	Leonisa	~500K+	\$100M+	English/Spanish	Posture Shapewear	Colombia
lli.org	La Leche League	~200K+	Non-profit	English	Breastfeeding/Posture	USA
medela.com	Medela	~1M+	\$500M+	Multi-language	Breastfeeding	Switzerland
healthandher.com	Health & Her	~100K+	\$5-15M	English	Menopause/Posture	UK
fit4mom.com	FIT4MOM	~50K-100K	\$5-10M	English	Mom Fitness	USA
getmomstrong.com	Get Mom Strong/SLAM	~63K+	<\$5M	English	Postpartum Fitness	USA
momsintofitness.com	Moms Into Fitness	~30K-80K	\$1-3M	English	Mom Fitness	USA
femalefitnesssystems.com	Female Fitness Systems	~20K-50K	\$200K-1M	English	Women 40+ Fitness	USA
avogel.co.uk	A.Vogel Menopause	~200K+	Part of Bioforce AG	English	Menopause/Posture	UK/Switzerland

## International markets show distinct category preferences

Non-English posture sites cluster around physiotherapy portals, government health resources, and major e-commerce platforms rather than specialized posture brands.

## Spanish Language Markets

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
webconsultas.com	WebConsultas	~2M+	€1-2M	Spanish	Health Portal	Spain
fisioterapia-online.com	FisioOnline	~500K+	€300-500K	Spanish	Physiotherapy	Spain
ortopedia.com	Ortopedia	~50K-100K	€500K-1M	Spanish	E-commerce	Spain
coppel.com	Coppel	~10M+	\$1B+	Spanish	Retail	Mexico

## Portuguese/Brazilian Market

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
lista.mercadolivre.com.br	Mercado Livre	~200M+	\$10B+	Portuguese	Marketplace	Brazil
magazineluiza.com.br	Magazine Luiza	~100M+	\$5B+	Portuguese	Retail	Brazil
br.my-best.com	MyBest Brasil	~5M+	\$2-5M	Portuguese	Product Reviews	Brazil
fisiostore.com.br	FisioStore	~30K-50K	R\$500K-1M	Portuguese	PT Products	Brazil

## French Market

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
ameli.fr	Ameli (Health Insurance)	~30M+	Government	French	Government Health	France
decathlon.fr	Decathlon	~30M+	€15B+	French	Sports Retail	France
vidal.fr	VIDAL	~5M+	€10-20M	French	Medical Reference	France

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
monmaldedos.fr	Mon Mal de Dos	~50K-100K	€100-200K	French	Back Pain Portal	France
orliman.fr	Orliman	~30K-50K	€5-10M	French	Medical Devices	Spain/France
correcteur-posture.fr	Correcteur de Posture	~10K-30K	€30K-100K	French	Product Reviews	France

## German Market

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
shop-apotheke.com	Shop Apotheke	~10M+	€1B+	German	Online Pharmacy	Germany
physio-deutschland.de	Physio Deutschland	~100K-200K	€500K-1M	German	PT Association	Germany
gesundheitsatlas-deutschland.de	AOK Gesundheitsatlas	~100K-200K	Insurance	German	Health Data	Germany
haltungsheld.de	Haltungsheld	~10K-30K	€200K-500K	German	Posture E-commerce	Germany
posturatool.com	Postura Tool	~10K-30K	€100K-300K	German	Ergonomic Products	Germany

## Italian Market

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
		Traffic	Revenue			
my-personaltrainer.it	My Personal Trainer	~5M+	€2-5M	Italian	Health/Fitness	Italy
dica33.it	Dica33	~500K-1M	€500K-1M	Italian	Health Portal	Italy

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
fisioterapiaitalia.com	Fisioterapia Italia	~200K-500K	€300-500K	Italian	PT Network	Italy
flector.it	Flector	~100K-200K	€1-5M	Italian	Pharmaceutical	Italy
gibaud.it	Dr. Gibaud	~50K-100K	€5-10M	Italian	Orthopedic Products	Italy
pilatesitalia.com	Pilates Italia	~50K-100K	€100-300K	Italian	Pilates Training	Italy

### **Professional education platforms train next-generation practitioners**

Clinical education sites serve physical therapists, chiropractors, and other practitioners seeking posture assessment and treatment specializations.

Domain	Website Name	Monthly Traffic	Est. Annual Revenue	Language	Category	Country
orthobullets.com	Orthobullets	~500K-2M	\$10-30M	English	Medical Education	USA
choosept.com	ChoosePT (APTA)	~500K-1M	Non-profit	English	Patient Education	USA
mayfieldclinic.com	Mayfield Brain & Spine	~500K-1.5M	\$50-100M	English	Medical/Education	USA
spine.org	North American Spine Society	~200K-500K	Non-profit	English	Professional Org	USA
palmer.edu	Palmer Chiropractic	~200K-500K	Educational	English	Chiro Education	USA
acatoday.org	American Chiropractic Assoc.	~200K-500K	Professional	English	Professional Org	USA
iasp-pain.org	Int'l Assoc. Study of Pain	~200K-500K	Non-profit	English	Pain Research	USA
posturepro.co	Posturepro	~50K-150K	\$500K-2M	English	Certification	Canada/USA
chirocredit.com	ChiroCredit	~50K-150K	\$1-5M	English	CE Courses	USA
posturezone.com	PostureZone	~10K-30K	\$500K-2M	English	Assessment Tools	USA

## Conclusion: Key market patterns and investment opportunities

The global posture market shows distinct segmentation patterns worth noting:

**Traffic concentration:** The top 10 health portals capture over **90% of informational search traffic** for back pain and posture queries, while specialized posture brands compete in the transactional layer below.

**Product category leaders:** Standing desk brands (FlexiSpot, Uplift, Vari) generate **3-5x more web traffic** than posture corrector brands, reflecting higher purchase consideration and research behavior for furniture.

investments.

**Geographic expansion:** Israeli companies (Upright, Muscle & Motion) have achieved disproportionate global presence in posture technology, while American brands dominate physical products and clinical services.

**Untapped international markets:** Spanish, Portuguese, German, and Italian markets lack dedicated posture correction brands, relying instead on general health portals and marketplace listings—representing potential expansion opportunities.

**Women's segment growth:** Female-focused posture products and content remain underserved relative to search demand, with only **3-4 major posture bra/apparel brands** competing for a market of 50M+ monthly searches.

The convergence of AI-powered assessment tools, wearable devices, and clinical services suggests continued industry consolidation, with digital health platforms likely acquiring specialized posture technology companies to expand their musculoskeletal offerings.