

Global Wireless Neck Massager Market Size study & Forecast, by Type (Impulse, Vibrating, Percussion, Handheld, Others) by Application (Household, Hospitals, Offices, Wellness Centers, Rehabilitation Centers, Others) by Price Range (Premium, Economy) by Distribution Channel (Online, Offline) by Age Group (Children, Adults, Seniors) and Regional Analysis, 2023-2030

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Abstracts

Global Wireless Neck Massager Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. A wireless neck massager is a device you can wear around your neck to provide a soothing and relaxing massage without any cables or wires. It uses wireless technology to transmit signals and deliver gentle vibrations or kneading motions to the neck muscles, helping to relieve tension, reduce stiffness, and promote relaxation. It allows patients to enjoy the benefits of a neck massage conveniently and comfortably, without being restricted by cords or cables. The driving factor of the market are growing wellness and spa centre and rising hybrid work trend

According to the Statista, the value of the corporate wellness market worldwide is forecast to grow from 54.1 billion U.S. dollars in 2021 to over 93 billion U.S. dollars by 2028. Europe is currently the largest regional market for workplace wellness, followed by North America, where the industry is estimated to be worth over 16 billion U.S. dollars. Some of the most common wellness programs and events offered by employers in the United States included onsite seasonal flu vaccinations, annual health risk assessments, and company-organized fitness competitions. According to Statista in

2021, 73 percent of employees from a global survey want flexible remote work options to stay post-pandemic. As businesses around the world sent their employees into home offices and remote work setups. Moreover, product innovation and differentiation, and health and wellness partnerships will create more opportunities in the market. However, the competition and market saturation, limited awareness, and education stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Wireless Neck Massager Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market. The United States and Canada have a well-established wellness industry and a culture of self-care. The demand for relaxation and stress relief products is high, and consumers in this region are often early adopters of new wellness technologies. Asia Pacific is the fastest-growing region in this market. Rapid urbanization, increasing disposable incomes, and a growing awareness of wellness contribute to the demand for personal care products in countries like China, Japan, and South Korea. These countries have significant market potential for wireless neck massagers.

Major market player included in this report are:

SKG Group

Beurer GmbH

Breo Ellipta

Curador Healthcare Pvt. Ltd.

HoMedics

OGAWA

OSIM International

Panasonic Holding Corporation

PGG (Pittsburgh Plate Glass Company)

Naipo Care

Recent Developments in the Market:

In January 2021, OSIM launches gaming chair with built in massage functions the chair name is uThrone. The uThrone incorporates OSIM's time-tested health and wellness technologies housed within an ergonomically-designed chair, bringing to users' greater comfort and relief when gaming or working at their desks.

In September 2021, SKG launched its neck massager. HUWEI intelligence election is the name of the product. It creates frequency pulse technology for deep massage. our neck massager adopts TENS and EMS dual frequency pulse technology, TENS therapy can stop pain transition and pain

Global Wireless Neck Massager Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, Application, Price Range, Distribution Channel, Age group, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Impulse

Vibrating

Percussion

Handheld

Others

By Application:

Household

Hospitals

Offices

Wellness Centers

Rehabilitation Centers

Others

By Price Range:

Premium

Economy

By Distribution Channel:

Online

Offline

Age Group:

Children

Adults

Seniors

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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