

Global Electric Massager Equipments Market Research Report 2025(Status and Outlook)

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Abstracts

The electric massager equipment market encompasses a diverse range of powered devices designed to deliver therapeutic or relaxation benefits through mechanical vibration, percussion, compression, heat application, or a combination of these modalities, targeting muscle relief, pain management, stress reduction, and improved circulation. These products vary widely in form factor, from handheld percussion guns and portable shiatsu cushions to specialized full-body massage chairs and targeted wearable devices, with functionalities often enhanced by smart features such as app connectivity, customizable intensity levels, and pre-programmed massage routines. The category is positioned at the intersection of consumer wellness, personal healthcare, and lifestyle technology, appealing to both general consumers seeking at-home relaxation solutions and users with specific therapeutic needs, such as athletes or individuals with chronic pain conditions.

The global Electric Massager Equipments market size was estimated at USD 9250.42 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 7.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Electric Massager Equipments market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current

status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Electric Massager Equipments market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Electric Massager Equipments market.

Global Electric Massager Equipments Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

OGAWA
Family Inada
BODYFRIEND
Panasonic
OSIM International
Rotai
Daito-THRIVE
HoMedics
Casada
Beurer

Human Touch
HealthmateForever
JSB Healthcare

Market Segmentation (by Type)

Back Massager
Hand-Held Massager
Neck & Shoulder Massager
Leg & Foot Massager
Eye Care Massager
Massage Chair
Others

Market Segmentation (by Application)

Commercial
Residential

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments

Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Electric Massager Equipments Market
Overview of the regional outlook of the Electric Massager Equipments Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Electric Massager Equipments Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Electric Massager Equipments, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Electric Massager Equipments

1.2 Key Market Segments

1.2.1 Electric Massager Equipments Segment by Type

1.2.2 Electric Massager Equipments Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 ELECTRIC MASSAGER EQUIPMENTS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Electric Massager Equipments Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Electric Massager Equipments Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 ELECTRIC MASSAGER EQUIPMENTS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Electric Massager Equipments Product Life Cycle

3.3 Global Electric Massager Equipments Sales by Manufacturers (2020-2025)

3.4 Global Electric Massager Equipments Revenue Market Share by Manufacturers (2020-2025)

3.5 Electric Massager Equipments Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Electric Massager Equipments Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Electric Massager Equipments Market Competitive Situation and Trends

3.8.1 Electric Massager Equipments Market Concentration Rate

3.8.2 Global 5 and 10 Largest Electric Massager Equipments Players Market Share by

Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 ELECTRIC MASSAGER EQUIPMENTS INDUSTRY CHAIN ANALYSIS

4.1 Electric Massager Equipments Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF ELECTRIC MASSAGER EQUIPMENTS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Electric Massager Equipments Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Electric Massager Equipments

Market

5.7 ESG Ratings of Leading Companies

6 ELECTRIC MASSAGER EQUIPMENTS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Electric Massager Equipments Sales Market Share by Type (2020-2025)

6.3 Global Electric Massager Equipments Market Size Market Share by Type (2020-2025)

6.4 Global Electric Massager Equipments Price by Type (2020-2025)

7 ELECTRIC MASSAGER EQUIPMENTS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Electric Massager Equipments Market Sales by Application (2020-2025)

7.3 Global Electric Massager Equipments Market Size (M USD) by Application (2020-2025)

7.4 Global Electric Massager Equipments Sales Growth Rate by Application (2020-2025)

8 ELECTRIC MASSAGER EQUIPMENTS MARKET SALES BY REGION

8.1 Global Electric Massager Equipments Sales by Region

8.1.1 Global Electric Massager Equipments Sales by Region

8.1.2 Global Electric Massager Equipments Sales Market Share by Region

8.2 Global Electric Massager Equipments Market Size by Region

8.2.1 Global Electric Massager Equipments Market Size by Region

8.2.2 Global Electric Massager Equipments Market Size Market Share by Region

8.3 North America

8.3.1 North America Electric Massager Equipments Sales by Country

8.3.2 North America Electric Massager Equipments Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Electric Massager Equipments Sales by Country

8.4.2 Europe Electric Massager Equipments Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Electric Massager Equipments Sales by Region

8.5.2 Asia Pacific Electric Massager Equipments Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

- 8.5.5 South Korea Market Overview
- 8.5.6 India Market Overview
- 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Electric Massager Equipments Sales by Country
 - 8.6.2 South America Electric Massager Equipments Market Size by Country
 - 8.6.3 Brazil Market Overview
 - 8.6.4 Argentina Market Overview
 - 8.6.5 Columbia Market Overview
- 8.7 Middle East and Africa
 - 8.7.1 Middle East and Africa Electric Massager Equipments Sales by Region
 - 8.7.2 Middle East and Africa Electric Massager Equipments Market Size by Region
 - 8.7.3 Saudi Arabia Market Overview
 - 8.7.4 UAE Market Overview
 - 8.7.5 Egypt Market Overview
 - 8.7.6 Nigeria Market Overview
 - 8.7.7 South Africa Market Overview

9 ELECTRIC MASSAGER EQUIPMENTS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Electric Massager Equipments by Region(2020-2025)
- 9.2 Global Electric Massager Equipments Revenue Market Share by Region (2020-2025)
- 9.3 Global Electric Massager Equipments Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Electric Massager Equipments Production
 - 9.4.1 North America Electric Massager Equipments Production Growth Rate (2020-2025)
 - 9.4.2 North America Electric Massager Equipments Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Electric Massager Equipments Production
 - 9.5.1 Europe Electric Massager Equipments Production Growth Rate (2020-2025)
 - 9.5.2 Europe Electric Massager Equipments Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Electric Massager Equipments Production (2020-2025)
 - 9.6.1 Japan Electric Massager Equipments Production Growth Rate (2020-2025)
 - 9.6.2 Japan Electric Massager Equipments Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Electric Massager Equipments Production (2020-2025)

- 9.7.1 China Electric Massager Equipments Production Growth Rate (2020-2025)
- 9.7.2 China Electric Massager Equipments Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 OGAWA

- 10.1.1 OGAWA Basic Information
- 10.1.2 OGAWA Electric Massager Equipments Product Overview
- 10.1.3 OGAWA Electric Massager Equipments Product Market Performance
- 10.1.4 OGAWA Business Overview
- 10.1.5 OGAWA SWOT Analysis
- 10.1.6 OGAWA Recent Developments

10.2 Family Inada

- 10.2.1 Family Inada Basic Information
- 10.2.2 Family Inada Electric Massager Equipments Product Overview
- 10.2.3 Family Inada Electric Massager Equipments Product Market Performance
- 10.2.4 Family Inada Business Overview
- 10.2.5 Family Inada SWOT Analysis
- 10.2.6 Family Inada Recent Developments

10.3 BODYFRIEND

- 10.3.1 BODYFRIEND Basic Information
- 10.3.2 BODYFRIEND Electric Massager Equipments Product Overview
- 10.3.3 BODYFRIEND Electric Massager Equipments Product Market Performance
- 10.3.4 BODYFRIEND Business Overview
- 10.3.5 BODYFRIEND SWOT Analysis
- 10.3.6 BODYFRIEND Recent Developments

10.4 Panasonic

- 10.4.1 Panasonic Basic Information
- 10.4.2 Panasonic Electric Massager Equipments Product Overview
- 10.4.3 Panasonic Electric Massager Equipments Product Market Performance
- 10.4.4 Panasonic Business Overview
- 10.4.5 Panasonic Recent Developments

10.5 OSIM International

- 10.5.1 OSIM International Basic Information
- 10.5.2 OSIM International Electric Massager Equipments Product Overview
- 10.5.3 OSIM International Electric Massager Equipments Product Market Performance
- 10.5.4 OSIM International Business Overview
- 10.5.5 OSIM International Recent Developments

10.6 Rotai

10.6.1 Rotai Basic Information

10.6.2 Rotai Electric Massager Equipments Product Overview

10.6.3 Rotai Electric Massager Equipments Product Market Performance

10.6.4 Rotai Business Overview

10.6.5 Rotai Recent Developments

10.7 Daito-THRIVE

10.7.1 Daito-THRIVE Basic Information

10.7.2 Daito-THRIVE Electric Massager Equipments Product Overview

10.7.3 Daito-THRIVE Electric Massager Equipments Product Market Performance

10.7.4 Daito-THRIVE Business Overview

10.7.5 Daito-THRIVE Recent Developments

10.8 HoMedics

10.8.1 HoMedics Basic Information

10.8.2 HoMedics Electric Massager Equipments Product Overview

10.8.3 HoMedics Electric Massager Equipments Product Market Performance

10.8.4 HoMedics Business Overview

10.8.5 HoMedics Recent Developments

10.9 Casada

10.9.1 Casada Basic Information

10.9.2 Casada Electric Massager Equipments Product Overview

10.9.3 Casada Electric Massager Equipments Product Market Performance

10.9.4 Casada Business Overview

10.9.5 Casada Recent Developments

10.10 Beurer

10.10.1 Beurer Basic Information

10.10.2 Beurer Electric Massager Equipments Product Overview

10.10.3 Beurer Electric Massager Equipments Product Market Performance

10.10.4 Beurer Business Overview

10.10.5 Beurer Recent Developments

10.11 Human Touch

10.11.1 Human Touch Basic Information

10.11.2 Human Touch Electric Massager Equipments Product Overview

10.11.3 Human Touch Electric Massager Equipments Product Market Performance

10.11.4 Human Touch Business Overview

10.11.5 Human Touch Recent Developments

10.12 HealthmateForever

10.12.1 HealthmateForever Basic Information

10.12.2 HealthmateForever Electric Massager Equipments Product Overview

- 10.12.3 HealthmateForever Electric Massager Equipments Product Market Performance
- 10.12.4 HealthmateForever Business Overview
- 10.12.5 HealthmateForever Recent Developments
- 10.13 JSB Healthcare
 - 10.13.1 JSB Healthcare Basic Information
 - 10.13.2 JSB Healthcare Electric Massager Equipments Product Overview
 - 10.13.3 JSB Healthcare Electric Massager Equipments Product Market Performance
 - 10.13.4 JSB Healthcare Business Overview
 - 10.13.5 JSB Healthcare Recent Developments

11 ELECTRIC MASSAGER EQUIPMENTS MARKET FORECAST BY REGION

- 11.1 Global Electric Massager Equipments Market Size Forecast
- 11.2 Global Electric Massager Equipments Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Electric Massager Equipments Market Size Forecast by Country
 - 11.2.3 Asia Pacific Electric Massager Equipments Market Size Forecast by Region
 - 11.2.4 South America Electric Massager Equipments Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Electric Massager Equipments by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 12.1 Global Electric Massager Equipments Market Forecast by Type (2026-2033)
 - 12.1.1 Global Forecasted Sales of Electric Massager Equipments by Type (2026-2033)
 - 12.1.2 Global Electric Massager Equipments Market Size Forecast by Type (2026-2033)
 - 12.1.3 Global Forecasted Price of Electric Massager Equipments by Type (2026-2033)
- 12.2 Global Electric Massager Equipments Market Forecast by Application (2026-2033)
 - 12.2.1 Global Electric Massager Equipments Sales (K Units) Forecast by Application
 - 12.2.2 Global Electric Massager Equipments Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Electric Massager Equipments Market Size Comparison by Region (M USD)

Table 5. Global Electric Massager Equipments Sales (K Units) by Manufacturers
(2020-2025)

Table 6. Global Electric Massager Equipments Sales Market Share by Manufacturers
(2020-2025)

Table 7. Global Electric Massager Equipments Revenue (M USD) by Manufacturers
(2020-2025)

Table 8. Global Electric Massager Equipments Revenue Share by Manufacturers
(2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Electric
Massager Equipments as of 2024)

Table 10. Global Market Electric Massager Equipments Average Price (USD/Unit) of
Key Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Electric Massager Equipments Manufacturers Market Concentration
Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Electric Massager Equipments Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading
Countries

Table 25. Global Electric Massager Equipments Sales by Type (K Units)

Table 26. Global Electric Massager Equipments Market Size by Type (M USD)

Table 27. Global Electric Massager Equipments Sales (K Units) by Type (2020-2025)

Table 28. Global Electric Massager Equipments Sales Market Share by Type (2020-2025)

Table 29. Global Electric Massager Equipments Market Size (M USD) by Type (2020-2025)

Table 30. Global Electric Massager Equipments Market Size Share by Type (2020-2025)

Table 31. Global Electric Massager Equipments Price (USD/Unit) by Type (2020-2025)

Table 32. Global Electric Massager Equipments Sales (K Units) by Application

Table 33. Global Electric Massager Equipments Market Size by Application

Table 34. Global Electric Massager Equipments Sales by Application (2020-2025) & (K Units)

Table 35. Global Electric Massager Equipments Sales Market Share by Application (2020-2025)

Table 36. Global Electric Massager Equipments Market Size by Application (2020-2025) & (M USD)

Table 37. Global Electric Massager Equipments Market Share by Application (2020-2025)

Table 38. Global Electric Massager Equipments Sales Growth Rate by Application (2020-2025)

Table 39. Global Electric Massager Equipments Sales by Region (2020-2025) & (K Units)

Table 40. Global Electric Massager Equipments Sales Market Share by Region (2020-2025)

Table 41. Global Electric Massager Equipments Market Size by Region (2020-2025) & (M USD)

Table 42. Global Electric Massager Equipments Market Size Market Share by Region (2020-2025)

Table 43. North America Electric Massager Equipments Sales by Country (2020-2025) & (K Units)

Table 44. North America Electric Massager Equipments Market Size by Country (2020-2025) & (M USD)

Table 45. Europe Electric Massager Equipments Sales by Country (2020-2025) & (K Units)

Table 46. Europe Electric Massager Equipments Market Size by Country (2020-2025) & (M USD)

Table 47. Asia Pacific Electric Massager Equipments Sales by Region (2020-2025) & (K Units)

Table 48. Asia Pacific Electric Massager Equipments Market Size by Region (2020-2025) & (M USD)

Table 49. South America Electric Massager Equipments Sales by Country (2020-2025) & (K Units)

Table 50. South America Electric Massager Equipments Market Size by Country (2020-2025) & (M USD)

Table 51. Middle East and Africa Electric Massager Equipments Sales by Region (2020-2025) & (K Units)

Table 52. Middle East and Africa Electric Massager Equipments Market Size by Region (2020-2025) & (M USD)

Table 53. Global Electric Massager Equipments Production (K Units) by Region(2020-2025)

Table 54. Global Electric Massager Equipments Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global Electric Massager Equipments Revenue Market Share by Region (2020-2025)

Table 56. Global Electric Massager Equipments Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 57. North America Electric Massager Equipments Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Europe Electric Massager Equipments Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Japan Electric Massager Equipments Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. China Electric Massager Equipments Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. OGAWA Basic Information

Table 62. OGAWA Electric Massager Equipments Product Overview

Table 63. OGAWA Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. OGAWA Business Overview

Table 65. OGAWA SWOT Analysis

Table 66. OGAWA Recent Developments

Table 67. Family Inada Basic Information

Table 68. Family Inada Electric Massager Equipments Product Overview

Table 69. Family Inada Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. Family Inada Business Overview

Table 71. Family Inada SWOT Analysis

Table 72. Family Inada Recent Developments

Table 73. BODYFRIEND Basic Information

Table 74. BODYFRIEND Electric Massager Equipments Product Overview
Table 75. BODYFRIEND Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 76. BODYFRIEND Business Overview
Table 77. BODYFRIEND SWOT Analysis
Table 78. BODYFRIEND Recent Developments
Table 79. Panasonic Basic Information
Table 80. Panasonic Electric Massager Equipments Product Overview
Table 81. Panasonic Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. Panasonic Business Overview
Table 83. Panasonic Recent Developments
Table 84. OSIM International Basic Information
Table 85. OSIM International Electric Massager Equipments Product Overview
Table 86. OSIM International Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. OSIM International Business Overview
Table 88. OSIM International Recent Developments
Table 89. Rotai Basic Information
Table 90. Rotai Electric Massager Equipments Product Overview
Table 91. Rotai Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. Rotai Business Overview
Table 93. Rotai Recent Developments
Table 94. Daito-THRIVE Basic Information
Table 95. Daito-THRIVE Electric Massager Equipments Product Overview
Table 96. Daito-THRIVE Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 97. Daito-THRIVE Business Overview
Table 98. Daito-THRIVE Recent Developments
Table 99. HoMedics Basic Information
Table 100. HoMedics Electric Massager Equipments Product Overview
Table 101. HoMedics Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 102. HoMedics Business Overview
Table 103. HoMedics Recent Developments
Table 104. Casada Basic Information
Table 105. Casada Electric Massager Equipments Product Overview
Table 106. Casada Electric Massager Equipments Sales (K Units), Revenue (M USD),

Price (USD/Unit) and Gross Margin (2020-2025)

Table 107. Casada Business Overview

Table 108. Casada Recent Developments

Table 109. Beurer Basic Information

Table 110. Beurer Electric Massager Equipments Product Overview

Table 111. Beurer Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 112. Beurer Business Overview

Table 113. Beurer Recent Developments

Table 114. Human Touch Basic Information

Table 115. Human Touch Electric Massager Equipments Product Overview

Table 116. Human Touch Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 117. Human Touch Business Overview

Table 118. Human Touch Recent Developments

Table 119. HealthmateForever Basic Information

Table 120. HealthmateForever Electric Massager Equipments Product Overview

Table 121. HealthmateForever Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 122. HealthmateForever Business Overview

Table 123. HealthmateForever Recent Developments

Table 124. JSB Healthcare Basic Information

Table 125. JSB Healthcare Electric Massager Equipments Product Overview

Table 126. JSB Healthcare Electric Massager Equipments Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 127. JSB Healthcare Business Overview

Table 128. JSB Healthcare Recent Developments

Table 129. Global Electric Massager Equipments Sales Forecast by Region (2026-2033) & (K Units)

Table 130. Global Electric Massager Equipments Market Size Forecast by Region (2026-2033) & (M USD)

Table 131. North America Electric Massager Equipments Sales Forecast by Country (2026-2033) & (K Units)

Table 132. North America Electric Massager Equipments Market Size Forecast by Country (2026-2033) & (M USD)

Table 133. Europe Electric Massager Equipments Sales Forecast by Country (2026-2033) & (K Units)

Table 134. Europe Electric Massager Equipments Market Size Forecast by Country (2026-2033) & (M USD)

Table 135. Asia Pacific Electric Massager Equipments Sales Forecast by Region (2026-2033) & (K Units)

Table 136. Asia Pacific Electric Massager Equipments Market Size Forecast by Region (2026-2033) & (M USD)

Table 137. South America Electric Massager Equipments Sales Forecast by Country (2026-2033) & (K Units)

Table 138. South America Electric Massager Equipments Market Size Forecast by Country (2026-2033) & (M USD)

Table 139. Middle East and Africa Electric Massager Equipments Sales Forecast by Country (2026-2033) & (Units)

Table 140. Middle East and Africa Electric Massager Equipments Market Size Forecast by Country (2026-2033) & (M USD)

Table 141. Global Electric Massager Equipments Sales Forecast by Type (2026-2033) & (K Units)

Table 142. Global Electric Massager Equipments Market Size Forecast by Type (2026-2033) & (M USD)

Table 143. Global Electric Massager Equipments Price Forecast by Type (2026-2033) & (USD/Unit)

Table 144. Global Electric Massager Equipments Sales (K Units) Forecast by Application (2026-2033)

Table 145. Global Electric Massager Equipments Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Electric Massager Equipments
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Electric Massager Equipments Market Size (M USD), 2024-2033
- Figure 5. Global Electric Massager Equipments Market Size (M USD) (2020-2033)
- Figure 6. Global Electric Massager Equipments Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Electric Massager Equipments Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Electric Massager Equipments Product Life Cycle
- Figure 13. Electric Massager Equipments Sales Share by Manufacturers in 2024
- Figure 14. Global Electric Massager Equipments Revenue Share by Manufacturers in 2024
- Figure 15. Electric Massager Equipments Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Electric Massager Equipments Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Electric Massager Equipments Revenue in 2024
- Figure 18. Industry Chain Map of Electric Massager Equipments
- Figure 19. Global Electric Massager Equipments Market PEST Analysis
- Figure 20. Global Electric Massager Equipments Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Electric Massager Equipments Market Share by Type
- Figure 27. Sales Market Share of Electric Massager Equipments by Type (2020-2025)
- Figure 28. Sales Market Share of Electric Massager Equipments by Type in 2024
- Figure 29. Market Size Share of Electric Massager Equipments by Type (2020-2025)
- Figure 30. Market Size Share of Electric Massager Equipments by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 32. Global Electric Massager Equipments Market Share by Application

Figure 33. Global Electric Massager Equipments Sales Market Share by Application (2020-2025)

Figure 34. Global Electric Massager Equipments Sales Market Share by Application in 2024

Figure 35. Global Electric Massager Equipments Market Share by Application (2020-2025)

Figure 36. Global Electric Massager Equipments Market Share by Application in 2024

Figure 37. Global Electric Massager Equipments Sales Growth Rate by Application (2020-2025)

Figure 38. Global Electric Massager Equipments Sales Market Share by Region (2020-2025)

Figure 39. Global Electric Massager Equipments Market Size Market Share by Region (2020-2025)

Figure 40. North America Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Electric Massager Equipments Sales Market Share by Country in 2024

Figure 43. North America Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Electric Massager Equipments Market Size Market Share by Country in 2024

Figure 45. U.S. Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Electric Massager Equipments Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Electric Massager Equipments Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Electric Massager Equipments Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Electric Massager Equipments Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Electric Massager Equipments Sales Market Share by Country in

2024

Figure 53. Europe Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Electric Massager Equipments Market Size Market Share by Country in 2024

Figure 55. Germany Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Electric Massager Equipments Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Electric Massager Equipments Sales Market Share by Region in 2024

Figure 67. Asia Pacific Electric Massager Equipments Market Size Market Share by Region in 2024

Figure 68. China Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Electric Massager Equipments Sales and Growth Rate

(2020-2025) & (K Units)

Figure 73. South Korea Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Electric Massager Equipments Sales and Growth Rate (K Units)

Figure 79. South America Electric Massager Equipments Sales Market Share by Country in 2024

Figure 80. South America Electric Massager Equipments Market Size and Growth Rate (M USD)

Figure 81. South America Electric Massager Equipments Market Size Market Share by Country in 2024

Figure 82. Brazil Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Electric Massager Equipments Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Electric Massager Equipments Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Electric Massager Equipments Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Electric Massager Equipments Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Electric Massager Equipments Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Electric Massager Equipments Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Electric Massager Equipments Production Market Share by Region (2020-2025)

Figure 103. North America Electric Massager Equipments Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Electric Massager Equipments Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Electric Massager Equipments Production (K Units) Growth Rate (2020-2025)

Figure 106. China Electric Massager Equipments Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Electric Massager Equipments Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Electric Massager Equipments Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Electric Massager Equipments Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Electric Massager Equipments Market Share Forecast by Type (2026-2033)

Figure 111. Global Electric Massager Equipments Sales Forecast by Application

(2026-2033)

Figure 112. Global Electric Massager Equipments Market Share Forecast by Application
(2026-2033)

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