

Global Intelligent Neck Massager Market Research Report 2025(Status and Outlook)

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Abstracts

The intelligent neck massager market comprises ergonomically designed wearable devices that utilize a combination of vibration, heat therapy, acupuncture nodes, and increasingly, AI-driven adaptive algorithms to provide personalized neck and shoulder pain relief. These products often integrate with mobile applications for customizable intensity settings, massage pattern selection, and usage tracking, targeting consumers seeking convenient, tech-enhanced solutions for muscle tension, stress reduction, and improved well-being without professional intervention.

The global Intelligent Neck Massager market size was estimated at USD 480.25 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 8.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Intelligent Neck Massager 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 Intelligent Neck Massager 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 Intelligent Neck Massager market.

Global Intelligent Neck Massager 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

Piroir
Cotsoco
InvoSpa
VOYOR
SKG INNO
Naipo
Nekteck
Renpho
Lifepro
Zyllion
Resteck

Market Segmentation (by Type)

Handheld

Wearable

Market Segmentation (by Application)

Household

Commercial

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 Intelligent Neck Massager Market

Overview of the regional outlook of the Intelligent Neck Massager Market:

Customization of the Report

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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 Intelligent Neck Massager 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 Intelligent Neck Massager, 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 Intelligent Neck Massager

1.2 Key Market Segments

1.2.1 Intelligent Neck Massager Segment by Type

1.2.2 Intelligent Neck Massager 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 INTELLIGENT NECK MASSAGER MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Intelligent Neck Massager Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Intelligent Neck Massager Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 INTELLIGENT NECK MASSAGER MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Intelligent Neck Massager Product Life Cycle

3.3 Global Intelligent Neck Massager Sales by Manufacturers (2020-2025)

3.4 Global Intelligent Neck Massager Revenue Market Share by Manufacturers (2020-2025)

3.5 Intelligent Neck Massager Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Intelligent Neck Massager Average Price by Manufacturers (2020-2025)

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

3.8 Intelligent Neck Massager Market Competitive Situation and Trends

3.8.1 Intelligent Neck Massager Market Concentration Rate

3.8.2 Global 5 and 10 Largest Intelligent Neck Massager Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 INTELLIGENT NECK MASSAGER INDUSTRY CHAIN ANALYSIS

4.1 Intelligent Neck Massager 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 INTELLIGENT NECK MASSAGER 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 Intelligent Neck Massager 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 Intelligent Neck Massager Market

5.7 ESG Ratings of Leading Companies

6 INTELLIGENT NECK MASSAGER MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Intelligent Neck Massager Sales Market Share by Type (2020-2025)

6.3 Global Intelligent Neck Massager Market Size Market Share by Type (2020-2025)

6.4 Global Intelligent Neck Massager Price by Type (2020-2025)

7 INTELLIGENT NECK MASSAGER MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Intelligent Neck Massager Market Sales by Application (2020-2025)
- 7.3 Global Intelligent Neck Massager Market Size (M USD) by Application (2020-2025)
- 7.4 Global Intelligent Neck Massager Sales Growth Rate by Application (2020-2025)

8 INTELLIGENT NECK MASSAGER MARKET SALES BY REGION

- 8.1 Global Intelligent Neck Massager Sales by Region
 - 8.1.1 Global Intelligent Neck Massager Sales by Region
 - 8.1.2 Global Intelligent Neck Massager Sales Market Share by Region
- 8.2 Global Intelligent Neck Massager Market Size by Region
 - 8.2.1 Global Intelligent Neck Massager Market Size by Region
 - 8.2.2 Global Intelligent Neck Massager Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Intelligent Neck Massager Sales by Country
 - 8.3.2 North America Intelligent Neck Massager 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 Intelligent Neck Massager Sales by Country
 - 8.4.2 Europe Intelligent Neck Massager 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 Intelligent Neck Massager Sales by Region
 - 8.5.2 Asia Pacific Intelligent Neck Massager 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 Intelligent Neck Massager Sales by Country
 - 8.6.2 South America Intelligent Neck Massager 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 Intelligent Neck Massager Sales by Region

8.7.2 Middle East and Africa Intelligent Neck Massager 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 INTELLIGENT NECK MASSAGER MARKET PRODUCTION BY REGION

9.1 Global Production of Intelligent Neck Massager by Region(2020-2025)

9.2 Global Intelligent Neck Massager Revenue Market Share by Region (2020-2025)

9.3 Global Intelligent Neck Massager Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Intelligent Neck Massager Production

9.4.1 North America Intelligent Neck Massager Production Growth Rate (2020-2025)

9.4.2 North America Intelligent Neck Massager Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Intelligent Neck Massager Production

9.5.1 Europe Intelligent Neck Massager Production Growth Rate (2020-2025)

9.5.2 Europe Intelligent Neck Massager Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Intelligent Neck Massager Production (2020-2025)

9.6.1 Japan Intelligent Neck Massager Production Growth Rate (2020-2025)

9.6.2 Japan Intelligent Neck Massager Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Intelligent Neck Massager Production (2020-2025)

9.7.1 China Intelligent Neck Massager Production Growth Rate (2020-2025)

9.7.2 China Intelligent Neck Massager Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Piroir

10.1.1 Piroir Basic Information

- 10.1.2 Piroir Intelligent Neck Massager Product Overview
- 10.1.3 Piroir Intelligent Neck Massager Product Market Performance
- 10.1.4 Piroir Business Overview
- 10.1.5 Piroir SWOT Analysis
- 10.1.6 Piroir Recent Developments
- 10.2 Cotsoco
 - 10.2.1 Cotsoco Basic Information
 - 10.2.2 Cotsoco Intelligent Neck Massager Product Overview
 - 10.2.3 Cotsoco Intelligent Neck Massager Product Market Performance
 - 10.2.4 Cotsoco Business Overview
 - 10.2.5 Cotsoco SWOT Analysis
 - 10.2.6 Cotsoco Recent Developments
- 10.3 InvoSpa
 - 10.3.1 InvoSpa Basic Information
 - 10.3.2 InvoSpa Intelligent Neck Massager Product Overview
 - 10.3.3 InvoSpa Intelligent Neck Massager Product Market Performance
 - 10.3.4 InvoSpa Business Overview
 - 10.3.5 InvoSpa SWOT Analysis
 - 10.3.6 InvoSpa Recent Developments
- 10.4 VOYOR
 - 10.4.1 VOYOR Basic Information
 - 10.4.2 VOYOR Intelligent Neck Massager Product Overview
 - 10.4.3 VOYOR Intelligent Neck Massager Product Market Performance
 - 10.4.4 VOYOR Business Overview
 - 10.4.5 VOYOR Recent Developments
- 10.5 SKG INNO
 - 10.5.1 SKG INNO Basic Information
 - 10.5.2 SKG INNO Intelligent Neck Massager Product Overview
 - 10.5.3 SKG INNO Intelligent Neck Massager Product Market Performance
 - 10.5.4 SKG INNO Business Overview
 - 10.5.5 SKG INNO Recent Developments
- 10.6 Naipo
 - 10.6.1 Naipo Basic Information
 - 10.6.2 Naipo Intelligent Neck Massager Product Overview
 - 10.6.3 Naipo Intelligent Neck Massager Product Market Performance
 - 10.6.4 Naipo Business Overview
 - 10.6.5 Naipo Recent Developments
- 10.7 Nekteck
 - 10.7.1 Nekteck Basic Information

- 10.7.2 Nekteck Intelligent Neck Massager Product Overview
- 10.7.3 Nekteck Intelligent Neck Massager Product Market Performance
- 10.7.4 Nekteck Business Overview
- 10.7.5 Nekteck Recent Developments
- 10.8 Renpho
 - 10.8.1 Renpho Basic Information
 - 10.8.2 Renpho Intelligent Neck Massager Product Overview
 - 10.8.3 Renpho Intelligent Neck Massager Product Market Performance
 - 10.8.4 Renpho Business Overview
 - 10.8.5 Renpho Recent Developments
- 10.9 Lifepro
 - 10.9.1 Lifepro Basic Information
 - 10.9.2 Lifepro Intelligent Neck Massager Product Overview
 - 10.9.3 Lifepro Intelligent Neck Massager Product Market Performance
 - 10.9.4 Lifepro Business Overview
 - 10.9.5 Lifepro Recent Developments
- 10.10 Zyllion
 - 10.10.1 Zyllion Basic Information
 - 10.10.2 Zyllion Intelligent Neck Massager Product Overview
 - 10.10.3 Zyllion Intelligent Neck Massager Product Market Performance
 - 10.10.4 Zyllion Business Overview
 - 10.10.5 Zyllion Recent Developments
- 10.11 Resteck
 - 10.11.1 Resteck Basic Information
 - 10.11.2 Resteck Intelligent Neck Massager Product Overview
 - 10.11.3 Resteck Intelligent Neck Massager Product Market Performance
 - 10.11.4 Resteck Business Overview
 - 10.11.5 Resteck Recent Developments

11 INTELLIGENT NECK MASSAGER MARKET FORECAST BY REGION

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

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

12.1 Global Intelligent Neck Massager Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Intelligent Neck Massager by Type (2026-2033)

12.1.2 Global Intelligent Neck Massager Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Intelligent Neck Massager by Type (2026-2033)

12.2 Global Intelligent Neck Massager Market Forecast by Application (2026-2033)

12.2.1 Global Intelligent Neck Massager Sales (K Units) Forecast by Application

12.2.2 Global Intelligent Neck Massager 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. Intelligent Neck Massager Market Size Comparison by Region (M USD)

Table 5. Global Intelligent Neck Massager Sales (K Units) by Manufacturers
(2020-2025)

Table 6. Global Intelligent Neck Massager Sales Market Share by Manufacturers
(2020-2025)

Table 7. Global Intelligent Neck Massager Revenue (M USD) by Manufacturers
(2020-2025)

Table 8. Global Intelligent Neck Massager Revenue Share by Manufacturers
(2020-2025)

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

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

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Intelligent Neck Massager 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. Intelligent Neck Massager 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 Intelligent Neck Massager Sales by Type (K Units)

Table 26. Global Intelligent Neck Massager Market Size by Type (M USD)

Table 27. Global Intelligent Neck Massager Sales (K Units) by Type (2020-2025)

Table 28. Global Intelligent Neck Massager Sales Market Share by Type (2020-2025)
Table 29. Global Intelligent Neck Massager Market Size (M USD) by Type (2020-2025)
Table 30. Global Intelligent Neck Massager Market Size Share by Type (2020-2025)
Table 31. Global Intelligent Neck Massager Price (USD/Unit) by Type (2020-2025)
Table 32. Global Intelligent Neck Massager Sales (K Units) by Application
Table 33. Global Intelligent Neck Massager Market Size by Application
Table 34. Global Intelligent Neck Massager Sales by Application (2020-2025) & (K Units)
Table 35. Global Intelligent Neck Massager Sales Market Share by Application (2020-2025)
Table 36. Global Intelligent Neck Massager Market Size by Application (2020-2025) & (M USD)
Table 37. Global Intelligent Neck Massager Market Share by Application (2020-2025)
Table 38. Global Intelligent Neck Massager Sales Growth Rate by Application (2020-2025)
Table 39. Global Intelligent Neck Massager Sales by Region (2020-2025) & (K Units)
Table 40. Global Intelligent Neck Massager Sales Market Share by Region (2020-2025)
Table 41. Global Intelligent Neck Massager Market Size by Region (2020-2025) & (M USD)
Table 42. Global Intelligent Neck Massager Market Size Market Share by Region (2020-2025)
Table 43. North America Intelligent Neck Massager Sales by Country (2020-2025) & (K Units)
Table 44. North America Intelligent Neck Massager Market Size by Country (2020-2025) & (M USD)
Table 45. Europe Intelligent Neck Massager Sales by Country (2020-2025) & (K Units)
Table 46. Europe Intelligent Neck Massager Market Size by Country (2020-2025) & (M USD)
Table 47. Asia Pacific Intelligent Neck Massager Sales by Region (2020-2025) & (K Units)
Table 48. Asia Pacific Intelligent Neck Massager Market Size by Region (2020-2025) & (M USD)
Table 49. South America Intelligent Neck Massager Sales by Country (2020-2025) & (K Units)
Table 50. South America Intelligent Neck Massager Market Size by Country (2020-2025) & (M USD)
Table 51. Middle East and Africa Intelligent Neck Massager Sales by Region (2020-2025) & (K Units)
Table 52. Middle East and Africa Intelligent Neck Massager Market Size by Region

(2020-2025) & (M USD)

Table 53. Global Intelligent Neck Massager Production (K Units) by Region(2020-2025)

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

Table 55. Global Intelligent Neck Massager Revenue Market Share by Region
(2020-2025)

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

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

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

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

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

Table 61. Piroir Basic Information

Table 62. Piroir Intelligent Neck Massager Product Overview

Table 63. Piroir Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. Piroir Business Overview

Table 65. Piroir SWOT Analysis

Table 66. Piroir Recent Developments

Table 67. Cotsoco Basic Information

Table 68. Cotsoco Intelligent Neck Massager Product Overview

Table 69. Cotsoco Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. Cotsoco Business Overview

Table 71. Cotsoco SWOT Analysis

Table 72. Cotsoco Recent Developments

Table 73. InvoSpa Basic Information

Table 74. InvoSpa Intelligent Neck Massager Product Overview

Table 75. InvoSpa Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. InvoSpa Business Overview

Table 77. InvoSpa SWOT Analysis

Table 78. InvoSpa Recent Developments

Table 79. VOYOR Basic Information

Table 80. VOYOR Intelligent Neck Massager Product Overview

Table 81. VOYOR Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. VOYOR Business Overview
Table 83. VOYOR Recent Developments
Table 84. SKG INNO Basic Information
Table 85. SKG INNO Intelligent Neck Massager Product Overview
Table 86. SKG INNO Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. SKG INNO Business Overview
Table 88. SKG INNO Recent Developments
Table 89. Naipo Basic Information
Table 90. Naipo Intelligent Neck Massager Product Overview
Table 91. Naipo Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. Naipo Business Overview
Table 93. Naipo Recent Developments
Table 94. Nekteck Basic Information
Table 95. Nekteck Intelligent Neck Massager Product Overview
Table 96. Nekteck Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 97. Nekteck Business Overview
Table 98. Nekteck Recent Developments
Table 99. Renpho Basic Information
Table 100. Renpho Intelligent Neck Massager Product Overview
Table 101. Renpho Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 102. Renpho Business Overview
Table 103. Renpho Recent Developments
Table 104. Lifepro Basic Information
Table 105. Lifepro Intelligent Neck Massager Product Overview
Table 106. Lifepro Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 107. Lifepro Business Overview
Table 108. Lifepro Recent Developments
Table 109. Zyllion Basic Information
Table 110. Zyllion Intelligent Neck Massager Product Overview
Table 111. Zyllion Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 112. Zyllion Business Overview

Table 113. Zyllion Recent Developments

Table 114. Resteck Basic Information

Table 115. Resteck Intelligent Neck Massager Product Overview

Table 116. Resteck Intelligent Neck Massager Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 117. Resteck Business Overview

Table 118. Resteck Recent Developments

Table 119. Global Intelligent Neck Massager Sales Forecast by Region (2026-2033) & (K Units)

Table 120. Global Intelligent Neck Massager Market Size Forecast by Region (2026-2033) & (M USD)

Table 121. North America Intelligent Neck Massager Sales Forecast by Country (2026-2033) & (K Units)

Table 122. North America Intelligent Neck Massager Market Size Forecast by Country (2026-2033) & (M USD)

Table 123. Europe Intelligent Neck Massager Sales Forecast by Country (2026-2033) & (K Units)

Table 124. Europe Intelligent Neck Massager Market Size Forecast by Country (2026-2033) & (M USD)

Table 125. Asia Pacific Intelligent Neck Massager Sales Forecast by Region (2026-2033) & (K Units)

Table 126. Asia Pacific Intelligent Neck Massager Market Size Forecast by Region (2026-2033) & (M USD)

Table 127. South America Intelligent Neck Massager Sales Forecast by Country (2026-2033) & (K Units)

Table 128. South America Intelligent Neck Massager Market Size Forecast by Country (2026-2033) & (M USD)

Table 129. Middle East and Africa Intelligent Neck Massager Sales Forecast by Country (2026-2033) & (Units)

Table 130. Middle East and Africa Intelligent Neck Massager Market Size Forecast by Country (2026-2033) & (M USD)

Table 131. Global Intelligent Neck Massager Sales Forecast by Type (2026-2033) & (K Units)

Table 132. Global Intelligent Neck Massager Market Size Forecast by Type (2026-2033) & (M USD)

Table 133. Global Intelligent Neck Massager Price Forecast by Type (2026-2033) & (USD/Unit)

Table 134. Global Intelligent Neck Massager Sales (K Units) Forecast by Application (2026-2033)

Table 135. Global Intelligent Neck Massager Market Size Forecast by Application
(2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Intelligent Neck Massager
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Intelligent Neck Massager Market Size (M USD), 2024-2033
- Figure 5. Global Intelligent Neck Massager Market Size (M USD) (2020-2033)
- Figure 6. Global Intelligent Neck Massager 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. Intelligent Neck Massager Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Intelligent Neck Massager Product Life Cycle
- Figure 13. Intelligent Neck Massager Sales Share by Manufacturers in 2024
- Figure 14. Global Intelligent Neck Massager Revenue Share by Manufacturers in 2024
- Figure 15. Intelligent Neck Massager Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Intelligent Neck Massager Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Intelligent Neck Massager Revenue in 2024
- Figure 18. Industry Chain Map of Intelligent Neck Massager
- Figure 19. Global Intelligent Neck Massager Market PEST Analysis
- Figure 20. Global Intelligent Neck Massager 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 Intelligent Neck Massager Market Share by Type
- Figure 27. Sales Market Share of Intelligent Neck Massager by Type (2020-2025)
- Figure 28. Sales Market Share of Intelligent Neck Massager by Type in 2024
- Figure 29. Market Size Share of Intelligent Neck Massager by Type (2020-2025)
- Figure 30. Market Size Share of Intelligent Neck Massager by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Intelligent Neck Massager Market Share by Application

Figure 33. Global Intelligent Neck Massager Sales Market Share by Application (2020-2025)

Figure 34. Global Intelligent Neck Massager Sales Market Share by Application in 2024

Figure 35. Global Intelligent Neck Massager Market Share by Application (2020-2025)

Figure 36. Global Intelligent Neck Massager Market Share by Application in 2024

Figure 37. Global Intelligent Neck Massager Sales Growth Rate by Application (2020-2025)

Figure 38. Global Intelligent Neck Massager Sales Market Share by Region (2020-2025)

Figure 39. Global Intelligent Neck Massager Market Size Market Share by Region (2020-2025)

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

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

Figure 42. North America Intelligent Neck Massager Sales Market Share by Country in 2024

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

Figure 44. North America Intelligent Neck Massager Market Size Market Share by Country in 2024

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

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

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

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

Figure 49. Mexico Intelligent Neck Massager Sales (Units) and Growth Rate (2020-2025)

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

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

Figure 52. Europe Intelligent Neck Massager Sales Market Share by Country in 2024

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

Figure 54. Europe Intelligent Neck Massager Market Size Market Share by Country in

2024

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

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

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

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

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

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

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

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

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

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

Figure 65. Asia Pacific Intelligent Neck Massager Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Intelligent Neck Massager Sales Market Share by Region in 2024

Figure 67. Asia Pacific Intelligent Neck Massager Market Size Market Share by Region in 2024

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

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

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

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

Figure 72. South Korea Intelligent Neck Massager Sales and Growth Rate (2020-2025) & (K Units)

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

Figure 74. India Intelligent Neck Massager Sales and Growth Rate (2020-2025) & (K

Units)

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

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

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

Figure 78. South America Intelligent Neck Massager Sales and Growth Rate (K Units)

Figure 79. South America Intelligent Neck Massager Sales Market Share by Country in 2024

Figure 80. South America Intelligent Neck Massager Market Size and Growth Rate (M USD)

Figure 81. South America Intelligent Neck Massager Market Size Market Share by Country in 2024

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

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

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

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

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

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

Figure 88. Middle East and Africa Intelligent Neck Massager Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Intelligent Neck Massager Sales Market Share by Region in 2024

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

Figure 91. Middle East and Africa Intelligent Neck Massager Market Size Market Share by Region in 2024

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

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

Figure 94. UAE Intelligent Neck Massager Sales and Growth Rate (2020-2025) & (K

Units)

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

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

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

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

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

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

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

Figure 102. Global Intelligent Neck Massager Production Market Share by Region (2020-2025)

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

Figure 104. Europe Intelligent Neck Massager Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Intelligent Neck Massager Production (K Units) Growth Rate (2020-2025)

Figure 106. China Intelligent Neck Massager Production (K Units) Growth Rate (2020-2025)

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

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

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

Figure 110. Global Intelligent Neck Massager Market Share Forecast by Type (2026-2033)

Figure 111. Global Intelligent Neck Massager Sales Forecast by Application (2026-2033)

Figure 112. Global Intelligent Neck Massager Market Share Forecast by Application (2026-2033)

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