

Global Electronic Massage Devices Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Electronic Massage Devices market size will reach 28,457 Million USD in 2025 and is projected to reach 58,858 Million USD by 2032, with a CAGR of 10.94% (2025-2032). Notably, the China Electronic Massage Devices market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Electronic massage devices are innovative gadgets designed for delivering therapeutic massages and relaxation through the use of electronic mechanisms, such as motors, vibration technology, and heat elements. These devices come in various forms, including handheld massagers, massage chairs, foot massagers, and percussive massagers, and are widely used for alleviating muscle tension, reducing stress, and promoting overall well-being. They often feature adjustable settings, different massage techniques, and various intensity levels, allowing users to customize their massage experience. Electronic massage devices have gained popularity for their convenience and effectiveness, offering a practical solution for individuals seeking relaxation and relief from the stresses of daily life without the need for a professional massage therapist.

The major global manufacturers of Electronic Massage Devices include OGAWA, Inada, BODYFRIEND, Panasonic, OSIM International, Rotai, Daito-THRIVE, Casada, HoMedics, Beurer, Human Touch, HealthmateForever, JSB Healthcare, etc. The global

players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Electronic Massage Devices. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Electronic Massage Devices market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Electronic Massage Devices market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Electronic Massage Devices industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Electronic Massage Devices Include:

OGAWA

Inada

BODYFRIEND

Panasonic

OSIM International

Rotai

Daito-THRIVE

Casada

HoMedics

Beurer

Human Touch

HealthmateForever

JSB Healthcare

Electronic Massage Devices Product Segment Include:

Back Massager

Hand-Held Massager

Neck and Shoulder Massager

Leg and Foot Massager

Eye Care Massager

Massage Chair

Others

Electronic Massage Devices Product Application Include:

Commercial

Residential

Chapter Scope

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