

Global Massage Equipment Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Massage Equipment market size will reach 29,059 Million USD in 2025 and is projected to reach 62,730 Million USD by 2032, with a CAGR of 11.62% (2025-2032). Notably, the China Massage Equipment 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

Massage equipment refers to a wide range of tools and devices used in the practice of massage therapy to enhance the effectiveness and comfort of the treatment. These equipment are designed to aid massage therapists in applying various techniques and addressing different areas of the body. Some commonly used massage equipment includes massage tables or chairs, which provide a sturdy and comfortable surface for the client to lie or sit on during the massage session. Additionally, massage therapists may use handheld devices like electric massagers, vibrating tools, or percussion devices to apply targeted pressure and vibrations to specific muscles or areas. Other massage equipment includes bolsters, cushions, and support tools to help position the client correctly and offer additional support during the massage. Massage oils, lotions, and creams are also considered essential massage equipment, as they facilitate smooth gliding and reduce friction during the massage strokes. These tools and equipment play a vital role in enhancing the therapeutic benefits of massage and ensuring a positive and comfortable experience for both the client and the massage therapist.

The major global manufacturers of Massage Equipment include OGAWA, Inada, BODYFRIEND, Panasonic, OSIM International, Rotai, Daito-THRIVE, HoMedics, Casada, Human Touch, Beurer, 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 Massage Equipment. 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 Massage Equipment 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 Massage Equipment 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 Massage Equipment 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 Massage Equipment Include:

OGAWA

Inada

BODYFRIEND

Panasonic

OSIM International

Rotai

Daito-THRIVE

HoMedics

Casada

Human Touch

Beurer

HealthmateForever

JSB Healthcare

Massage Equipment Product Segment Include:

Back Massager

Hand-Held Massager

Neck & Shoulder Massager

Leg & Foot Massager

Eye Care Massager

Massage Chair

Others

Massage Equipment Product Application Include:

Commercial

Residential

Chapter Scope

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