

# Global Electronic Massage Devices Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Electronic Massage Devices market size was valued at USD 19560 million in 2023 and is forecast to a readjusted size of USD 40380 million by 2030 with a CAGR of 10.9% during review period.

Electronic massage devices refers to the integration of traditional Chinese massage and high-tech devices. It developed a machine that can simulate the circulation of blood and help to bring oxygen-rich blood and nutrients to the muscles and other major organs of the body. Due to improper sleeping position and poor posture of work, more and more people are eager to reduce muscle tension and improve sleep quality. At the same time, electronic massage devices also saves time and money without therapist appointment.

The main producers in the industry are OGAWA, Inada, BODYFRIEND, etc., accounting for 4.66%, 4.25% and 3.16% of the revenue respectively. By region, China's share of income in 2019 is the highest, at 70 percent.

The Global Info Research report includes an overview of the development of the Electronic Massage Devices industry chain, the market status of Commercial (Back Massager, Hand-Held Massager), Residential (Back Massager, Hand-Held Massager), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Electronic Massage Devices.

Regionally, the report analyzes the Electronic Massage Devices markets in key regions. North America and Europe are experiencing steady growth, driven by government

initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Electronic Massage Devices market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Electronic Massage Devices market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Electronic Massage Devices industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Back Massager, Hand-Held Massager).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Electronic Massage Devices market.

**Regional Analysis:** The report involves examining the Electronic Massage Devices market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Electronic Massage Devices market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Electronic Massage Devices:

**Company Analysis:** Report covers individual Electronic Massage Devices manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Electronic Massage Devices. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Commercial, Residential).

**Technology Analysis:** Report covers specific technologies relevant to Electronic Massage Devices. It assesses the current state, advancements, and potential future developments in Electronic Massage Devices areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Electronic Massage Devices market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Electronic Massage Devices market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Back Massager

Hand-Held Massager

Neck and Shoulder Massager

Leg and Foot Massager

Eye Care Massager

Massage Chair

Others

## Market segment by Application

Commercial

Residential

## Major players covered

OGAWA

Inada

BODYFRIEND

Panasonic

OSIM International

Rotai

Daito-THRIVE

HoMedics

Casada

Beurer

Human Touch

HealthmateForever

JSB Healthcare

## Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Electronic Massage Devices product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Electronic Massage Devices, with price, sales, revenue and global market share of Electronic Massage Devices from 2019 to 2024.

Chapter 3, the Electronic Massage Devices competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Electronic Massage Devices breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Electronic Massage Devices market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Electronic Massage Devices.

Chapter 14 and 15, to describe Electronic Massage Devices sales channel, distributors, customers, research findings and conclusion.

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