

# Global Electronic Massager 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 Massager market size was valued at USD 19560 million in 2023 and is forecast to a readjusted size of USD 29470 million by 2030 with a CAGR of 6.0% 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 Massager industry chain, the market status of Household (Foot Massager, Neck Massager), Commercial (Foot Massager, Neck Massager), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Electronic Massager.

Regionally, the report analyzes the Electronic Massager 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 Massager market, with robust domestic demand, supportive policies, and a

strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Electronic Massager 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 Massager 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., Foot Massager, Neck 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 Massager market.

**Regional Analysis:** The report involves examining the Electronic Massager 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 Massager 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 Massager:

**Company Analysis:** Report covers individual Electronic Massager 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 Massager This may involve surveys, interviews, and

analysis of consumer reviews and feedback from different by Application (Household, Commercial).

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

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Electronic Massager 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 Massager 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

Foot Massager

Neck Massager

Back Massager

Others

#### Market segment by Application

Household

Commercial

Medical Care

Others

### Major players covered

Zyllion

Homedics

TheraRUB

Five Star Vibrating

Liba Shiatsu

OGAWA

Inada

BODYFRIEND

Panasonic

OSIM International

Rotai

Daito-THRIVE

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 Massager product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Electronic Massager 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 Massager 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 Massager.

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

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