

# Global Face Massage Device Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Face Massage Device market size was valued at US\$ 3005 million in 2025 and is forecast to a readjusted size of US\$ 5251 million by 2032 with a CAGR of 8.2% during review period.

In 2025, global sales of Face Massage Device reached approximately 32–40 million units, with an average market price of about USD 55–95 unit, an annual production capacity of roughly 38–45 million units, and an industry-average gross margin of approximately 30%.

Face Massage Devices are dedicated personal-care and at-home beauty devices designed for facial massage, toning, lifting, depuffing, contouring, and skincare-assistance applications. These products are typically offered in handheld, roller, wand, mask, or compact multi-technology formats and may use mechanical rolling, sonic vibration, microcurrent, EMS, electroporation, radio frequency, heating, cooling, galvanic ion, iontophoresis, LED-assisted treatment, or combined modalities. Their core functions include relaxing facial muscles, supporting local circulation, assisting lymphatic drainage, reducing the appearance of puffiness, enhancing facial contour, improving the appearance of skin firmness and fine lines, and supporting skincare product absorption. Key specifications usually include technology type, current or energy output, frequency, temperature range, vibration speed, LED wavelength, intensity levels, electrode material, waterproof rating, battery capacity, treatment time, facial treatment zone, and compatibility with conductive gels or skincare products.

Based on our research, Face Massage Devices have evolved from simple manual rollers and vibrating wands into a multi-technology at-home beauty device category. The

current product landscape combines microcurrent, EMS, radio frequency, sonic vibration, heating, cooling, galvanic ion, electroporation, and LED-assisted functions to address facial toning, depuffing, contouring, skincare absorption, and mild anti-aging needs. The core market is not merely about relaxation massage; it is increasingly positioned as an at-home beauty technology category that sits between traditional skincare and professional aesthetic treatments. For this reason, the revenue model in this study adopts a narrow scope. It excludes pure facial cleansing brushes, LED-only masks, IPL hair removal devices, professional medical-aesthetic platforms, accessories, consumables, and dealer-only businesses, and focuses on devices where facial massage, toning, lifting, skin tightening, or product absorption assistance is a core function.

From a supply-side perspective, the global market is structured around three major clusters: Japanese and Korean technology-driven beauty device brands, North American and European premium consumer beauty-tech brands, and Chinese brand/OEM manufacturing ecosystems. Japan remains strong in RF, EMS, roller-based facial massage, and premium home-care devices, while Korea benefits from K-beauty content distribution, fast product iteration, and the rapid rise of home beauty devices such as Medicube AGE-R. China plays a dual role as both a fast-growing branded market and the world's key OEM/ODM manufacturing base for mid- and low-priced devices. In North America and Europe, brands such as NuFACE, FOREO, Therabody, ZIIP, Solawave, CurrentBody, and GESKE compete mainly through brand positioning, retail channels, app-guided routines, design, and claims around microcurrent, RF, or multi-modal facial care.

Demand growth is driven by at-home beauty routines, the consumerization of aesthetic treatments, social media content, younger anti-aging consumers, facial contouring trends, and the expansion of livestream and cross-border e-commerce. Premium segments are led by microcurrent, RF, EMS, and multi-functional facial devices, where consumers pay for visible lifting, firming, depuffing, and contouring claims. Mass-market segments are supported by low-cost vibrating wands, hot-and-cold tools, electric gua sha devices, LED-assisted massagers, and OEM/ODM private-label products. The market is expected to continue growing, but competition will become increasingly polarized. Brands with safety evidence, credible claims, clinical testing, strong retail execution, and stable manufacturing quality are likely to retain pricing power, while low-end white-label products will face stronger price pressure and platform compliance risks.

Regulation is becoming an important competitive variable. In the United States, the FDA

notes that aesthetic devices may be regulated depending on intended use and whether they affect the structure or function of the body. In China, the NMPA has clarified regulatory requirements for certain radiofrequency therapy and RF skin-treatment devices, creating a more demanding compliance pathway for RF-based beauty products. This regulatory shift may constrain some low-compliance RF devices in the near term, but it should also raise entry barriers and support consolidation toward better-capitalized brands and qualified manufacturers. Over the medium term, the industry is likely to shift from marketing-led growth toward a more technology-, safety-, quality-, and evidence-driven competitive model.

This report is a detailed and comprehensive analysis for global Face Massage Device market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global Face Massage Device market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Face Massage Device market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Face Massage Device market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Face Massage Device market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Face Massage Device

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Face Massage Device market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include APR Corporation, FOREO AB, YA-MAN, MTG, NuFACE, Shenzhen Accompany Technology, JMOON, Therabody, Panasonic Holdings Corporation, LG Electronics, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

## Market Segmentation

Face Massage Device market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Manual

Electric

### Market segment by Function

Facial Massage and Relaxation

Facial Lifting and Toning

Other

## Market segment by Sales Channel

Online

Offline

## Market segment by Application

Home

Commercial

## Major players covered

APR Corporation

FOREO AB

YA-MAN

MTG

NuFACE

Shenzhen Accompany Technology

JMOON

Therabody

Panasonic Holdings Corporation

LG Electronics

ZIIP Beauty

CurrentBody Skin

TriPollar

Silk'n

Solawave

GESKE Beauty Tech

TOUCHBeauty

FaceGym

PMD Beauty

Lifetrans Switzerland AG

ANLAN

ARTISTIC&CO.

Shani Darden Skin Care

Nurse Jamie

Skin Gym

Mount Lai

Vanity Planet

COSBEAUTY Technology

Shenzhen Rhafine Technology

Shenzhen Kemengya Intelligent Technology

Shenzhen Baichang Technology

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 Face Massage Device product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Face Massage Device, with price, sales quantity, revenue, and global market share of Face Massage Device from 2021 to 2026.

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

Chapter 4, the Face Massage Device breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

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 2021 to 2026. and Face Massage Device market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 Face Massage Device.

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

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