

Global Massage Equipment 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 Massage Equipment market size was valued at USD 19740 million in 2023 and is forecast to a readjusted size of USD 40740 million by 2030 with a CAGR of 10.9% during review period.

Massage equipment 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.

Global Massage Equipment key players include OGAWA, Inada, BODYFRIEND, Panasonic, OSIM International, etc. Global top five manufacturers hold a share about 15%.

Asia-Pacific is the largest market, with a share about 55%, followed by Europe and North America, both have a share over 35 percent.

In terms of product, Massage Chaire is the largest segment, with a share about 40%. And in terms of application, the largest application is Residential, followed by Commercial.

The Global Info Research report includes an overview of the development of the Massage Equipment 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 Massage Equipment.

Regionally, the report analyzes the Massage Equipment 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 Massage Equipment market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Massage Equipment 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 Massage Equipment 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 Massage Equipment market.

Regional Analysis: The report involves examining the Massage Equipment 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 Massage Equipment market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Massage Equipment:

Company Analysis: Report covers individual Massage Equipment 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 Massage Equipment 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 Massage Equipment. It assesses the current state, advancements, and potential future developments in Massage Equipment areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Massage Equipment 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

Massage Equipment 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 & Shoulder Massager

Leg & 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 Massage Equipment product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Massage Equipment 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 Massage Equipment 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 Massage Equipment.

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

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