

# Global Neck and Back Massager Market 2023 by Manufacturers, Regions, Type and Application, Forecast to 2029

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## Abstracts

According to our (Global Info Research) latest study, the global Neck and Back Massager market size was valued at USD 10870 million in 2022 and is forecast to a readjusted size of USD 17320 million by 2029 with a CAGR of 6.9% during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

Rapidly growing global population, increasing awareness towards health care among the general public, and development of smart massage technologies are the key factors driving the growth of the back and neck massager market revenue.

Back and Neck Massager can treat rheumatism, arthritis, frozen shoulder. Lumbar muscle strain, neuralgia, irregular menstruation, positive phlegm, sexual decline and other diseases, and the effect is remarkable.

This report is a detailed and comprehensive analysis for global Neck and Back Massager 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 2023, are provided.

Key Features:

Global Neck and Back Massager market size and forecasts, in consumption value (\$

Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2018-2029

Global Neck and Back Massager market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2018-2029

Global Neck and Back Massager market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2018-2029

Global Neck and Back Massager market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2018-2023

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 Neck and Back Massager

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 Neck and Back Massager market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Niplux, Naipo, Medisana, SKG and Homedics, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

## Market Segmentation

Neck and Back Massager market is split by Type and by Application. For the period 2018-2029, 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

Vibration

Pulse

Manual

Others

## Market segment by Application

Household

Hospital

Others

## Major players covered

Niplux

Naipo

Medisana

SKG

Homedics

Theragun

Fuijiryoki

Panasonic

INADA

Human Touch

cozzia

Beurer

Breo Technology

MedMassager

Hypervolt

Shenzhen Breo Technology

Xiamen Comfort Science and Technology Group

Ruian Remax Fitness Equipment

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

Chapter 2, to profile the top manufacturers of Neck and Back Massager, with price, sales, revenue and global market share of Neck and Back Massager from 2018 to 2023.

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

Chapter 4, the Neck and Back Massager breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2018 to 2029.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2018 to 2029.

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 2022. and Neck and Back Massager market forecast, by regions, type and application, with sales and revenue, from 2024 to 2029.

Chapter 12, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War.

Chapter 13, the key raw materials and key suppliers, and industry chain of Neck and Back Massager.

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

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope of Neck and Back Massager

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Neck and Back Massager Consumption Value by Type: 2018 Versus 2022 Versus 2029

1.3.2 Vibration

1.3.3 Pulse

1.3.4 Manual

1.3.5 Others

1.4 Market Analysis by Application

1.4.1 Overview: Global Neck and Back Massager Consumption Value by Application: 2018 Versus 2022 Versus 2029

1.4.2 Household

1.4.3 Hospital

1.4.4 Others

1.5 Global Neck and Back Massager Market Size & Forecast

1.5.1 Global Neck and Back Massager Consumption Value (2018 & 2022 & 2029)

1.5.2 Global Neck and Back Massager Sales Quantity (2018-2029)

1.5.3 Global Neck and Back Massager Average Price (2018-2029)

### 2 MANUFACTURERS PROFILES

2.1 Niplux

2.1.1 Niplux Details

2.1.2 Niplux Major Business

2.1.3 Niplux Neck and Back Massager Product and Services

2.1.4 Niplux Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

2.1.5 Niplux Recent Developments/Updates

2.2 Naipo

2.2.1 Naipo Details

2.2.2 Naipo Major Business

2.2.3 Naipo Neck and Back Massager Product and Services

2.2.4 Naipo Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

- 2.2.5 Naipo Recent Developments/Updates
- 2.3 Medisana
  - 2.3.1 Medisana Details
  - 2.3.2 Medisana Major Business
  - 2.3.3 Medisana Neck and Back Massager Product and Services
  - 2.3.4 Medisana Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.3.5 Medisana Recent Developments/Updates
- 2.4 SKG
  - 2.4.1 SKG Details
  - 2.4.2 SKG Major Business
  - 2.4.3 SKG Neck and Back Massager Product and Services
  - 2.4.4 SKG Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.4.5 SKG Recent Developments/Updates
- 2.5 Homedics
  - 2.5.1 Homedics Details
  - 2.5.2 Homedics Major Business
  - 2.5.3 Homedics Neck and Back Massager Product and Services
  - 2.5.4 Homedics Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.5.5 Homedics Recent Developments/Updates
- 2.6 Theragun
  - 2.6.1 Theragun Details
  - 2.6.2 Theragun Major Business
  - 2.6.3 Theragun Neck and Back Massager Product and Services
  - 2.6.4 Theragun Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.6.5 Theragun Recent Developments/Updates
- 2.7 Fuijiryoki
  - 2.7.1 Fuijiryoki Details
  - 2.7.2 Fuijiryoki Major Business
  - 2.7.3 Fuijiryoki Neck and Back Massager Product and Services
  - 2.7.4 Fuijiryoki Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.7.5 Fuijiryoki Recent Developments/Updates
- 2.8 Panasonic
  - 2.8.1 Panasonic Details
  - 2.8.2 Panasonic Major Business

- 2.8.3 Panasonic Neck and Back Massager Product and Services
- 2.8.4 Panasonic Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
- 2.8.5 Panasonic Recent Developments/Updates
- 2.9 INADA
  - 2.9.1 INADA Details
  - 2.9.2 INADA Major Business
  - 2.9.3 INADA Neck and Back Massager Product and Services
  - 2.9.4 INADA Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.9.5 INADA Recent Developments/Updates
- 2.10 Human Touch
  - 2.10.1 Human Touch Details
  - 2.10.2 Human Touch Major Business
  - 2.10.3 Human Touch Neck and Back Massager Product and Services
  - 2.10.4 Human Touch Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.10.5 Human Touch Recent Developments/Updates
- 2.11 cozzia
  - 2.11.1 cozzia Details
  - 2.11.2 cozzia Major Business
  - 2.11.3 cozzia Neck and Back Massager Product and Services
  - 2.11.4 cozzia Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.11.5 cozzia Recent Developments/Updates
- 2.12 Beurer
  - 2.12.1 Beurer Details
  - 2.12.2 Beurer Major Business
  - 2.12.3 Beurer Neck and Back Massager Product and Services
  - 2.12.4 Beurer Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.12.5 Beurer Recent Developments/Updates
- 2.13 Breo Technology
  - 2.13.1 Breo Technology Details
  - 2.13.2 Breo Technology Major Business
  - 2.13.3 Breo Technology Neck and Back Massager Product and Services
  - 2.13.4 Breo Technology Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)
  - 2.13.5 Breo Technology Recent Developments/Updates



## 2.14 MedMassager

### 2.14.1 MedMassager Details

### 2.14.2 MedMassager Major Business

### 2.14.3 MedMassager Neck and Back Massager Product and Services

### 2.14.4 MedMassager Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.14.5 MedMassager Recent Developments/Updates

## 2.15 Hypervolt

### 2.15.1 Hypervolt Details

### 2.15.2 Hypervolt Major Business

### 2.15.3 Hypervolt Neck and Back Massager Product and Services

### 2.15.4 Hypervolt Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.15.5 Hypervolt Recent Developments/Updates

## 2.16 Shenzhen Breo Technology

### 2.16.1 Shenzhen Breo Technology Details

### 2.16.2 Shenzhen Breo Technology Major Business

### 2.16.3 Shenzhen Breo Technology Neck and Back Massager Product and Services

### 2.16.4 Shenzhen Breo Technology Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.16.5 Shenzhen Breo Technology Recent Developments/Updates

## 2.17 Xiamen Comfort Science and Technology Group

### 2.17.1 Xiamen Comfort Science and Technology Group Details

### 2.17.2 Xiamen Comfort Science and Technology Group Major Business

### 2.17.3 Xiamen Comfort Science and Technology Group Neck and Back Massager Product and Services

### 2.17.4 Xiamen Comfort Science and Technology Group Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.17.5 Xiamen Comfort Science and Technology Group Recent Developments/Updates

## 2.18 Ruian Remax Fitness Equipment

### 2.18.1 Ruian Remax Fitness Equipment Details

### 2.18.2 Ruian Remax Fitness Equipment Major Business

### 2.18.3 Ruian Remax Fitness Equipment Neck and Back Massager Product and Services

### 2.18.4 Ruian Remax Fitness Equipment Neck and Back Massager Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2018-2023)

### 2.18.5 Ruian Remax Fitness Equipment Recent Developments/Updates

### **3 COMPETITIVE ENVIRONMENT: NECK AND BACK MASSAGER BY MANUFACTURER**

3.1 Global Neck and Back Massager Sales Quantity by Manufacturer (2018-2023)

3.2 Global Neck and Back Massager Revenue by Manufacturer (2018-2023)

3.3 Global Neck and Back Massager Average Price by Manufacturer (2018-2023)

3.4 Market Share Analysis (2022)

3.4.1 Producer Shipments of Neck and Back Massager by Manufacturer Revenue (\$MM) and Market Share (%): 2022

3.4.2 Top 3 Neck and Back Massager Manufacturer Market Share in 2022

3.4.2 Top 6 Neck and Back Massager Manufacturer Market Share in 2022

3.5 Neck and Back Massager Market: Overall Company Footprint Analysis

3.5.1 Neck and Back Massager Market: Region Footprint

3.5.2 Neck and Back Massager Market: Company Product Type Footprint

3.5.3 Neck and Back Massager Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

### **4 CONSUMPTION ANALYSIS BY REGION**

4.1 Global Neck and Back Massager Market Size by Region

4.1.1 Global Neck and Back Massager Sales Quantity by Region (2018-2029)

4.1.2 Global Neck and Back Massager Consumption Value by Region (2018-2029)

4.1.3 Global Neck and Back Massager Average Price by Region (2018-2029)

4.2 North America Neck and Back Massager Consumption Value (2018-2029)

4.3 Europe Neck and Back Massager Consumption Value (2018-2029)

4.4 Asia-Pacific Neck and Back Massager Consumption Value (2018-2029)

4.5 South America Neck and Back Massager Consumption Value (2018-2029)

4.6 Middle East and Africa Neck and Back Massager Consumption Value (2018-2029)

### **5 MARKET SEGMENT BY TYPE**

5.1 Global Neck and Back Massager Sales Quantity by Type (2018-2029)

5.2 Global Neck and Back Massager Consumption Value by Type (2018-2029)

5.3 Global Neck and Back Massager Average Price by Type (2018-2029)

### **6 MARKET SEGMENT BY APPLICATION**

6.1 Global Neck and Back Massager Sales Quantity by Application (2018-2029)

- 6.2 Global Neck and Back Massager Consumption Value by Application (2018-2029)
- 6.3 Global Neck and Back Massager Average Price by Application (2018-2029)

## **7 NORTH AMERICA**

- 7.1 North America Neck and Back Massager Sales Quantity by Type (2018-2029)
- 7.2 North America Neck and Back Massager Sales Quantity by Application (2018-2029)
- 7.3 North America Neck and Back Massager Market Size by Country
  - 7.3.1 North America Neck and Back Massager Sales Quantity by Country (2018-2029)
  - 7.3.2 North America Neck and Back Massager Consumption Value by Country (2018-2029)
  - 7.3.3 United States Market Size and Forecast (2018-2029)
  - 7.3.4 Canada Market Size and Forecast (2018-2029)
  - 7.3.5 Mexico Market Size and Forecast (2018-2029)

## **8 EUROPE**

- 8.1 Europe Neck and Back Massager Sales Quantity by Type (2018-2029)
- 8.2 Europe Neck and Back Massager Sales Quantity by Application (2018-2029)
- 8.3 Europe Neck and Back Massager Market Size by Country
  - 8.3.1 Europe Neck and Back Massager Sales Quantity by Country (2018-2029)
  - 8.3.2 Europe Neck and Back Massager Consumption Value by Country (2018-2029)
  - 8.3.3 Germany Market Size and Forecast (2018-2029)
  - 8.3.4 France Market Size and Forecast (2018-2029)
  - 8.3.5 United Kingdom Market Size and Forecast (2018-2029)
  - 8.3.6 Russia Market Size and Forecast (2018-2029)
  - 8.3.7 Italy Market Size and Forecast (2018-2029)

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific Neck and Back Massager Sales Quantity by Type (2018-2029)
- 9.2 Asia-Pacific Neck and Back Massager Sales Quantity by Application (2018-2029)
- 9.3 Asia-Pacific Neck and Back Massager Market Size by Region
  - 9.3.1 Asia-Pacific Neck and Back Massager Sales Quantity by Region (2018-2029)
  - 9.3.2 Asia-Pacific Neck and Back Massager Consumption Value by Region (2018-2029)
  - 9.3.3 China Market Size and Forecast (2018-2029)
  - 9.3.4 Japan Market Size and Forecast (2018-2029)
  - 9.3.5 Korea Market Size and Forecast (2018-2029)

- 9.3.6 India Market Size and Forecast (2018-2029)
- 9.3.7 Southeast Asia Market Size and Forecast (2018-2029)
- 9.3.8 Australia Market Size and Forecast (2018-2029)

## **10 SOUTH AMERICA**

- 10.1 South America Neck and Back Massager Sales Quantity by Type (2018-2029)
- 10.2 South America Neck and Back Massager Sales Quantity by Application (2018-2029)
- 10.3 South America Neck and Back Massager Market Size by Country
  - 10.3.1 South America Neck and Back Massager Sales Quantity by Country (2018-2029)
  - 10.3.2 South America Neck and Back Massager Consumption Value by Country (2018-2029)
  - 10.3.3 Brazil Market Size and Forecast (2018-2029)
  - 10.3.4 Argentina Market Size and Forecast (2018-2029)

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa Neck and Back Massager Sales Quantity by Type (2018-2029)
- 11.2 Middle East & Africa Neck and Back Massager Sales Quantity by Application (2018-2029)
- 11.3 Middle East & Africa Neck and Back Massager Market Size by Country
  - 11.3.1 Middle East & Africa Neck and Back Massager Sales Quantity by Country (2018-2029)
  - 11.3.2 Middle East & Africa Neck and Back Massager Consumption Value by Country (2018-2029)
  - 11.3.3 Turkey Market Size and Forecast (2018-2029)
  - 11.3.4 Egypt Market Size and Forecast (2018-2029)
  - 11.3.5 Saudi Arabia Market Size and Forecast (2018-2029)
  - 11.3.6 South Africa Market Size and Forecast (2018-2029)

## **12 MARKET DYNAMICS**

- 12.1 Neck and Back Massager Market Drivers
- 12.2 Neck and Back Massager Market Restraints
- 12.3 Neck and Back Massager Trends Analysis
- 12.4 Porters Five Forces Analysis

- 12.4.1 Threat of New Entrants
- 12.4.2 Bargaining Power of Suppliers
- 12.4.3 Bargaining Power of Buyers
- 12.4.4 Threat of Substitutes
- 12.4.5 Competitive Rivalry
- 12.5 Influence of COVID-19 and Russia-Ukraine War
  - 12.5.1 Influence of COVID-19
  - 12.5.2 Influence of Russia-Ukraine War

## **13 RAW MATERIAL AND INDUSTRY CHAIN**

- 13.1 Raw Material of Neck and Back Massager and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Neck and Back Massager
- 13.3 Neck and Back Massager Production Process
- 13.4 Neck and Back Massager Industrial Chain

## **14 SHIPMENTS BY DISTRIBUTION CHANNEL**

- 14.1 Sales Channel
  - 14.1.1 Direct to End-User
  - 14.1.2 Distributors
- 14.2 Neck and Back Massager Typical Distributors
- 14.3 Neck and Back Massager Typical Customers

## **15 RESEARCH FINDINGS AND CONCLUSION**

## **16 APPENDIX**

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Neck and Back Massager Consumption Value by Type, (USD Million), 2018 & 2022 & 2029

Table 2. Global Neck and Back Massager Consumption Value by Application, (USD Million), 2018 & 2022 & 2029

Table 3. Niplux Basic Information, Manufacturing Base and Competitors

Table 4. Niplux Major Business

Table 5. Niplux Neck and Back Massager Product and Services

Table 6. Niplux Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 7. Niplux Recent Developments/Updates

Table 8. Naipo Basic Information, Manufacturing Base and Competitors

Table 9. Naipo Major Business

Table 10. Naipo Neck and Back Massager Product and Services

Table 11. Naipo Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 12. Naipo Recent Developments/Updates

Table 13. Medisana Basic Information, Manufacturing Base and Competitors

Table 14. Medisana Major Business

Table 15. Medisana Neck and Back Massager Product and Services

Table 16. Medisana Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 17. Medisana Recent Developments/Updates

Table 18. SKG Basic Information, Manufacturing Base and Competitors

Table 19. SKG Major Business

Table 20. SKG Neck and Back Massager Product and Services

Table 21. SKG Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 22. SKG Recent Developments/Updates

Table 23. Homedics Basic Information, Manufacturing Base and Competitors

Table 24. Homedics Major Business

Table 25. Homedics Neck and Back Massager Product and Services

Table 26. Homedics Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 27. Homedics Recent Developments/Updates

Table 28. Theragun Basic Information, Manufacturing Base and Competitors

Table 29. Theragun Major Business

Table 30. Theragun Neck and Back Massager Product and Services

Table 31. Theragun Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 32. Theragun Recent Developments/Updates

Table 33. Fujiryoki Basic Information, Manufacturing Base and Competitors

Table 34. Fujiryoki Major Business

Table 35. Fujiryoki Neck and Back Massager Product and Services

Table 36. Fujiryoki Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 37. Fujiryoki Recent Developments/Updates

Table 38. Panasonic Basic Information, Manufacturing Base and Competitors

Table 39. Panasonic Major Business

Table 40. Panasonic Neck and Back Massager Product and Services

Table 41. Panasonic Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 42. Panasonic Recent Developments/Updates

Table 43. INADA Basic Information, Manufacturing Base and Competitors

Table 44. INADA Major Business

Table 45. INADA Neck and Back Massager Product and Services

Table 46. INADA Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 47. INADA Recent Developments/Updates

Table 48. Human Touch Basic Information, Manufacturing Base and Competitors

Table 49. Human Touch Major Business

Table 50. Human Touch Neck and Back Massager Product and Services

Table 51. Human Touch Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 52. Human Touch Recent Developments/Updates

Table 53. cozzia Basic Information, Manufacturing Base and Competitors

Table 54. cozzia Major Business

Table 55. cozzia Neck and Back Massager Product and Services

Table 56. cozzia Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 57. cozzia Recent Developments/Updates

Table 58. Beurer Basic Information, Manufacturing Base and Competitors

Table 59. Beurer Major Business

Table 60. Beurer Neck and Back Massager Product and Services

Table 61. Beurer Neck and Back Massager Sales Quantity (K Units), Average Price

(US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 62. Beurer Recent Developments/Updates

Table 63. Breo Technology Basic Information, Manufacturing Base and Competitors

Table 64. Breo Technology Major Business

Table 65. Breo Technology Neck and Back Massager Product and Services

Table 66. Breo Technology Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 67. Breo Technology Recent Developments/Updates

Table 68. MedMassager Basic Information, Manufacturing Base and Competitors

Table 69. MedMassager Major Business

Table 70. MedMassager Neck and Back Massager Product and Services

Table 71. MedMassager Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 72. MedMassager Recent Developments/Updates

Table 73. Hypervolt Basic Information, Manufacturing Base and Competitors

Table 74. Hypervolt Major Business

Table 75. Hypervolt Neck and Back Massager Product and Services

Table 76. Hypervolt Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 77. Hypervolt Recent Developments/Updates

Table 78. Shenzhen Breo Technology Basic Information, Manufacturing Base and Competitors

Table 79. Shenzhen Breo Technology Major Business

Table 80. Shenzhen Breo Technology Neck and Back Massager Product and Services

Table 81. Shenzhen Breo Technology Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 82. Shenzhen Breo Technology Recent Developments/Updates

Table 83. Xiamen Comfort Science and Technology Group Basic Information, Manufacturing Base and Competitors

Table 84. Xiamen Comfort Science and Technology Group Major Business

Table 85. Xiamen Comfort Science and Technology Group Neck and Back Massager Product and Services

Table 86. Xiamen Comfort Science and Technology Group Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 87. Xiamen Comfort Science and Technology Group Recent Developments/Updates

Table 88. Ruian Remax Fitness Equipment Basic Information, Manufacturing Base and



## Competitors

Table 89. Ruian Remax Fitness Equipment Major Business

Table 90. Ruian Remax Fitness Equipment Neck and Back Massager Product and Services

Table 91. Ruian Remax Fitness Equipment Neck and Back Massager Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2018-2023)

Table 92. Ruian Remax Fitness Equipment Recent Developments/Updates

Table 93. Global Neck and Back Massager Sales Quantity by Manufacturer (2018-2023) & (K Units)

Table 94. Global Neck and Back Massager Revenue by Manufacturer (2018-2023) & (USD Million)

Table 95. Global Neck and Back Massager Average Price by Manufacturer (2018-2023) & (US\$/Unit)

Table 96. Market Position of Manufacturers in Neck and Back Massager, (Tier 1, Tier 2, and Tier 3), Based on Consumption Value in 2022

Table 97. Head Office and Neck and Back Massager Production Site of Key Manufacturer

Table 98. Neck and Back Massager Market: Company Product Type Footprint

Table 99. Neck and Back Massager Market: Company Product Application Footprint

Table 100. Neck and Back Massager New Market Entrants and Barriers to Market Entry

Table 101. Neck and Back Massager Mergers, Acquisition, Agreements, and Collaborations

Table 102. Global Neck and Back Massager Sales Quantity by Region (2018-2023) & (K Units)

Table 103. Global Neck and Back Massager Sales Quantity by Region (2024-2029) & (K Units)

Table 104. Global Neck and Back Massager Consumption Value by Region (2018-2023) & (USD Million)

Table 105. Global Neck and Back Massager Consumption Value by Region (2024-2029) & (USD Million)

Table 106. Global Neck and Back Massager Average Price by Region (2018-2023) & (US\$/Unit)

Table 107. Global Neck and Back Massager Average Price by Region (2024-2029) & (US\$/Unit)

Table 108. Global Neck and Back Massager Sales Quantity by Type (2018-2023) & (K Units)

Table 109. Global Neck and Back Massager Sales Quantity by Type (2024-2029) & (K Units)

Table 110. Global Neck and Back Massager Consumption Value by Type (2018-2023) & (USD Million)

Table 111. Global Neck and Back Massager Consumption Value by Type (2024-2029) & (USD Million)

Table 112. Global Neck and Back Massager Average Price by Type (2018-2023) & (US\$/Unit)

Table 113. Global Neck and Back Massager Average Price by Type (2024-2029) & (US\$/Unit)

Table 114. Global Neck and Back Massager Sales Quantity by Application (2018-2023) & (K Units)

Table 115. Global Neck and Back Massager Sales Quantity by Application (2024-2029) & (K Units)

Table 116. Global Neck and Back Massager Consumption Value by Application (2018-2023) & (USD Million)

Table 117. Global Neck and Back Massager Consumption Value by Application (2024-2029) & (USD Million)

Table 118. Global Neck and Back Massager Average Price by Application (2018-2023) & (US\$/Unit)

Table 119. Global Neck and Back Massager Average Price by Application (2024-2029) & (US\$/Unit)

Table 120. North America Neck and Back Massager Sales Quantity by Type (2018-2023) & (K Units)

Table 121. North America Neck and Back Massager Sales Quantity by Type (2024-2029) & (K Units)

Table 122. North America Neck and Back Massager Sales Quantity by Application (2018-2023) & (K Units)

Table 123. North America Neck and Back Massager Sales Quantity by Application (2024-2029) & (K Units)

Table 124. North America Neck and Back Massager Sales Quantity by Country (2018-2023) & (K Units)

Table 125. North America Neck and Back Massager Sales Quantity by Country (2024-2029) & (K Units)

Table 126. North America Neck and Back Massager Consumption Value by Country (2018-2023) & (USD Million)

Table 127. North America Neck and Back Massager Consumption Value by Country (2024-2029) & (USD Million)

Table 128. Europe Neck and Back Massager Sales Quantity by Type (2018-2023) & (K Units)

Table 129. Europe Neck and Back Massager Sales Quantity by Type (2024-2029) & (K Units)

Units)

Table 130. Europe Neck and Back Massager Sales Quantity by Application (2018-2023) & (K Units)

Table 131. Europe Neck and Back Massager Sales Quantity by Application (2024-2029) & (K Units)

Table 132. Europe Neck and Back Massager Sales Quantity by Country (2018-2023) & (K Units)

Table 133. Europe Neck and Back Massager Sales Quantity by Country (2024-2029) & (K Units)

Table 134. Europe Neck and Back Massager Consumption Value by Country (2018-2023) & (USD Million)

Table 135. Europe Neck and Back Massager Consumption Value by Country (2024-2029) & (USD Million)

Table 136. Asia-Pacific Neck and Back Massager Sales Quantity by Type (2018-2023) & (K Units)

Table 137. Asia-Pacific Neck and Back Massager Sales Quantity by Type (2024-2029) & (K Units)

Table 138. Asia-Pacific Neck and Back Massager Sales Quantity by Application (2018-2023) & (K Units)

Table 139. Asia-Pacific Neck and Back Massager Sales Quantity by Application (2024-2029) & (K Units)

Table 140. Asia-Pacific Neck and Back Massager Sales Quantity by Region (2018-2023) & (K Units)

Table 141. Asia-Pacific Neck and Back Massager Sales Quantity by Region (2024-2029) & (K Units)

Table 142. Asia-Pacific Neck and Back Massager Consumption Value by Region (2018-2023) & (USD Million)

Table 143. Asia-Pacific Neck and Back Massager Consumption Value by Region (2024-2029) & (USD Million)

Table 144. South America Neck and Back Massager Sales Quantity by Type (2018-2023) & (K Units)

Table 145. South America Neck and Back Massager Sales Quantity by Type (2024-2029) & (K Units)

Table 146. South America Neck and Back Massager Sales Quantity by Application (2018-2023) & (K Units)

Table 147. South America Neck and Back Massager Sales Quantity by Application (2024-2029) & (K Units)

Table 148. South America Neck and Back Massager Sales Quantity by Country (2018-2023) & (K Units)

Table 149. South America Neck and Back Massager Sales Quantity by Country (2024-2029) & (K Units)

Table 150. South America Neck and Back Massager Consumption Value by Country (2018-2023) & (USD Million)

Table 151. South America Neck and Back Massager Consumption Value by Country (2024-2029) & (USD Million)

Table 152. Middle East & Africa Neck and Back Massager Sales Quantity by Type (2018-2023) & (K Units)

Table 153. Middle East & Africa Neck and Back Massager Sales Quantity by Type (2024-2029) & (K Units)

Table 154. Middle East & Africa Neck and Back Massager Sales Quantity by Application (2018-2023) & (K Units)

Table 155. Middle East & Africa Neck and Back Massager Sales Quantity by Application (2024-2029) & (K Units)

Table 156. Middle East & Africa Neck and Back Massager Sales Quantity by Region (2018-2023) & (K Units)

Table 157. Middle East & Africa Neck and Back Massager Sales Quantity by Region (2024-2029) & (K Units)

Table 158. Middle East & Africa Neck and Back Massager Consumption Value by Region (2018-2023) & (USD Million)

Table 159. Middle East & Africa Neck and Back Massager Consumption Value by Region (2024-2029) & (USD Million)

Table 160. Neck and Back Massager Raw Material

Table 161. Key Manufacturers of Neck and Back Massager Raw Materials

Table 162. Neck and Back Massager Typical Distributors

Table 163. Neck and Back Massager Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. Neck and Back Massager Picture

Figure 2. Global Neck and Back Massager Consumption Value by Type, (USD Million), 2018 & 2022 & 2029

Figure 3. Global Neck and Back Massager Consumption Value Market Share by Type in 2022

Figure 4. Vibration Examples

Figure 5. Pulse Examples

Figure 6. Manual Examples

Figure 7. Others Examples

Figure 8. Global Neck and Back Massager Consumption Value by Application, (USD Million), 2018 & 2022 & 2029

Figure 9. Global Neck and Back Massager Consumption Value Market Share by Application in 2022

Figure 10. Household Examples

Figure 11. Hospital Examples

Figure 12. Others Examples

Figure 13. Global Neck and Back Massager Consumption Value, (USD Million): 2018 & 2022 & 2029

Figure 14. Global Neck and Back Massager Consumption Value and Forecast (2018-2029) & (USD Million)

Figure 15. Global Neck and Back Massager Sales Quantity (2018-2029) & (K Units)

Figure 16. Global Neck and Back Massager Average Price (2018-2029) & (US\$/Unit)

Figure 17. Global Neck and Back Massager Sales Quantity Market Share by Manufacturer in 2022

Figure 18. Global Neck and Back Massager Consumption Value Market Share by Manufacturer in 2022

Figure 19. Producer Shipments of Neck and Back Massager by Manufacturer Sales Quantity (\$MM) and Market Share (%): 2021

Figure 20. Top 3 Neck and Back Massager Manufacturer (Consumption Value) Market Share in 2022

Figure 21. Top 6 Neck and Back Massager Manufacturer (Consumption Value) Market Share in 2022

Figure 22. Global Neck and Back Massager Sales Quantity Market Share by Region (2018-2029)

Figure 23. Global Neck and Back Massager Consumption Value Market Share by

Region (2018-2029)

Figure 24. North America Neck and Back Massager Consumption Value (2018-2029) & (USD Million)

Figure 25. Europe Neck and Back Massager Consumption Value (2018-2029) & (USD Million)

Figure 26. Asia-Pacific Neck and Back Massager Consumption Value (2018-2029) & (USD Million)

Figure 27. South America Neck and Back Massager Consumption Value (2018-2029) & (USD Million)

Figure 28. Middle East & Africa Neck and Back Massager Consumption Value (2018-2029) & (USD Million)

Figure 29. Global Neck and Back Massager Sales Quantity Market Share by Type (2018-2029)

Figure 30. Global Neck and Back Massager Consumption Value Market Share by Type (2018-2029)

Figure 31. Global Neck and Back Massager Average Price by Type (2018-2029) & (US\$/Unit)

Figure 32. Global Neck and Back Massager Sales Quantity Market Share by Application (2018-2029)

Figure 33. Global Neck and Back Massager Consumption Value Market Share by Application (2018-2029)

Figure 34. Global Neck and Back Massager Average Price by Application (2018-2029) & (US\$/Unit)

Figure 35. North America Neck and Back Massager Sales Quantity Market Share by Type (2018-2029)

Figure 36. North America Neck and Back Massager Sales Quantity Market Share by Application (2018-2029)

Figure 37. North America Neck and Back Massager Sales Quantity Market Share by Country (2018-2029)

Figure 38. North America Neck and Back Massager Consumption Value Market Share by Country (2018-2029)

Figure 39. United States Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 40. Canada Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 41. Mexico Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 42. Europe Neck and Back Massager Sales Quantity Market Share by Type (2018-2029)

Figure 43. Europe Neck and Back Massager Sales Quantity Market Share by Application (2018-2029)

Figure 44. Europe Neck and Back Massager Sales Quantity Market Share by Country (2018-2029)

Figure 45. Europe Neck and Back Massager Consumption Value Market Share by Country (2018-2029)

Figure 46. Germany Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 47. France Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 48. United Kingdom Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 49. Russia Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 50. Italy Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 51. Asia-Pacific Neck and Back Massager Sales Quantity Market Share by Type (2018-2029)

Figure 52. Asia-Pacific Neck and Back Massager Sales Quantity Market Share by Application (2018-2029)

Figure 53. Asia-Pacific Neck and Back Massager Sales Quantity Market Share by Region (2018-2029)

Figure 54. Asia-Pacific Neck and Back Massager Consumption Value Market Share by Region (2018-2029)

Figure 55. China Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 56. Japan Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 57. Korea Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 58. India Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 59. Southeast Asia Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 60. Australia Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 61. South America Neck and Back Massager Sales Quantity Market Share by Type (2018-2029)

Figure 62. South America Neck and Back Massager Sales Quantity Market Share by

Application (2018-2029)

Figure 63. South America Neck and Back Massager Sales Quantity Market Share by Country (2018-2029)

Figure 64. South America Neck and Back Massager Consumption Value Market Share by Country (2018-2029)

Figure 65. Brazil Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 66. Argentina Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 67. Middle East & Africa Neck and Back Massager Sales Quantity Market Share by Type (2018-2029)

Figure 68. Middle East & Africa Neck and Back Massager Sales Quantity Market Share by Application (2018-2029)

Figure 69. Middle East & Africa Neck and Back Massager Sales Quantity Market Share by Region (2018-2029)

Figure 70. Middle East & Africa Neck and Back Massager Consumption Value Market Share by Region (2018-2029)

Figure 71. Turkey Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 72. Egypt Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 73. Saudi Arabia Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 74. South Africa Neck and Back Massager Consumption Value and Growth Rate (2018-2029) & (USD Million)

Figure 75. Neck and Back Massager Market Drivers

Figure 76. Neck and Back Massager Market Restraints

Figure 77. Neck and Back Massager Market Trends

Figure 78. Porters Five Forces Analysis

Figure 79. Manufacturing Cost Structure Analysis of Neck and Back Massager in 2022

Figure 80. Manufacturing Process Analysis of Neck and Back Massager

Figure 81. Neck and Back Massager Industrial Chain

Figure 82. Sales Quantity Channel: Direct to End-User vs Distributors

Figure 83. Direct Channel Pros & Cons

Figure 84. Indirect Channel Pros & Cons

Figure 85. Methodology

Figure 86. Research Process and Data Source



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