

# **Massage Equipment Market by Type (Electric, Non-Electric), Product (Chairs and Sofas, Back Massagers, Handheld, Neck and Shoulder, and Others), Distribution Channel (Hypermarket and Supermarket, Specialty Store, Online Sales Channel, and Others), End User (Residential, Commercial), and Region 2023-2028**

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## **Abstracts**

The global massage equipment market size reached US\$ 6.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 11.5 Billion by 2028, exhibiting a growth rate (CAGR) of 7.80% during 2023-2028.

Massage equipment refers to tools and devices used to relieve pressure and reduce pain in limbs and muscles. It can be operated through manual, mechanical, hydraulic, hydrokinetic, or electric power. It uses vibration therapy at a given frequency to provide a relaxing sensation. Massage equipment is commonly used by therapists to enable faster hand movement in a rhythmic manner to stimulate the nerve endings in the target area. It is widely used to relieve muscular tension and pain, improve circulation, and improve skin condition. It also assists in reducing stress and lowering the symptoms of disorders or pain in the nervous system and muscles.

### **Massage Equipment Market Trends:**

The increasing consumer awareness about several therapeutic benefits of massage is one of the key factors driving the market growth. Massage equipment is widely used as a relaxing tool to relieve pain and stress due to the high prevalence of work-related stress and hectic consumer schedules. Apart from this, the increasing product demand in hospitals and thematic clinics to solve issues related to dementia, blood pressure,

osteoarthritis, and body pain and stiffness is providing an impetus to the market growth. Moreover, the increasing employment of massage equipment to reduce inflammation, ease muscular tension, improve blood flow, and speed up recovery from injuries and spasms by activating mitochondria is acting as another growth-inducing factor. Additionally, the rising demand for electric massage equipment that helps treat migraine and headaches and prevents serious problems related to cold shoulder, arthritis, back pain, and spondylitis is facilitating the market growth. Other factors, including rising consumer expenditure capacities, increasing geriatric pollution, growing health concerns among consumers, and easy product availability across e-commerce platforms, are anticipated to drive the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global massage equipment market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, product, distribution channel and end user.

#### Breakup by Type:

- Electric
- Non-Electric

#### Breakup by Product:

- Chairs and Sofas
- Back Massagers
- Handheld
- Neck and Shoulder
- Others

#### Breakup by Distribution Channel:

- Hypermarket and Supermarket
- Specialty Store
- Online Sales Channel
- Others

#### Breakup by End User:

Residential  
Commercial

#### Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Beurer GmbH, Casada Deutschland GmbH, Family Inada Co. Ltd., HoMedics USA LLC (FKA Distributing Co. LLC), JSB Wellness, OSIM International Pte. Ltd., Panasonic Holdings Corporation, Prospera Corporation, RoboTouch, Samsung Electronics Co. Ltd (Samsung Group), Wahl Clipper Corporation and Zyllion. Kindly, note that this only represents a partial list of companies, and the complete list has been provided in the report.

### Key Questions Answered in This Report

1. What was the size of the global massage equipment market in 2022?
2. What is the expected growth rate of the global massage equipment market during 2023-2028?
3. What are the key factors driving the global massage equipment market?
4. What has been the impact of COVID-19 on the global massage equipment market?
5. What is the breakup of the global massage equipment market based on the type?
6. What is the breakup of the global massage equipment market based on product?
7. What is the breakup of the global massage equipment market based on the distribution channel?
8. What is the breakup of the global massage equipment market based on the end user?
9. What are the key regions in the global massage equipment market?
10. Who are the key players/companies in the global massage equipment market?

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