

Global Electronic Massage Equipments Market Growth 2025-2031

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Abstracts

The global Electronic Massage Equipments market size is predicted to grow from US\$ 10350 million in 2025 to US\$ 15130 million in 2031; it is expected to grow at a CAGR of 6.5% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

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 electronic massage equipment market is being driven by growing awareness of the health benefits of massage therapy and the increasing adoption of technologically advanced massage devices for convenience and effectiveness. These devices offer various massage techniques, intensities, and portability, catering to a wide range of consumer preferences. Moreover, the rise in stress-related health issues is fueling the demand for electronic massage equipment as a convenient solution for relaxation and pain relief. However, one of the key challenges facing this market is the need for stringent quality control and safety standards to ensure user well-being. Ensuring that these devices are user-friendly and do not cause any adverse effects is essential. Additionally, competition among manufacturers and the need to keep up with evolving technological trends pose challenges in terms of product innovation and market

differentiation. To succeed, companies in this sector must prioritize both safety and innovation in their product development strategies.

LP Information, Inc. (LPI) ' newest research report, the "Electronic Massage Equipments Industry Forecast" looks at past sales and reviews total world Electronic Massage Equipments sales in 2024, providing a comprehensive analysis by region and market sector of projected Electronic Massage Equipments sales for 2025 through 2031. With Electronic Massage Equipments sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Electronic Massage Equipments industry.

This Insight Report provides a comprehensive analysis of the global Electronic Massage Equipments landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Electronic Massage Equipments portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Electronic Massage Equipments market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Electronic Massage Equipments and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Electronic Massage Equipments.

This report presents a comprehensive overview, market shares, and growth opportunities of Electronic Massage Equipments market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Back Massager

Hand-Held Massager

Neck and Shoulder Massager

Leg and Foot Massager

Eye Care Massager

Massage Chair

Others

Segmentation by Application:

Commercial

Residential

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

OGAWA

Inada

BODYFRIEND

Panasonic

OSIM International

Rotai

Daito-THRIVE

HoMedics

Casada

Beurer

Human Touch

HealthmateForever

JSB Healthcare

Key Questions Addressed in this Report

What is the 10-year outlook for the global Electronic Massage Equipments market?

What factors are driving Electronic Massage Equipments market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Electronic Massage Equipments market opportunities vary by end market size?

How does Electronic Massage Equipments break out by Type, by Application?

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