

Global Hand-Held Massager Market Growth 2025-2031

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Abstracts

The global Hand-Held Massager market size is predicted to grow from US\$ 1547 million in 2025 to US\$ 2222 million in 2031; it is expected to grow at a CAGR of 6.2% 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.

Hand-Held Massager

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 "Hand-Held Massager Industry Forecast" looks at past sales and reviews total world Hand-Held Massager sales in 2024, providing a comprehensive analysis by region and market sector of projected Hand-Held Massager sales for 2025 through 2031. With Hand-Held Massager sales

broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Hand-Held Massager industry.

This Insight Report provides a comprehensive analysis of the global Hand-Held Massager 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 Hand-Held Massager portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Hand-Held Massager market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Hand-Held Massager 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 Hand-Held Massager.

This report presents a comprehensive overview, market shares, and growth opportunities of Hand-Held Massager market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Electronic Devices

Manual Devices

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 Hand-Held Massager market?

What factors are driving Hand-Held Massager market growth, globally and by region?

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

How do Hand-Held Massager market opportunities vary by end market size?

How does Hand-Held Massager break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Hand-Held Massager Annual Sales 2020-2031
 - 2.1.2 World Current & Future Analysis for Hand-Held Massager by Geographic Region, 2020, 2024 & 2031
 - 2.1.3 World Current & Future Analysis for Hand-Held Massager by Country/Region, 2020, 2024 & 2031
- 2.2 Hand-Held Massager Segment by Type
 - 2.2.1 Electronic Devices
 - 2.2.2 Manual Devices
- 2.3 Hand-Held Massager Sales by Type
 - 2.3.1 Global Hand-Held Massager Sales Market Share by Type (2020-2025)
 - 2.3.2 Global Hand-Held Massager Revenue and Market Share by Type (2020-2025)
 - 2.3.3 Global Hand-Held Massager Sale Price by Type (2020-2025)
- 2.4 Hand-Held Massager Segment by Application
 - 2.4.1 Commercial
 - 2.4.2 Residential
- 2.5 Hand-Held Massager Sales by Application
 - 2.5.1 Global Hand-Held Massager Sale Market Share by Application (2020-2025)
 - 2.5.2 Global Hand-Held Massager Revenue and Market Share by Application (2020-2025)
 - 2.5.3 Global Hand-Held Massager Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

- 3.1 Global Hand-Held Massager Breakdown Data by Company
 - 3.1.1 Global Hand-Held Massager Annual Sales by Company (2020-2025)
 - 3.1.2 Global Hand-Held Massager Sales Market Share by Company (2020-2025)
- 3.2 Global Hand-Held Massager Annual Revenue by Company (2020-2025)
 - 3.2.1 Global Hand-Held Massager Revenue by Company (2020-2025)
 - 3.2.2 Global Hand-Held Massager Revenue Market Share by Company (2020-2025)
- 3.3 Global Hand-Held Massager Sale Price by Company
- 3.4 Key Manufacturers Hand-Held Massager Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Hand-Held Massager Product Location Distribution
 - 3.4.2 Players Hand-Held Massager Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR HAND-HELD MASSAGER BY GEOGRAPHIC REGION

- 4.1 World Historic Hand-Held Massager Market Size by Geographic Region (2020-2025)
 - 4.1.1 Global Hand-Held Massager Annual Sales by Geographic Region (2020-2025)
 - 4.1.2 Global Hand-Held Massager Annual Revenue by Geographic Region (2020-2025)
- 4.2 World Historic Hand-Held Massager Market Size by Country/Region (2020-2025)
 - 4.2.1 Global Hand-Held Massager Annual Sales by Country/Region (2020-2025)
 - 4.2.2 Global Hand-Held Massager Annual Revenue by Country/Region (2020-2025)
- 4.3 Americas Hand-Held Massager Sales Growth
- 4.4 APAC Hand-Held Massager Sales Growth
- 4.5 Europe Hand-Held Massager Sales Growth
- 4.6 Middle East & Africa Hand-Held Massager Sales Growth

5 AMERICAS

- 5.1 Americas Hand-Held Massager Sales by Country
 - 5.1.1 Americas Hand-Held Massager Sales by Country (2020-2025)
 - 5.1.2 Americas Hand-Held Massager Revenue by Country (2020-2025)
- 5.2 Americas Hand-Held Massager Sales by Type (2020-2025)

5.3 Americas Hand-Held Massager Sales by Application (2020-2025)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Hand-Held Massager Sales by Region

6.1.1 APAC Hand-Held Massager Sales by Region (2020-2025)

6.1.2 APAC Hand-Held Massager Revenue by Region (2020-2025)

6.2 APAC Hand-Held Massager Sales by Type (2020-2025)

6.3 APAC Hand-Held Massager Sales by Application (2020-2025)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Hand-Held Massager by Country

7.1.1 Europe Hand-Held Massager Sales by Country (2020-2025)

7.1.2 Europe Hand-Held Massager Revenue by Country (2020-2025)

7.2 Europe Hand-Held Massager Sales by Type (2020-2025)

7.3 Europe Hand-Held Massager Sales by Application (2020-2025)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Hand-Held Massager by Country

8.1.1 Middle East & Africa Hand-Held Massager Sales by Country (2020-2025)

8.1.2 Middle East & Africa Hand-Held Massager Revenue by Country (2020-2025)

- 8.2 Middle East & Africa Hand-Held Massager Sales by Type (2020-2025)
- 8.3 Middle East & Africa Hand-Held Massager Sales by Application (2020-2025)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Hand-Held Massager
- 10.3 Manufacturing Process Analysis of Hand-Held Massager
- 10.4 Industry Chain Structure of Hand-Held Massager

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Hand-Held Massager Distributors
- 11.3 Hand-Held Massager Customer

12 WORLD FORECAST REVIEW FOR HAND-HELD MASSAGER BY GEOGRAPHIC REGION

- 12.1 Global Hand-Held Massager Market Size Forecast by Region
 - 12.1.1 Global Hand-Held Massager Forecast by Region (2026-2031)
 - 12.1.2 Global Hand-Held Massager Annual Revenue Forecast by Region (2026-2031)
- 12.2 Americas Forecast by Country (2026-2031)
- 12.3 APAC Forecast by Region (2026-2031)
- 12.4 Europe Forecast by Country (2026-2031)
- 12.5 Middle East & Africa Forecast by Country (2026-2031)

12.6 Global Hand-Held Massager Forecast by Type (2026-2031)

12.7 Global Hand-Held Massager Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

13.1 OGAWA

13.1.1 OGAWA Company Information

13.1.2 OGAWA Hand-Held Massager Product Portfolios and Specifications

13.1.3 OGAWA Hand-Held Massager Sales, Revenue, Price and Gross Margin
(2020-2025)

13.1.4 OGAWA Main Business Overview

13.1.5 OGAWA Latest Developments

13.2 Inada

13.2.1 Inada Company Information

13.2.2 Inada Hand-Held Massager Product Portfolios and Specifications

13.2.3 Inada Hand-Held Massager Sales, Revenue, Price and Gross Margin
(2020-2025)

13.2.4 Inada Main Business Overview

13.2.5 Inada Latest Developments

13.3 BODYFRIEND

13.3.1 BODYFRIEND Company Information

13.3.2 BODYFRIEND Hand-Held Massager Product Portfolios and Specifications

13.3.3 BODYFRIEND Hand-Held Massager Sales, Revenue, Price and Gross Margin
(2020-2025)

13.3.4 BODYFRIEND Main Business Overview

13.3.5 BODYFRIEND Latest Developments

13.4 Panasonic

13.4.1 Panasonic Company Information

13.4.2 Panasonic Hand-Held Massager Product Portfolios and Specifications

13.4.3 Panasonic Hand-Held Massager Sales, Revenue, Price and Gross Margin
(2020-2025)

13.4.4 Panasonic Main Business Overview

13.4.5 Panasonic Latest Developments

13.5 OSIM International

13.5.1 OSIM International Company Information

13.5.2 OSIM International Hand-Held Massager Product Portfolios and Specifications

13.5.3 OSIM International Hand-Held Massager Sales, Revenue, Price and Gross
Margin (2020-2025)

13.5.4 OSIM International Main Business Overview

13.5.5 OSIM International Latest Developments

13.6 Rotai

13.6.1 Rotai Company Information

13.6.2 Rotai Hand-Held Massager Product Portfolios and Specifications

13.6.3 Rotai Hand-Held Massager Sales, Revenue, Price and Gross Margin (2020-2025)

13.6.4 Rotai Main Business Overview

13.6.5 Rotai Latest Developments

13.7 Daito-THRIVE

13.7.1 Daito-THRIVE Company Information

13.7.2 Daito-THRIVE Hand-Held Massager Product Portfolios and Specifications

13.7.3 Daito-THRIVE Hand-Held Massager Sales, Revenue, Price and Gross Margin (2020-2025)

13.7.4 Daito-THRIVE Main Business Overview

13.7.5 Daito-THRIVE Latest Developments

13.8 HoMedics

13.8.1 HoMedics Company Information

13.8.2 HoMedics Hand-Held Massager Product Portfolios and Specifications

13.8.3 HoMedics Hand-Held Massager Sales, Revenue, Price and Gross Margin (2020-2025)

13.8.4 HoMedics Main Business Overview

13.8.5 HoMedics Latest Developments

13.9 Casada

13.9.1 Casada Company Information

13.9.2 Casada Hand-Held Massager Product Portfolios and Specifications

13.9.3 Casada Hand-Held Massager Sales, Revenue, Price and Gross Margin (2020-2025)

13.9.4 Casada Main Business Overview

13.9.5 Casada Latest Developments

13.10 Beurer

13.10.1 Beurer Company Information

13.10.2 Beurer Hand-Held Massager Product Portfolios and Specifications

13.10.3 Beurer Hand-Held Massager Sales, Revenue, Price and Gross Margin (2020-2025)

13.10.4 Beurer Main Business Overview

13.10.5 Beurer Latest Developments

13.11 Human Touch

13.11.1 Human Touch Company Information

13.11.2 Human Touch Hand-Held Massager Product Portfolios and Specifications

13.11.3 Human Touch Hand-Held Massager Sales, Revenue, Price and Gross Margin (2020-2025)

13.11.4 Human Touch Main Business Overview

13.11.5 Human Touch Latest Developments

13.12 HealthmateForever

13.12.1 HealthmateForever Company Information

13.12.2 HealthmateForever Hand-Held Massager Product Portfolios and Specifications

13.12.3 HealthmateForever Hand-Held Massager Sales, Revenue, Price and Gross Margin (2020-2025)

13.12.4 HealthmateForever Main Business Overview

13.12.5 HealthmateForever Latest Developments

13.13 JSB Healthcare

13.13.1 JSB Healthcare Company Information

13.13.2 JSB Healthcare Hand-Held Massager Product Portfolios and Specifications

13.13.3 JSB Healthcare Hand-Held Massager Sales, Revenue, Price and Gross Margin (2020-2025)

13.13.4 JSB Healthcare Main Business Overview

13.13.5 JSB Healthcare Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Hand-Held Massager Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Table 2. Hand-Held Massager Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)

Table 3. Major Players of Electronic Devices

Table 4. Major Players of Manual Devices

Table 5. Global Hand-Held Massager Sales by Type (2020-2025) & (Units)

Table 6. Global Hand-Held Massager Sales Market Share by Type (2020-2025)

Table 7. Global Hand-Held Massager Revenue by Type (2020-2025) & (\$ million)

Table 8. Global Hand-Held Massager Revenue Market Share by Type (2020-2025)

Table 9. Global Hand-Held Massager Sale Price by Type (2020-2025) & (USD/Unit)

Table 10. Global Hand-Held Massager Sale by Application (2020-2025) & (Units)

Table 11. Global Hand-Held Massager Sale Market Share by Application (2020-2025)

Table 12. Global Hand-Held Massager Revenue by Application (2020-2025) & (\$ million)

Table 13. Global Hand-Held Massager Revenue Market Share by Application (2020-2025)

Table 14. Global Hand-Held Massager Sale Price by Application (2020-2025) & (USD/Unit)

Table 15. Global Hand-Held Massager Sales by Company (2020-2025) & (Units)

Table 16. Global Hand-Held Massager Sales Market Share by Company (2020-2025)

Table 17. Global Hand-Held Massager Revenue by Company (2020-2025) & (\$ millions)

Table 18. Global Hand-Held Massager Revenue Market Share by Company (2020-2025)

Table 19. Global Hand-Held Massager Sale Price by Company (2020-2025) & (USD/Unit)

Table 20. Key Manufacturers Hand-Held Massager Producing Area Distribution and Sales Area

Table 21. Players Hand-Held Massager Products Offered

Table 22. Hand-Held Massager Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

Table 23. New Products and Potential Entrants

Table 24. Market M&A Activity & Strategy

Table 25. Global Hand-Held Massager Sales by Geographic Region (2020-2025) &

(Units)

Table 26. Global Hand-Held Massager Sales Market Share Geographic Region (2020-2025)

Table 27. Global Hand-Held Massager Revenue by Geographic Region (2020-2025) & (\$ millions)

Table 28. Global Hand-Held Massager Revenue Market Share by Geographic Region (2020-2025)

Table 29. Global Hand-Held Massager Sales by Country/Region (2020-2025) & (Units)

Table 30. Global Hand-Held Massager Sales Market Share by Country/Region (2020-2025)

Table 31. Global Hand-Held Massager Revenue by Country/Region (2020-2025) & (\$ millions)

Table 32. Global Hand-Held Massager Revenue Market Share by Country/Region (2020-2025)

Table 33. Americas Hand-Held Massager Sales by Country (2020-2025) & (Units)

Table 34. Americas Hand-Held Massager Sales Market Share by Country (2020-2025)

Table 35. Americas Hand-Held Massager Revenue by Country (2020-2025) & (\$ millions)

Table 36. Americas Hand-Held Massager Sales by Type (2020-2025) & (Units)

Table 37. Americas Hand-Held Massager Sales by Application (2020-2025) & (Units)

Table 38. APAC Hand-Held Massager Sales by Region (2020-2025) & (Units)

Table 39. APAC Hand-Held Massager Sales Market Share by Region (2020-2025)

Table 40. APAC Hand-Held Massager Revenue by Region (2020-2025) & (\$ millions)

Table 41. APAC Hand-Held Massager Sales by Type (2020-2025) & (Units)

Table 42. APAC Hand-Held Massager Sales by Application (2020-2025) & (Units)

Table 43. Europe Hand-Held Massager Sales by Country (2020-2025) & (Units)

Table 44. Europe Hand-Held Massager Revenue by Country (2020-2025) & (\$ millions)

Table 45. Europe Hand-Held Massager Sales by Type (2020-2025) & (Units)

Table 46. Europe Hand-Held Massager Sales by Application (2020-2025) & (Units)

Table 47. Middle East & Africa Hand-Held Massager Sales by Country (2020-2025) & (Units)

Table 48. Middle East & Africa Hand-Held Massager Revenue Market Share by Country (2020-2025)

Table 49. Middle East & Africa Hand-Held Massager Sales by Type (2020-2025) & (Units)

Table 50. Middle East & Africa Hand-Held Massager Sales by Application (2020-2025) & (Units)

Table 51. Key Market Drivers & Growth Opportunities of Hand-Held Massager

Table 52. Key Market Challenges & Risks of Hand-Held Massager

Table 53. Key Industry Trends of Hand-Held Massager
Table 54. Hand-Held Massager Raw Material
Table 55. Key Suppliers of Raw Materials
Table 56. Hand-Held Massager Distributors List
Table 57. Hand-Held Massager Customer List
Table 58. Global Hand-Held Massager Sales Forecast by Region (2026-2031) & (Units)
Table 59. Global Hand-Held Massager Revenue Forecast by Region (2026-2031) & (\$ millions)
Table 60. Americas Hand-Held Massager Sales Forecast by Country (2026-2031) & (Units)
Table 61. Americas Hand-Held Massager Annual Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 62. APAC Hand-Held Massager Sales Forecast by Region (2026-2031) & (Units)
Table 63. APAC Hand-Held Massager Annual Revenue Forecast by Region (2026-2031) & (\$ millions)
Table 64. Europe Hand-Held Massager Sales Forecast by Country (2026-2031) & (Units)
Table 65. Europe Hand-Held Massager Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 66. Middle East & Africa Hand-Held Massager Sales Forecast by Country (2026-2031) & (Units)
Table 67. Middle East & Africa Hand-Held Massager Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 68. Global Hand-Held Massager Sales Forecast by Type (2026-2031) & (Units)
Table 69. Global Hand-Held Massager Revenue Forecast by Type (2026-2031) & (\$ millions)
Table 70. Global Hand-Held Massager Sales Forecast by Application (2026-2031) & (Units)
Table 71. Global Hand-Held Massager Revenue Forecast by Application (2026-2031) & (\$ millions)
Table 72. OGAWA Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors
Table 73. OGAWA Hand-Held Massager Product Portfolios and Specifications
Table 74. OGAWA Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 75. OGAWA Main Business
Table 76. OGAWA Latest Developments
Table 77. Inada Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors

Table 78. Inada Hand-Held Massager Product Portfolios and Specifications
Table 79. Inada Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 80. Inada Main Business
Table 81. Inada Latest Developments
Table 82. BODYFRIEND Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors
Table 83. BODYFRIEND Hand-Held Massager Product Portfolios and Specifications
Table 84. BODYFRIEND Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 85. BODYFRIEND Main Business
Table 86. BODYFRIEND Latest Developments
Table 87. Panasonic Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors
Table 88. Panasonic Hand-Held Massager Product Portfolios and Specifications
Table 89. Panasonic Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 90. Panasonic Main Business
Table 91. Panasonic Latest Developments
Table 92. OSIM International Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors
Table 93. OSIM International Hand-Held Massager Product Portfolios and Specifications
Table 94. OSIM International Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 95. OSIM International Main Business
Table 96. OSIM International Latest Developments
Table 97. Rotai Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors
Table 98. Rotai Hand-Held Massager Product Portfolios and Specifications
Table 99. Rotai Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
Table 100. Rotai Main Business
Table 101. Rotai Latest Developments
Table 102. Daito-THRIVE Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors
Table 103. Daito-THRIVE Hand-Held Massager Product Portfolios and Specifications
Table 104. Daito-THRIVE Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 105. Daito-THRIVE Main Business

Table 106. Daito-THRIVE Latest Developments

Table 107. HoMedics Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors

Table 108. HoMedics Hand-Held Massager Product Portfolios and Specifications

Table 109. HoMedics Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 110. HoMedics Main Business

Table 111. HoMedics Latest Developments

Table 112. Casada Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors

Table 113. Casada Hand-Held Massager Product Portfolios and Specifications

Table 114. Casada Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 115. Casada Main Business

Table 116. Casada Latest Developments

Table 117. Beurer Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors

Table 118. Beurer Hand-Held Massager Product Portfolios and Specifications

Table 119. Beurer Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 120. Beurer Main Business

Table 121. Beurer Latest Developments

Table 122. Human Touch Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors

Table 123. Human Touch Hand-Held Massager Product Portfolios and Specifications

Table 124. Human Touch Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 125. Human Touch Main Business

Table 126. Human Touch Latest Developments

Table 127. HealthmateForever Basic Information, Hand-Held Massager Manufacturing Base, Sales Area and Its Competitors

Table 128. HealthmateForever Hand-Held Massager Product Portfolios and Specifications

Table 129. HealthmateForever Hand-Held Massager Sales (Units), Revenue (\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 130. HealthmateForever Main Business

Table 131. HealthmateForever Latest Developments

Table 132. JSB Healthcare Basic Information, Hand-Held Massager Manufacturing

Base, Sales Area and Its Competitors

Table 133. JSB Healthcare Hand-Held Massager Product Portfolios and Specifications

Table 134. JSB Healthcare Hand-Held Massager Sales (Units), Revenue (\$ Million),
Price (USD/Unit) and Gross Margin (2020-2025)

Table 135. JSB Healthcare Main Business

Table 136. JSB Healthcare Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Hand-Held Massager
- Figure 2. Hand-Held Massager Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Hand-Held Massager Sales Growth Rate 2020-2031 (Units)
- Figure 7. Global Hand-Held Massager Revenue Growth Rate 2020-2031 (\$ millions)
- Figure 8. Hand-Held Massager Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)
- Figure 9. Hand-Held Massager Sales Market Share by Country/Region (2024)
- Figure 10. Hand-Held Massager Sales Market Share by Country/Region (2020, 2024 & 2031)
- Figure 11. Product Picture of Electronic Devices
- Figure 12. Product Picture of Manual Devices
- Figure 13. Global Hand-Held Massager Sales Market Share by Type in 2025
- Figure 14. Global Hand-Held Massager Revenue Market Share by Type (2020-2025)
- Figure 15. Hand-Held Massager Consumed in Commercial
- Figure 16. Global Hand-Held Massager Market: Commercial (2020-2025) & (Units)
- Figure 17. Hand-Held Massager Consumed in Residential
- Figure 18. Global Hand-Held Massager Market: Residential (2020-2025) & (Units)
- Figure 19. Global Hand-Held Massager Sale Market Share by Application (2024)
- Figure 20. Global Hand-Held Massager Revenue Market Share by Application in 2025
- Figure 21. Hand-Held Massager Sales by Company in 2025 (Units)
- Figure 22. Global Hand-Held Massager Sales Market Share by Company in 2025
- Figure 23. Hand-Held Massager Revenue by Company in 2025 (\$ millions)
- Figure 24. Global Hand-Held Massager Revenue Market Share by Company in 2025
- Figure 25. Global Hand-Held Massager Sales Market Share by Geographic Region (2020-2025)
- Figure 26. Global Hand-Held Massager Revenue Market Share by Geographic Region in 2025
- Figure 27. Americas Hand-Held Massager Sales 2020-2025 (Units)
- Figure 28. Americas Hand-Held Massager Revenue 2020-2025 (\$ millions)
- Figure 29. APAC Hand-Held Massager Sales 2020-2025 (Units)
- Figure 30. APAC Hand-Held Massager Revenue 2020-2025 (\$ millions)
- Figure 31. Europe Hand-Held Massager Sales 2020-2025 (Units)

Figure 32. Europe Hand-Held Massager Revenue 2020-2025 (\$ millions)

Figure 33. Middle East & Africa Hand-Held Massager Sales 2020-2025 (Units)

Figure 34. Middle East & Africa Hand-Held Massager Revenue 2020-2025 (\$ millions)

Figure 35. Americas Hand-Held Massager Sales Market Share by Country in 2025

Figure 36. Americas Hand-Held Massager Revenue Market Share by Country (2020-2025)

Figure 37. Americas Hand-Held Massager Sales Market Share by Type (2020-2025)

Figure 38. Americas Hand-Held Massager Sales Market Share by Application (2020-2025)

Figure 39. United States Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 40. Canada Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 41. Mexico Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 42. Brazil Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 43. APAC Hand-Held Massager Sales Market Share by Region in 2025

Figure 44. APAC Hand-Held Massager Revenue Market Share by Region (2020-2025)

Figure 45. APAC Hand-Held Massager Sales Market Share by Type (2020-2025)

Figure 46. APAC Hand-Held Massager Sales Market Share by Application (2020-2025)

Figure 47. China Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 48. Japan Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 49. South Korea Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 50. Southeast Asia Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 51. India Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 52. Australia Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 53. China Taiwan Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 54. Europe Hand-Held Massager Sales Market Share by Country in 2025

Figure 55. Europe Hand-Held Massager Revenue Market Share by Country (2020-2025)

Figure 56. Europe Hand-Held Massager Sales Market Share by Type (2020-2025)

Figure 57. Europe Hand-Held Massager Sales Market Share by Application (2020-2025)

Figure 58. Germany Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 59. France Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 60. UK Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 61. Italy Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 62. Russia Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 63. Middle East & Africa Hand-Held Massager Sales Market Share by Country (2020-2025)

Figure 64. Middle East & Africa Hand-Held Massager Sales Market Share by Type

(2020-2025)

Figure 65. Middle East & Africa Hand-Held Massager Sales Market Share by Application (2020-2025)

Figure 66. Egypt Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 67. South Africa Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 68. Israel Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 69. Turkey Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 70. GCC Countries Hand-Held Massager Revenue Growth 2020-2025 (\$ millions)

Figure 71. Manufacturing Cost Structure Analysis of Hand-Held Massager in 2025

Figure 72. Manufacturing Process Analysis of Hand-Held Massager

Figure 73. Industry Chain Structure of Hand-Held Massager

Figure 74. Channels of Distribution

Figure 75. Global Hand-Held Massager Sales Market Forecast by Region (2026-2031)

Figure 76. Global Hand-Held Massager Revenue Market Share Forecast by Region (2026-2031)

Figure 77. Global Hand-Held Massager Sales Market Share Forecast by Type (2026-2031)

Figure 78. Global Hand-Held Massager Revenue Market Share Forecast by Type (2026-2031)

Figure 79. Global Hand-Held Massager Sales Market Share Forecast by Application (2026-2031)

Figure 80. Global Hand-Held Massager Revenue Market Share Forecast by Application (2026-2031)

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