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# Global Neck and Shoulder Massager Market Growth 2025-2031

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## Abstracts

The global Neck and Shoulder Massager market size is predicted to grow from US$ 1193 million in 2025 to US$ 1704 million in 2031; it is expected to grow at a CAGR of 6.1% 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.

Massager used for Neck and Shoulder.

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 “Neck and Shoulder Massager Industry Forecast” looks at past sales and reviews total world Neck and Shoulder

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Massager sales in 2024, providing a comprehensive analysis by region and market sector of projected Neck and Shoulder Massager sales for 2025 through 2031. With Neck and Shoulder Massager sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Neck and Shoulder Massager industry.

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Neck and Shoulder 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 Neck and Shoulder Massager.

This report presents a comprehensive overview, market shares, and growth opportunities of Neck and Shoulder 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

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**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

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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

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JSB Healthcare

**Key Questions Addressed in this Report**

What is the 10-year outlook for the global Neck and Shoulder Massager market?

What factors are driving Neck and Shoulder Massager market growth, globally and by region?

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

How do Neck and Shoulder Massager market opportunities vary by end market size?

How does Neck and Shoulder Massager break out by Type, by Application?

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