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Global Neck Shoulder Massage Belt Market Growth 2025-2031

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Abstracts

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The global Neck Shoulder Massage Belt market size is predicted to grow from US$ 241 million in 2025 to US$ 356 million in 2031; it is expected to grow at a CAGR of 6.7% from 2025 to 2031.

A neck and shoulder massage belt is a portable, ergonomic device designed to provide targeted relief for muscle tension and soreness in the neck, shoulders, and upper back. Equipped with features like adjustable intensity levels, heat therapy, and multi-directional kneading nodes, it mimics the feel of a professional massage to relax tight muscles and improve circulation. Typically made with soft, durable materials and an easy-to-use control panel, the belt is ideal for home, office, or travel use. Its hands-free design allows for convenience and comfort, making it a popular choice for stress relief and daily relaxation.

United States market for Neck Shoulder Massage Belt is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Neck Shoulder Massage Belt is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Neck Shoulder Massage Belt is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Neck Shoulder Massage Belt players cover Naipo, Amzdeal, Vanvene, Zyllion, Nekteck, etc. In terms of revenue, the global two largest companies occupied for

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a share nearly % in 2024.

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

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

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

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

Segmentation by Type:

Corded

Portable

Segmentation by Application:

Online Sales

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Offline Sales

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

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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.

Naipo

Amzdeal

Vanvene

Zyllion

Nekteck

TheraFlow

Jufit

Shiatsu

Key Questions Addressed in this Report

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What is the 10-year outlook for the global Neck Shoulder Massage Belt market?

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

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

How do Neck Shoulder Massage Belt market opportunities vary by end market size?

How does Neck Shoulder Massage Belt break out by Type, by Application?

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