

Massage Equipment Market Industry New Pathways for Research and Innovation are Being Opened by Trends

According to the market analysis, the global massage equipment market is segmented into type, product, end user, distribution channel, and region.

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September 26, 2022 /

EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Massage Equipment Market](#) by Type, by Product, by End User, by Distribution channel: Global

Opportunity Analysis and Industry Forecast, 2021-2031,". The massage equipment market size was valued at \$6.54 billion in 2021, and is estimated to reach \$15.08 billion by 2031, growing at a CAGR of 8.9% from 2022 to 2031.



Increase in awareness regarding availability of benefits of electric massagers and growth in sedentary lifestyles that leads to physical ailments have boosted the growth of the global market."

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High cost of the electrical massagers, lack of awareness regarding the benefits of the massages, and availability of the other therapeutic treatments to get relief & relaxations such as aromatherapy & its growing popularity are some of the factors that are likely to hinder the massage equipment market growth during the forecast period.

Going to a professional spa or masseuse is a pricey

proposition, which everybody might not be able to afford on a recurring basis. Thus, cost effective non-electrical massagers are good options to buy, which are likely to contribute to the growth of the market through non-electric segment. Furthermore, one of the key factors that

propel the expansion of the massager equipment market in the developed region is the accessibility of cutting-edge technology.

According to the massage equipment market analysis, the massage equipment market is segmented into type, product, end user, distribution channel, and region.

The basis of type, the electric segment was the significant contributor to the market, and is estimated to reach \$10,537.8 million by 2031, at a CAGR of 9.5% during the forecast period. Electrical segment has been gaining major traction among the people and is expected to sustain its traction throughout the forecast period owing to benefits offered by electrical massagers such as easy to use and can provide relaxation with minimal efforts. Electric massagers provide massage of professional quality while having the comfort of performing it at home. Furthermore, various strategies adopted by the massage equipment manufacturing companies and vendors such as promotional activities, advertisements digital platforms, product launch in electrical massage equipment category, merger and acquisitions are likely to support for the growth of the massage equipment market through electrical segment during the forecast period.

The basis of product, leg and foot massagers segment was the highest contributor to the market and is estimated to reach \$3,795.8 million by 2031, at a CAGR of 10.7% during the forecast period. A foot massager is a device that is used to calm the feet and, in the process, calms the nerves in the feet, increases blood flow, reduces pain, releases toxins, replenishes energy, and lifts the mood. Numerous people are affected by chronic pain especially elderly people, and foot massagers are now the best drug-free treatment for it. The market for foot massage devices is expanding due to rising demand from the elderly population, a rise in disposable income, and product affordability.

Basis of distribution channel, the specialty store segment was the significant contributor to the market in 2021 and is estimated to reach \$3,786.9 million by 2031, at a CAGR of 9.8% during the forecast period. Specialty stores for massage equipment has gained significant share in the global massage equipment market and is expected to sustain its market share during the forecast period.

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Region wise, Asia-Pacific garnered the second highest massage equipment market share in 2021, and is expected to maintain its share throughout massage equipment market forecast period. The growth of the Asia-Pacific market is driven by increased awareness of massage equipment and its benefits among the youth & elderly population. Furthermore, rapid urbanization in developing economies, increase in youth population, and rise in per capita disposable income are expected to motivate people to buy massagers in the region.

The key players profiled in this report RoboTouch, HoMedics, OSIM International Pte. Ltd., JSB

Wellness, Beurer, Dr. Physio, LG Electronics Inc., Luraco Technologies Corporation, Medisana gmbh, Medmassager, Omron Corporation, Panasonic Corporation, Samsung Electronics Co., Ltd., Shenzhen Relcare Electronics, and Zyllion.

Key Benefits For Stakeholders:

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the massage equipment market analysis from 2021 to 2031 to identify the prevailing massage equipment market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the massage equipment market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

Reason to Buy:

- Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the global Massage Equipment market.
- Highlights key business priorities in order to guide the companies to reform their business strategies and establish themselves in the wide geography.
- The key findings and recommendations highlight crucial progressive industry trends in the Massage Equipment Market, thereby allowing players to develop effective long-term strategies in order to garner their market revenue.

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- [Electric Massagers Market](#) Growing Rapidly with Significant CAGR From 2027
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