

# Back and Neck Massager Market Report on the Industry's Developments and Opportunities, 2028

*Market Size – USD 9.19 Billion in 2020, Market Growth through 2028- CAGR of 7.2%, Market Trends- Surging demand for vibrating massagers*

VANCOUVER, BRITISH COLUMBIA, CANADA, February 14, 2023

/EINPresswire.com/ -- The [Back and Neck Massager Market](#) report also includes an in-depth examination of the market's key competitors, as well as their development strategies and business expansion plans. The archive, in particular, encourages

entrepreneurs to look for information about potential customers and where they can find them. The review, which includes only the best sellers, enables entrepreneurs to learn about their local market and find potential customers.



According to a recent analysis by Emergen Research, the global back and neck massager market size was USD 9.19 Billion in 2020 and is expected to reach USD 16.15 Billion in 2028 at a CAGR of 7.2%. Increasing prevalence of chronic pain due to aging or inappropriate lifestyle preferences, growing awareness regarding benefits of massagers coupled with increase in number of massage parlours and physiotherapy centres are the key factors driving back and neck massagers market revenue growth.

Some of the main causes of back and neck pain include sleeping or sitting in incorrect posture, degenerative disc disease, pinched nerves, rotator cuff injuries, tendonitis, fibromyalgia, arthritis, and others. Exercises, stretching or massaging the affected area can be helpful in reducing the pain caused by these medical conditions.

The back and neck massager market is expected to register significant growth in the coming years owing to the falling prices of massagers and their increasing availability on e-commerce platforms. A good quality neck and shoulder massager start from as low as USD 25 and go all the

way up to USD 300 and beyond. A massage from a professional masseuse may cost one more than that.

To receive a PDF sample of the report, visit @ <https://www.emergenresearch.com/request-sample/742>

Global Back and Neck Massager Market Highlights:

Regional demand estimation and forecast

Product Mix Matrix

R&D Analysis

Cost-Benefit Analysis

Pre-commodity pricing volatility

Supply chain optimization analysis

Technological updates analysis

Raw Material Sourcing Strategy

Competitive Analysis

Mergers & Acquisitions

Location Quotients Analysis

Carbon Footprint Analysis

Patent Analysis

Vendor Management

Competitive Landscape:

The latest study provides an insightful analysis of the broad competitive landscape of the global Back and Neck Massager market, emphasizing the key market rivals and their company profiles. A wide array of strategic initiatives, such as new business deals, mergers & acquisitions, collaborations, joint ventures, technological upgradation, and recent product launches, undertaken by these companies has been discussed in the report. The report analyzes various

elements of the market's competitive scenario, such as the regulatory standards and policies implemented across the industry over recent years. Our team of experts has leveraged several powerful analytical tools, such as Porter's Five Forces analysis and SWOT analysis, to deliver a comprehensive overview of the global Back and Neck Massager market and pinpoint the fundamental growth trends.

Key Companies Profiled in the Report are:

Fujiiryoki, Panasonic, INADA, HoMedics, Human Touch, Cozzia, SKG, Beurer, Breo Technology, and MedMassager

Key Parameters Analyzed in This Section:

Company Profiles

Gross Revenue

Profit margins

Product sales trends

Product pricing

Industry Analysis

Sales & distribution channels

Regional Segmentation:

North America

Latin America

Europe

Middle East & Africa

Asia Pacific

Key Points Covered in This Section:

Regional contribution

Estimated revenue generation

Vital data and information about the consumption rate in all the leading regional segments

An expected rise in market share

Forecast growth in the overall consumption rate

Click to access the Report Study, Read key highlights of the Report and Look at Projected Trends @ <https://www.emergenresearch.com/industry-report/back-and-neck-massager-market>

Some Key Highlights from the Report

Based on type, the vibrating massager segment is forecast to register a CAGR of 7.7% during the forecast period. The robust segmental growth can be attributed to the effectiveness of vibrating massager and their increasing visibility on e-commerce channels.

Based on patient type, the older people segment accounts for the largest revenue share of the global back and neck massager market. This can be attributed to expanding geriatric population base and major prevalence of back pain problems in aging population.

Based on application, the hospital segment is forecast to make major revenue contributions to the market revenue share during the forecast period. This can be attributed to increasing patient inclination towards professional massage therapist and a significant growth in number of hospitals offering therapeutic massage therapy for pain management.

North America accounted for 32.6% of the global back and neck massager market share in 2020 and is projected to register significant growth through 2028. The robust growth can be attributed to the early adoption of advanced technologies and high consumer spending on health and wellness products in the region.

Market Overview:

The report bifurcates the Back and Neck Massager market on the basis of different product types, applications, end-user industries, and key regions of the world where the market has already established its presence. The report accurately offers insights into the supply-demand ratio and production and consumption volume of each segment.

Segments Covered in this report are:

Type Outlook (Revenue, USD Billion; 2018–2028)

Manual Massagers

Vibrating Massagers

Impulse Massagers

Others

Patients Outlook (Revenue, USD Billion; 2018–2028)

Adult

Older People

Baby

Application Outlook (Revenue, USD Billion; 2018–2028)

Household

Hospital

Others

To seek a discount on this report, visit @ <https://www.emergenresearch.com/request-discount/742>

Additional information offered by the report:

Along with a complete overview of the global Cobots market, the report provides detailed scrutiny of the diverse market trends observed on both regional and global levels.

The report elaborates on the global Cobots market size and share governed by the major geographies.

It performs a precise market growth forecast analysis, cost analysis, and a study of the micro- and macro-economic indicators.

It further presents a detailed description of the company profiles of the key market contenders.

Request Customization as per your specific requirement @ <https://www.emergenresearch.com/request-for-customization/742>

Thank you for reading our report. If you have any requests for customization of the latest report,

kindly get in touch with us. Our team will assist you and ensure the report is designed as per your requirements.

Latest Published Reports by Emergen Research:

Indoor Location Market

<https://www.emergenresearch.com/industry-report/indoor-location-market>

Digital Diabetes Management Market

<https://www.emergenresearch.com/industry-report/digital-diabetes-management-market>

WTTx Market

<https://www.emergenresearch.com/industry-report/wireless-to-the-x-market>

Rehabilitation Equipment Market

<https://www.emergenresearch.com/industry-report/rehabilitation-equipment-market>

Bio Decontamination Market

<https://www.emergenresearch.com/industry-report/bio-decontamination-market>

Healthcare Facility Management Market

<https://www.emergenresearch.com/industry-report/healthcare-facility-management-market>

Diagnostic Imaging Services Market

<https://www.emergenresearch.com/industry-report/diagnostic-imaging-services-market>

Web Application Firewall Market

<https://www.emergenresearch.com/industry-report/web-application-firewall-market>

Airborne Satellite Communication System Market

<https://www.emergenresearch.com/industry-report/airborne-satellite-communication-system-market>

Aircraft Heat Exchanger Market

<https://www.emergenresearch.com/industry-report/aircraft-heat-exchanger-market>

#### About Us:

Emergen Research is a market research and consulting company that provides syndicated research reports, customized research reports, and consulting services. Our solutions purely focus on your purpose to locate, target, and analyse consumer behavior shifts across demographics, across industries, and help clients make smarter business decisions. We offer market intelligence studies ensuring relevant and fact-based research across multiple industries, including Healthcare, Touch Points, Chemicals, Types, and Energy. We consistently update our research offerings to ensure our clients are aware of the latest trends existent in the market. Emergen Research has a strong base of experienced analysts from varied areas of expertise. Our industry experience and ability to develop a concrete solution to any research problems provides our clients with the ability to secure an edge over their respective competitors.

Eric Lee

Emergen Research

+91 90210 91709

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/616925908>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.