Massage Guns Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Toys, Sports, Wellness & Luggage (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/massage-guns-market

> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 1.71 billion
Projected Forecast (2031)	USD 1.71 billion
Growth Rate (CAGR)	7.68 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Massage Guns industry](images/chart_2.png)

![Massage Guns Market Size](images/chart_3.png)

![Massage Guns Market Share by Product Type, 2025](images/chart_4.png)

![Massage Guns Market Share by End-User, 2025](images/chart_5.png)

![Massage Guns Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 1.71 Billion |
Market Size (2031) | USD 2.48 Billion |
Growth Rate (2026 - 2031) | 7.68 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Massage Guns Market Analysis by Mordor IntelligenceThe massage guns market size is projected to expand from USD 1.62 billion in 2025 and USD 1.71 billion in 2026 to USD 2.48 billion by 2031, registering a CAGR of 7.7% between 2026 to 2031. Home-based recovery is expanding the use of massage guns beyond post-workout sessions and into regular self-care routines. Online channels widen product choice and product comparison, while also intensifying price pressure for mid-tier suppliers. Clinical adoption is supported by short-term rehabilitation evidence, but broader institutional uptake depends on stronger evidence of long-term outcomes. The massage guns market is therefore shaped by a premium segment built around connected features and a crowded lower-price segment that competes through product specifications and visibility on e-commerce platforms.

Key Report Takeaways* By product type, percussion massage guns held 61.12% of the massage guns market share in 2025, while vibration massage guns are forecast to grow at an 8.73% CAGR through 2031.
* By form factor, standard and full-size devices commanded 48.81% of the massage guns market size in 2025, while mini and compact devices are forecast to grow at an 8.35% CAGR through 2031.
* By end user, individual consumers held 58.36% of the massage guns market share in 2025, while physiotherapy and rehabilitation centers are forecast to grow at an 8.50% CAGR through 2031.
* By distribution channel, online distribution held 68.12% of global demand in 2025 and is forecast to grow at an 8.22% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Massage Guns Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Expansion of Home-Based Recovery and Self-Care	2.00%	Global	Medium-term (2–4 years)
Growth in Sports Participation and Athletic Recovery	1.50%	Global (Asia-Pacific & North America) core, spill-over to Europe)	Short-term (≤ 2 years)
Increasing Use in Physiotherapy and Rehabilitation	1.20%	North America & Europe	Medium-term (2–4 years)
E-Commerce and Direct-to-Consumer Distribution	1.30%	Global (strongest in Asia-Pacific & North America)	Short-term (≤ 2 years)
App-Guided and Sensor-Based Personalization	0.80%	North America & Europe, spill-over to Asia-Pacific	Medium-term (2–4 years)
Micro-Recovery Routines for Sedentary and Hybrid Workers	0.70%	North America & Europe	Long-term (≥ 4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The massage guns market is moderately concentrated in the premium tier, where Therabody and Hyperice hold the strongest brand positions. Their positions rest on percussive-therapy intellectual property, connected product ecosystems, and elite-athlete endorsement networks, while the mid-market remains fragmented across direct-to-consumer brands and private-label suppliers. Hyperice filed 16 additional patent infringement lawsuits in January 2024 against competitors and retailers, reinforcing intellectual property enforcement as a competitive tool. Leading brands are expanding beyond standalone devices by linking percussion products with compression, thermal, and biometric technologies.

Therabody added new products in October 2025, including Theragun Sense 2nd Gen at USD 299.99, Theragun Prime 6th Gen at USD 329.99, Theragun Mini Plus at USD 279.99, and TheraFace Mask Glo at USD 379.99. The company also expanded its Ulta B eauty partnership in March 2026 to more than 1,000 doors nationwide. Hyperice launched its Hypervolt 3 line globally on March 10, 2026, with 3 devices priced at USD 149, USD 249, and USD 349. The respective devices offer stall forces of 45, 60, and 70 pounds. Within the massage guns market, these moves pressure mid-market suppliers by placing stronger performance and connected features at lower price points.

Chinese OEM suppliers are introducing devices that combine percussion, EMS, heat, and near-infrared light at prices below USD 100. This challenges single-modality products that lack comparable connected features or clinical positioning. Nike and Hyperice commercially launched the Hyperboot on May 17, 2025, following athlete testing during the 2024 Paris Olympics. RENPHO became an official Recommended by IMA partner in 2026, with selected devices receiving professional endorsement marks for retail and clinical settings. The massage guns market combines premium leaders with a fragmented group of lower-priced and specialized suppliers.

Massage Guns Industry Leaders* Therabody

* Hyperice

* TimTam

* RENPHO

* Ekrin Athletics

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Massage Guns Market Report ScopeBy Product TypePercussion Massage Guns |
Vibration Massage Guns |
Heated Massage Guns |
Other Product Types |

Segmentation Accordion Item

By GeographyNorth America | Canada |
 | United States |
 | Mexico |
South America | Brazil |
 | Peru |
 | Chile |
 | Argentina |
 | Rest of South America |
Europe | United Kingdom |
 | Germany |
 | France |
 | Spain |
 | Italy |
 | BENELUX (Belgium, Netherlands, and Luxembourg) |
 | NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
 | Rest of Europe |
Asia-Pacific | India |
 | China |
 | Japan |
 | Australia |
 | South Korea |
 | South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and the Philippines) |
 | Rest of Asia-Pacific |

Middle East and Africa | United Arab Emirates |
 | Saudi Arabia |
 | South Africa |
 | Nigeria |
 | Rest of the Middle East and Africa |

Frequently Asked Questions

What is driving growth in massage guns?

Home-based self-care, sports participation, e-commerce access, and wider use of guided recovery features support demand. The category is forecast to grow at a 7.7% CAGR from 2026 to 2031.

Which massage gun type has the largest share?

Percussion massage guns held 61.12% of global demand in 2025. Vibration massage guns are forecast to be the fastest-growing product type at an 8.73% CAGR through 2031.

Why are compact massage guns gaining demand?

Mini and compact devices are suited to office, travel, and smaller living spaces. They are forecast to grow at an 8.35% CAGR between 2026 and 2031.

Which buyers account for the largest demand for massage guns?

Individual consumers accounted for 58.36% of global demand in 2025. Physiotherapy and rehabilitation centers are forecast to grow faster, at an 8.50% CAGR through 2031.