Massage gun searches fell 12%; *Therabody missed Google's top 10 on 7 of the 8 biggest we checked today*

> People search for massage guns 247K times a month, with the year's peak in Dec 2025. In DataForSEO's index of Google, therabody.com gets the most visits from the category's biggest searches. On 8 of the 10 buyer questions we checked, a forum or a video is near the top.

Therabody	**percussive massage guns and recovery devices**	**18 Google pages**	**October 27, 2026**
therabody.com	124 searches, 247K a month	checked live, 3 captures each	Google US, English

THE SHORT VERSION

A smaller, gift-driven category where *Therabody's place on Google isn't steady*

247K

searches a month for massage guns and recovery devices in the US, across 124 searches

Google US, monthly average of the last 12 months

−12%

searches in the last 12 months against the 12 before

the category's biggest searches, Google Ads history

61%

of the monthly searches go to a search where therabody.com is in Google's top 10, over the 47 searches we could read

DataForSEO's index of Google, for searches over 390 a month

1

of the 8 biggest searches we checked today had Therabody in the top 10

live Google pages, three captures each

01 **Gift season makes the year**

Searches peak in Dec 2025 at 503K a month, more than triple the Sep 2026 low of 131K.

02 **Strong in the index, not steady on today's pages**

In DataForSEO's index therabody.com gets the most visits across the category's biggest searches, yet it was not among the unpaid results (17–20 a capture) on 7 of the 8 biggest searches we checked today.

03 **Buyers' questions go to Reddit and YouTube**

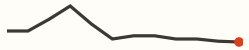
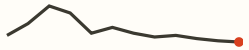
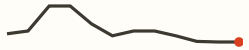
On 8 of the 10 question pages we checked, a forum, video or social post (Reddit, YouTube) sits in Google's top 3 in most captures.

Searches: Google US monthly averages over the last 12 months. Live results: 18 Google pages checked on October 27, 2026. Intent, index ranks and estimated visits: DataForSEO.

WHAT PEOPLE SEARCH

“massage guns” alone is searched 135K times a month; the next biggest, “best massage guns”, gets 12K

Each row is one search; spellings Google counts as the same search are folded in (+N). Ranks are from DataForSEO's index of Google.

SEARCH	A MONTH	LAST 12 MONTHS	INTENT	TOPIC (MODEL-READ)	THERABODY.COM RANKS
massage guns +1	135K		BUYING	Device types and features	#1
best massage guns +1	12K		BUYING	Reviews and best picks	–
percussive massage guns	8.1K		BUYING	Device types and features	–
massage guns near me	6.6K		BUYING	Where to buy and cost	–
percussion massage guns	6.6K		BUYING	Device types and features	#1
deep tissue massage guns	6.6K		BUYING	Device types and features	–
portable massage guns	6.6K		BUYING	Device types and features	–
amazon massage guns +1	4.4K		BUYING	Where to buy and cost	–
mini massage guns +1	4.4K		BUYING	Device types and features	–

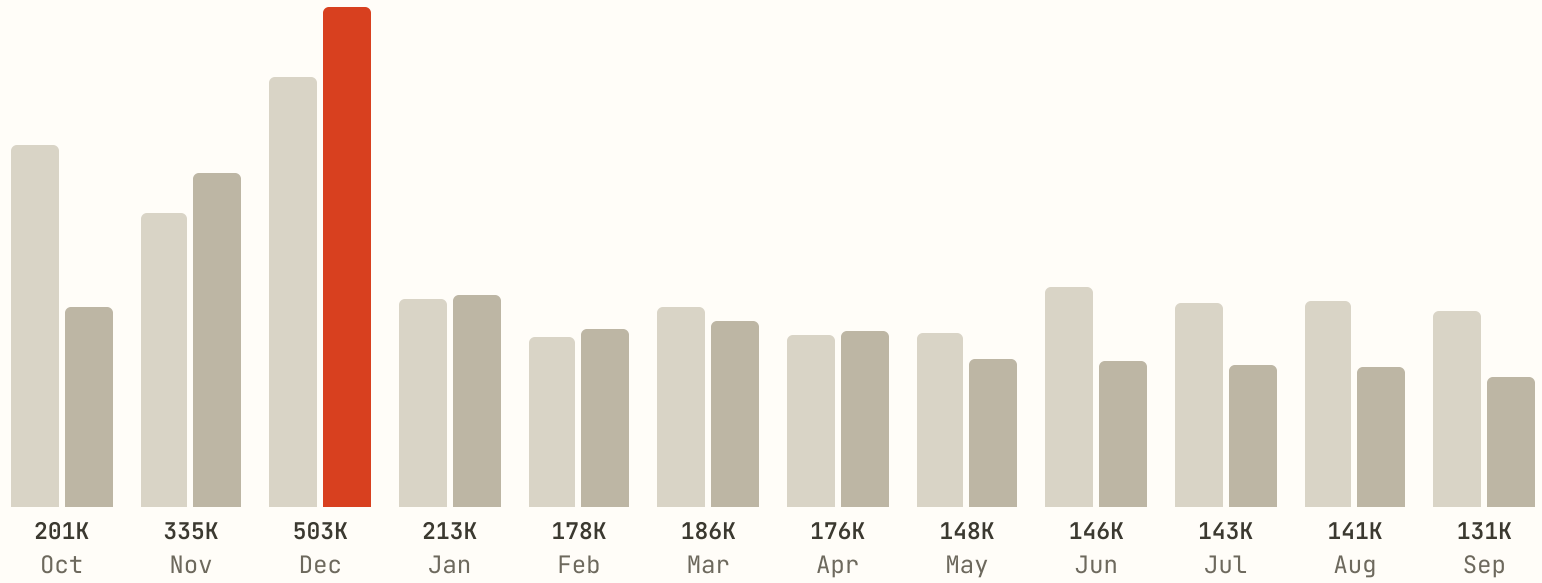
The 9 biggest of 124 searches. Intent: DataForSEO's classifier (model-read). Ranks: DataForSEO's index of Google, top 100, read for the 1K biggest of the 20K searches it ranks therabody.com for (every search above 390 a month); a search at or below 390 a month, where no ranking was loaded, shows 'not checked'. - = not in DataForSEO's top 100. +N = other wordings, at the biggest one's volume.

OVER THE YEAR

Every month since May has been below the same month a year earlier

December, the gift month, is the peak in both years; this year the climb started in November, but the year before October was already above that November.

SEARCHES A MONTH, THE CATEGORY'S 37 BIGGEST SEARCHES TOGETHER · THIS YEAR AGAINST THE YEAR BEFORE



→ **Be ready by early October**

This year searches built from October into the December peak, and the year before October was already above November. Gift guides and product pages that are live by early October catch the season in both years.

→ **Spring and summer are quiet**

From May the line runs below last year: the quiet months are the time to write and fix pages.

Google Ads monthly volumes for the 37 biggest searches (searches Google counts together, once). Google rounds volumes into bands, so read the shape, not single months.

BUYING OR RESEARCHING

By a model's read, 73% of the demand is about Device types and features: which device to buy

DataForSEO's intent model reads 51 of the 124 searches as research, together 4% of the volume.

THE 124 SEARCHES AND THEIR MONTHLY VOLUME, BY INTENT (MODEL-READ)



Buying · 96%

73 searches · 236K a month

massage guns · best massage guns

Researching · 4%

51 searches · 11K a month

massage guns review · do massage guns work

THE TOPICS PEOPLE SEARCH, SORTED BY AN AI MODEL (MODEL-READ)

TOPIC	A MONTH	SHARE	BUYING	BIGGEST SEARCH
Device types and features	181K	73%	100%	massage guns
Where to buy and cost	28K	11%	100%	massage guns near me
Reviews and best picks	21K	9%	86%	best massage guns
Targeted pain and uses	9.6K	4%	98%	massage guns for muscle recovery
How it works and benefits	6K	2%	0%	do massage guns work
Safety and eligibility	1.9K	1%	14%	how to use massage guns

Intent: DataForSEO's classifier. Buying = commercial or transactional; researching = informational; looking up = navigational. Topics: sorted by Gemini from the searches themselves.

WHERE YOU SHOW UP

Therabody leads DataForSEO's index for the category, *but today's Google pages mostly rank others*

Its best on these searches we checked was #9 (1/3) on “deep tissue massage guns”; on “percussive massage guns” the AI Overview cited therabody.com in at least one capture, while it was not among the 17–18 unpaid results of any capture.

GOOGLE TODAY, FOR THE 8 BIGGEST SEARCHES · CHECKED OCTOBER 27, 2026

SEARCH	A MONTH	THERABODY	HYPERICE	RENPHO	EKRIN	USUALLY FIRST	AI OVERVIEW
massage guns +1	135K	–	–	–	–	techgearlab.com	in 2/3 · cites you
best massage guns +1	12K	–	–	–	–	runnersworld.com	in 2/3
percussive massage guns	8.1K	–	–	–	–	walgreens.com	yes · cites you
massage guns near me	6.6K	–	–	–	–	macys.com	no
percussion massage guns	6.6K	–	–	–	–	ebay.com	in 1/3 · cites you
deep tissue massage guns	6.6K	#9 (1/3)	–	–	–	varies	in 2/3
portable massage guns	6.6K	–	–	–	–	techgearlab.com	in 1/3 · sources not loaded
amazon massage guns +1	4.4K	–	–	–	–	amazon.com	yes

WHO RANKS ACROSS THE 100 BIGGEST SEARCHES

SITE	SEARCHES (OF 100)	AVG PLACE
therabody.com	**28**	**13.6**
runnersworld.com	35	15.3
amazon.com	23	7
consumerreports.org	34	16.5
reddit.com	43	3.7
walmart.com	17	12.2
techgearlab.com	18	17.4
webmd.com	31	12.9

Left: best rank, 3 Google captures of 17–20 unpaid results. (1/3) beside a rank = that rank in 1 of 3 captures. in 1/3, in 2/3 = an AI Overview in 1 or 2 of 3 captures. cites you = cited in at least one capture. – = in no capture's unpaid results. +N = other wordings, at the biggest one's volume. Right: DataForSEO's index, ordered by estimated visits.

QUESTIONS WITH WEAK ANSWERS

Massage-gun questions mostly go to Reddit and YouTube

Ranks count every Therabody site: .se is therabody.se, .co.uk is therabody.co.uk.

THE 10 BIGGEST QUESTIONS, CHECKED LIVE	A MONTH	GOOGLE'S USUAL TOP 3	USUAL AI OVERVIEW SOURCE	THERABODY	ANSWER
do massage guns work +1	1.6K	reddit.com, spectrumhealth.ie, youtube.com	reddit.com	#2 (1/3)	FORUM IN TOP 3
are massage guns good for you +2	720	macombpainmanagement.com, cnalifestyle.channelnewsasia.com; the rest vary	hackensackmeridianhealth.org	#12 (1/3)	NOT TAGGED (1/3 READ)
how to use massage guns	590	youtube.com; the rest vary	healthcare.utah.edu	–	FORUM IN TOP 3
do massage guns actually help	390	macombpainmanagement.com, healthline.com, reddit.com	reddit.com	#12 (1/3) .se	FORUM IN TOP 3
what do massage guns do +1	320	spectrumhealth.ie, macombpainmanagement.com; the rest vary	petersenpt.com	#10 (2/3) .co.uk / .se	NOT TAGGED (1/3 READ)
how do massage guns work	260	youtube.com, reddit.com; the rest vary	store.mayoclinic.com	#7 (1/3) .se	FORUM IN TOP 3
can you use massage guns while pregnant	210	reddit.com; the rest vary	reddit.com	–	FORUM IN TOP 3
does massage guns help with soreness +1	210	spectrumhealth.ie, youtube.com; the rest vary	uclahealth.org	–	FORUM IN TOP 3 (2/3)
are massage guns effective	210	reddit.com; the rest vary	reddit.com	#6 (1/3)	FORUM IN TOP 3
are massage guns worth it	170	reddit.com, goodrx.com; the rest vary	reddit.com	–	FORUM IN TOP 3

PEOPLE ALSO ASK · 67 KEPT OF THE 105 ON THE 18 PAGES WE CHECKED

- What does a massage gun do?
  under “massage guns” · 590 a month
- What is the best massage gun?
  under “deep tissue massage guns” · 260 a month
- What does a Theragun do?
  under “do massage guns work” · 170 a month
- How much does a massage gun cost?
  under “massage guns” · 110 a month
- Where not to use massage gun?
  under “what do massage guns do” · 70 a month

Usual top 3 = in the top 3 of 2+ of 3 Google captures. Weak = a forum, Q&A site, video or social post (“forum” in a tag) in the top 3 or first in the AI Overview, or no direct answer, in most captures. The AI Overview sources were kept from one capture. Not tagged (k/n read) = the AI Overview's first source loaded in k of n captures, too few to judge. (1/3), (2/3) beside a rank = that rank in 1 or 2 of 3 captures. (2/3) on a tag = seen in 2 of 3 captures. – = in no capture's unpaid results. +N = other wordings, at the biggest one's volume.

THREE PAGES TO WRITE OR IMPROVE NEXT

Three pages to write or improve next, each for a search Therabody is weak on

01 · for the search

“best massage guns” +1

12K searches a month · not among the 18–19 unpaid results on the page we checked today

Which massage gun is right for you

A chooser by use (recovery after training, desk-job tightness, trips away) and by budget, with the Theragun models that fit each and plain notes on force, noise and battery.

Neither Therabody nor a rival is among the 18–19 unpaid results of any capture; the usual top 3 are runnersworld.com, techgearlab.com and reddit.com, and one capture's AI Overview cites forbes.com first.

02 · for the search

“are massage guns good for you” +2

720 searches a month · improve your existing page: therabody.com “How Do Massage Guns Work? The Scientific Benefits ...”, #12 in 1 of 3 captures here

Improve the science page: are massage guns good for you?

Open Therabody's US article on how massage guns work with a direct answer: what studies say about soreness and recovery, who should ask a doctor first, and the Theragun settings to start on.

Neither Therabody nor a rival is in the top 10 of any capture we checked; macombpainmanagement.com is usually first.

03 · for the search

“how to use massage guns”

590 searches a month · not among the 18 unpaid results on the page we checked today

How to use a massage gun, muscle by muscle

Where to place a Theragun on each muscle group, for how long and at which speed, with short clips for the Prime and Mini, and where not to use it, answered in the first lines so Google can quote it.

Therabody is not among the 18 unpaid results of any capture; on the pages we checked Renpho ranks #7 (1/3) and youtube.com is the only site in the top 3 of two or more captures.

HOW WE MEASURED

What we read, where it comes from, and how to read it

Searches. We read 241 Google US searches around percussive massage guns and recovery devices, Therabody and the brands people weigh it against, from DataForSEO's search data (Google Ads volumes, monthly averages over the last 12 months). 127 of the 241 are about the category: 124 searches once wordings of one search are merged. Of the 105 People Also Ask questions on the 18 pages we checked, we left out 26 as off the subject and merged 12 that ask a kept question in other words; the other 67 are counted on the questions slide.

Volumes are bands. Google rounds search volumes into bands (110K, 135K, 165K…), and gives closely related searches one shared number. Where two searches in a topic share all 12 monthly numbers we count them once, so totals do not add the same searches twice.

The trend. The 37 biggest searches together, month by month over 24 months of Google Ads history: the last 12 months against the 12 before.

Intent and topics. Intent is DataForSEO's classifier; topics were sorted by an AI model (Gemini) from the searches themselves. Both are model-read: good for the shape, not for single searches.

Rankings. Two sources: DataForSEO's index of Google (refreshed monthly) for the searches whose rankings loaded (the rest show 'not checked'; the searches table's footer gives the cut-off), and 18 Google pages checked live on October 27, 2026 (US, English, first 20 positions: 17–20 unpaid results each), each captured 3 times, since Google's results vary between requests. A rank is the best of the captures, with how many had it.

Weak answers. A checked question's answer is weak when a forum, question-and-answer site, video or social post is in Google's top 3, or is the AI Overview's first source, in most of its captures, or when most of its captures show no direct answer. It is a reading of the page, not of how good each answer is.

Rivals. Hyperice, Renpho and Ekrin Athletics: picked by us as the recovery brands people weigh Therabody against (the form asks only for a website).

The evidence. The HTML version lists every search read (any set aside marked so) and every page checked, with its top results.