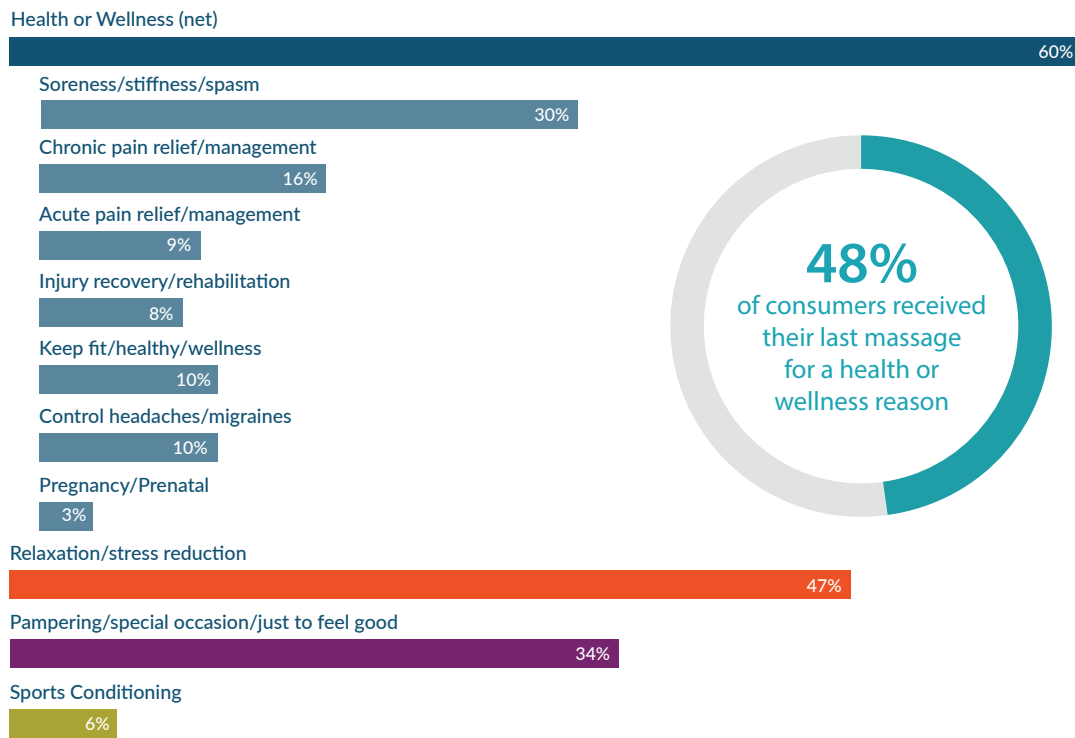


State of The Massage Therapy Profession

2023 FACT SHEET

This fact sheet, based on AMTA's 2023 *Massage Profession Research Report*, provides a brief overview of some key market data and trends from the massage therapy profession today. We encourage readers to use this as a guide for better understanding their customer base and the state of the massage profession.

REASONS FOR MASSAGE IN THE PAST YEAR

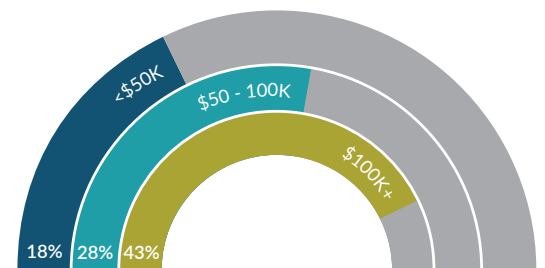
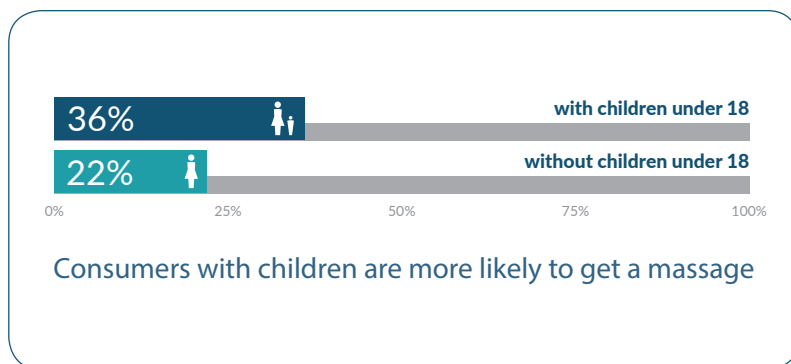


65% OF MEN and **55% OF WOMEN** got a massage for health or wellness reasons

28% OF MEN and **21% OF WOMEN** got a massage for pain relief or pain management

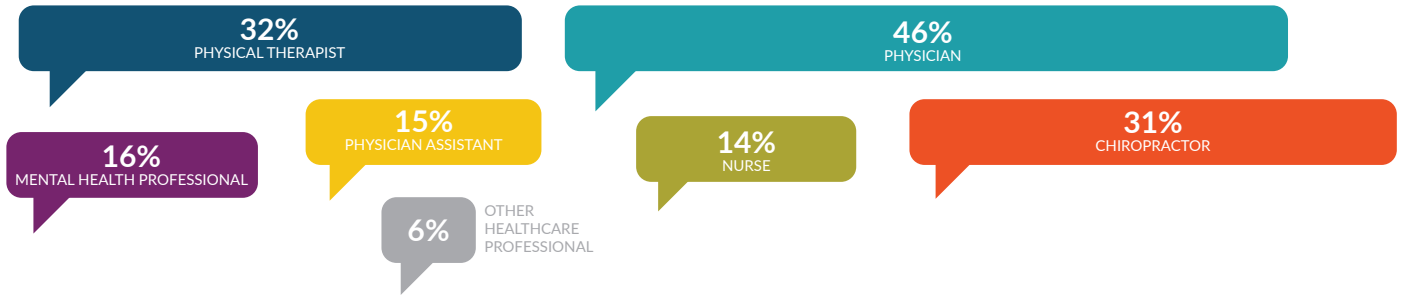
Men are more likely than women to discuss massage with their doctor or health care provider

WHO IS GETTING MASSAGE?

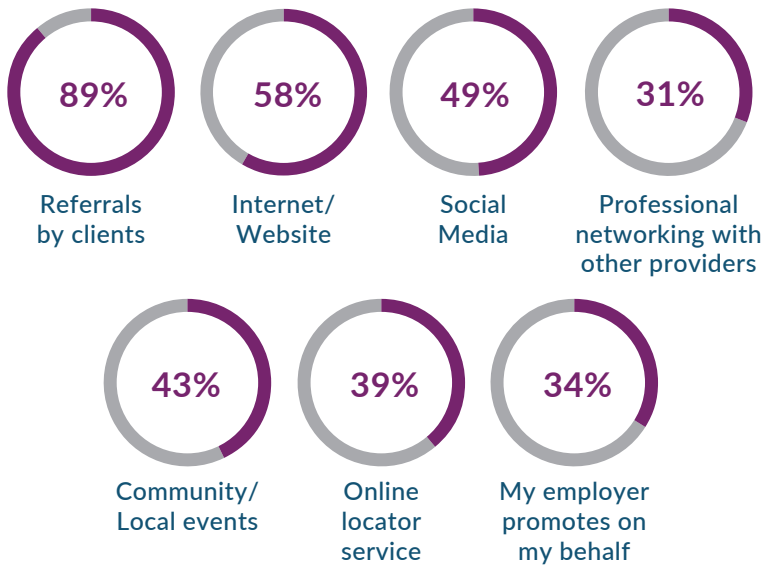


The higher the household income, the more likely consumers are to get massage

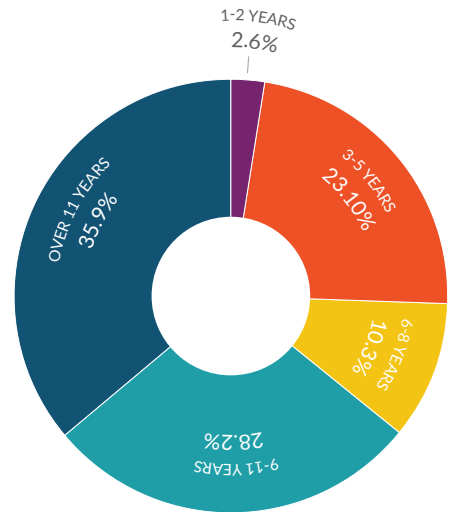
HAVE ANY OF THE FOLLOWING RECOMMENDED THAT YOU GET A MASSAGE?



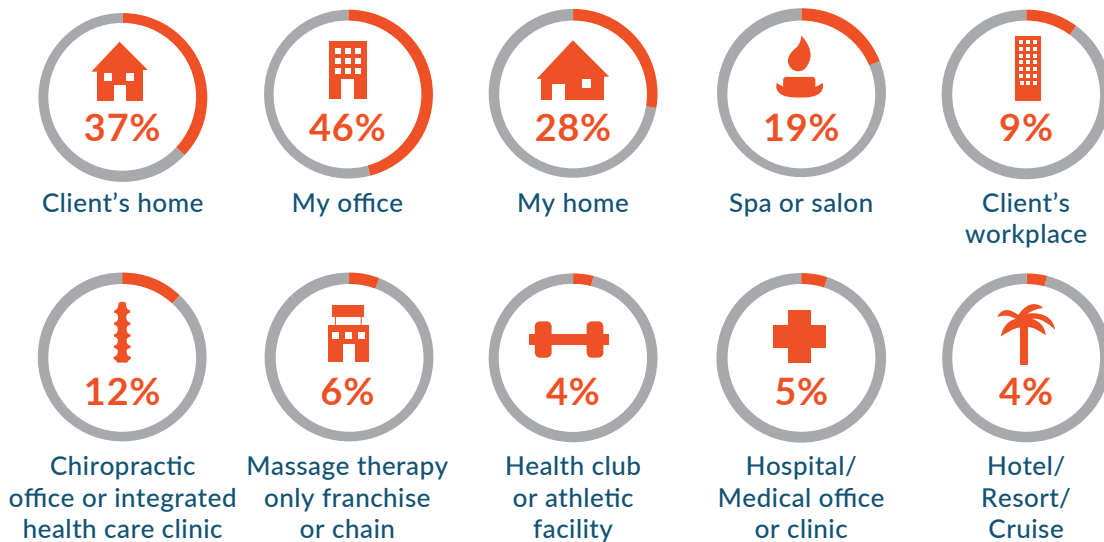
HOW CLIENTS FIND A MASSAGE THERAPIST



EXPERIENCE OF MASSAGE THERAPY INSTRUCTORS RELATED TO MASSAGE THERAPY



IN WHAT TYPE OF MASSAGE SETTING DO YOU WORK?



AMTA's 2023 *Massage Profession Research Report* is based on four 2022 AMTA benchmark surveys that track the state of the profession. To obtain the full report, log in at amtamassage.org/research. AMTA members receive the report as a benefit of their membership.