This fact sheet, based on AMTA’s 2021 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.

### Consumer Use of Massage

- **Female**: 20%
- **Male**: 22%
- Men are now more likely than women to get a massage

### Top 5 Places Where Consumers Are Getting Massage

1. **Spa**: 41%
2. **Massage Therapist’s office or location**: 38%
3. **Hotel/Resort/Cruise**: 36%
4. **Massage franchise or chain**: 17%
5. **Beauty salon**: 17%

### Other Key Findings

- **Consumers with children**: 25%
  - **with children under 18**: 25%
  - **without children**: 19%
- **The higher the household income, the more likely consumers are to get massage**
  - <$50K: 15%
  - $50K - $100K: 22%
  - $100K+: 34%
- **Men are now more likely than women to get a massage**

Check out AMTA’s industry data to keep yourself up to date on trends in the massage therapy profession. [amtamassage.org/research](http://amtamassage.org/research)
With the impacts of COVID-19, some details and data around the industry are still in flux. For the most up-to-date information on the state of the massage industry please visit amtamassage.org/FactSheet.

AMTA's 2021 Massage Profession Research Report is based on four 2020 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.