This fact sheet, based on AMTA’s 2022 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.

**WHO GETS MASSAGE**

- Men are now more likely than women to get a massage
  - **Male**: 25%
  - **Female**: 21%

- Consumers with children under 18 are more likely to get a massage
  - **With children under 18**: 36%
  - **Without children under 18**: 17%

- The higher the household income, the more likely consumers are to get massage
  - <$50K: 19%
  - $50K - $100K: 22%
  - $100K+: 36%

- Men are now more likely than women to get a massage: Increase of 11% from last year

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

**TOP PLACES CONSUMERS GET MASSAGE**

- Spa: 34%
- Massage therapist’s office or location: 34%
- Massage franchise or chain: 24%
- Beauty salon: 21%
- Physical therapist’s office: 16%
- Chiropractor’s office: 16%
- Your home or the home of someone you know: 16%

**Gender Distribution**

- Male: 25%
- Female: 21%

**Income Distribution**

- <$50K: 19%
- $50K - $100K: 22%
- $100K+: 36%

Check out AMTA’s industry data to keep yourself up to date on trends in the massage therapy profession. amtamassage.org/research
### REASONS FOR MASSAGE IN THE PAST YEAR

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soreness/stiffness/spasm</td>
<td>26%</td>
</tr>
<tr>
<td>Pain relief/management</td>
<td>26%</td>
</tr>
<tr>
<td>Injury recovery/rehabilitation</td>
<td>12%</td>
</tr>
<tr>
<td>Keep fit/healthy/wellness</td>
<td>25%</td>
</tr>
<tr>
<td>Control headaches/migraines</td>
<td>16%</td>
</tr>
<tr>
<td>Pregnancy/Prenatal</td>
<td>6%</td>
</tr>
<tr>
<td>Relaxation/stress reduction</td>
<td>43%</td>
</tr>
<tr>
<td>Pampering/special occasion/just to feel good</td>
<td>30%</td>
</tr>
<tr>
<td>Sports Conditioning</td>
<td>8%</td>
</tr>
<tr>
<td>Other/Don’t know</td>
<td>1%</td>
</tr>
</tbody>
</table>

54% of all consumers received their last massage for health or wellness reasons.

### WHERE DO MASSAGE THERAPISTS WORK?

- **33%** Client’s home
- **52%** My office
- **36%** My home
- **22%** Spa or salon
- **9%** Client’s workplace
- **15%** Chiropractic office or integrated health care clinic
- **6%** Massage therapy only franchise or chain
- **5%** Health club or athletic facility
- **6%** Hospital/Medical office or clinic
- **3%** Hotel/Resort/Cruise

AMTA's 2022 Massage Profession Research Report is based on four 2021 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.