State of The Massage Therapy Profession

This fact sheet, based on AMTA's 2019 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, who they are and what their goals are for getting a massage.

CONSUMER USE OF MASSAGE

88% considered massage to be effective in reducing pain

70% agreed massage should be considered a form of healthcare

88% believed massage can be beneficial to health and wellness

TOTAL USE OF MASSAGE AMONG ADULT U.S. POPULATION

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PRIMARY REASON FOR RECEIVING ANY MASSAGE IN 2018

- HEALTH OR MEDICAL (NET): 62%
- SORENESS/STIFFNESS/SPASM: 48%
- PAIN RELIEF/MANAGEMENT: 44%
- INJURY RECOVERY/REHABILITATION: 20%
- KEEP FIT/HEALTHY/WELLNESS: 48%
- CONTROL HEADACHES/MIGRAINES: 10%
- RELAXATION/STRESS REDUCTION: 66%
- PAMPERING/SPECIAL OCCASION/JUST TO FEEL GOOD: 60%
- OTHER/DON’T KNOW: 2%

WHO IS GETTING A MASSAGE?

- Total use of massage among U.S. population by gender
  - Female: 21%
  - Male: 16%

- 69% had a household income of more than $50,000 per year
- 46% were 44 years old or younger
- 44% were college graduates
- The average number of massages consumers obtained in 2018 is 4.5

Approximately 47.5 million people had a total of 214 million massages in the U.S. in 2018, compared to 47.1 million people having a total of 179 million massages in 2017.

Keep yourself informed!
Check out AMTA's industry data to keep yourself up to date on trends in the massage therapy profession. amtamassage.org/research
The belief in the efficacy of massage continues to grow. Develop ways to promote the value of massage, whether through a client newsletter, social media, or through National Massage Therapy Awareness Week.

AMTA's 2019 Massage Profession Research Report is based on four 2018 AMTA benchmark surveys that track the state of the profession. To obtain the full report, log in at amtamassage.org. AMTA members receive the report as a benefit of their membership.