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

Health or Wellness (net) 60%
- Soreness/stiffness/spasm 30%
- Chronic pain relief/management 16%
- Acute pain relief/management 9%
- Injury recovery/rehabilitation 8%
- Keep fit/healthy/wellness 10%
- Control headaches/migraines 10%
- Pregnancy/Prenatal 3%

Relaxation/stress reduction 47%
- Pampering/special occasion/just to feel good 34%

Sports Conditioning 6%

WHO IS GETTING MASSAGE?

Consumers with children are more likely to get a massage
- 36% with children under 18
- 22% without children under 18

The higher the household income, the more likely consumers are to get massage
- <$50K 43%
- $50K - 100K 28%
- $100K+ 18%

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
**AMTA's 2023 Massage Profession Research Report**

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.

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

- 32% Physical Therapist
- 16% Mental Health Professional
- 15% Physician Assistant
- 14% Nurse
- 46% Physician
- 31% Chiropractor
- 6% Other Healthcare Professional

### HOW CLIENTS FIND A MASSAGE THERAPIST

- 89% Referrals by clients
- 58% Internet/Website
- 49% Social Media
- 31% Professional networking with other providers
- 43% Community/Local events
- 39% Online locator service
- 34% My employer promotes on my behalf

### EXPERIENCE OF MASSAGE THERAPY INSTRUCTORS RELATED TO MASSAGE THERAPY

- 1-2 years: 2.6%
- 2.5-3 years: 9.1%
- 3.5-4 years: 34.6%
- 4.5-6 years: 23.1%
- 5.5-7 years: 32.8%
- 11 years and over: 3.5%

### IN WHAT TYPE OF MASSAGE SETTING DO YOU WORK?

- 37% Client's home
- 28% My home
- 46% My office
- 19% Spa or salon
- 9% Client's workplace
- 12% Chiropractic office or integrated health care clinic
- 6% Massage therapy only franchise or chain
- 4% Health club or athletic facility
- 5% Hospital/ Medical office or clinic
- 4% Hotel/ Resort/ Cruise

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Check out AMTA's Career Success series

Learn about various workplace options at amtamassage.org/careerguides