

State of The Massage Therapy Profession

2019 FACT SHEET

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

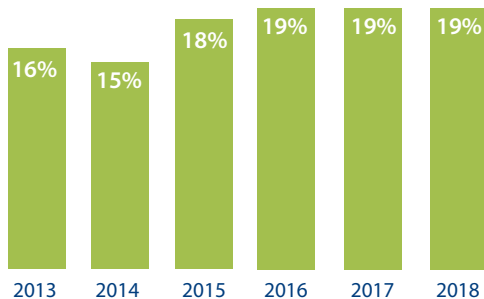
70%

agreed massage should be considered a form of healthcare

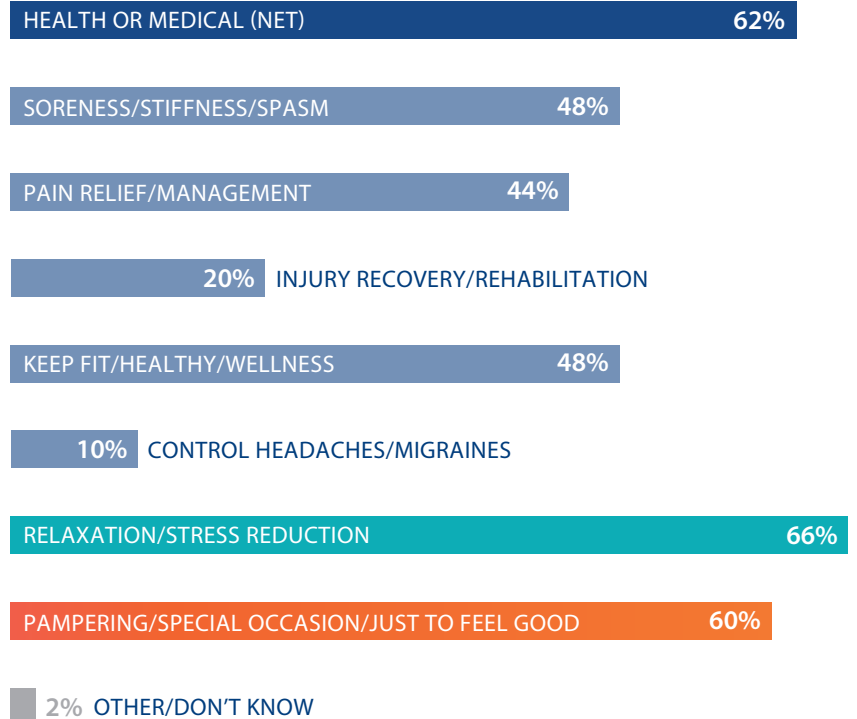
88%

believed massage can be beneficial to health and wellness

TOTAL USE OF MASSAGE AMONG ADULT U.S. POPULATION



PRIMARY REASON FOR RECEIVING ANY MASSAGE IN 2018



WHO IS GETTING A MASSAGE?

Total use of massage among U.S. population by gender



21%
female



16%
male

69%
had a household income of more than \$50,000 per year

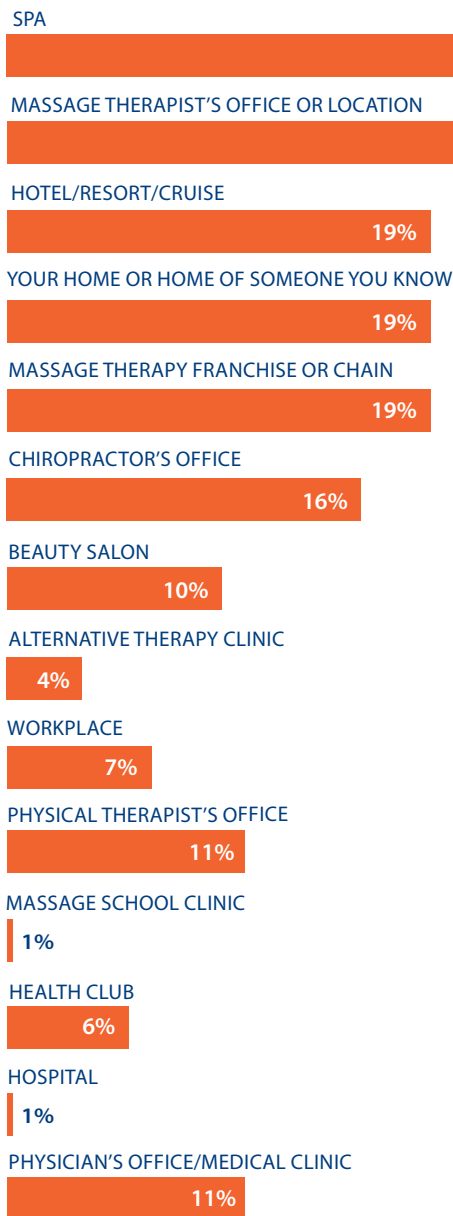
46%
were 44 years old or younger

44%
were college graduates

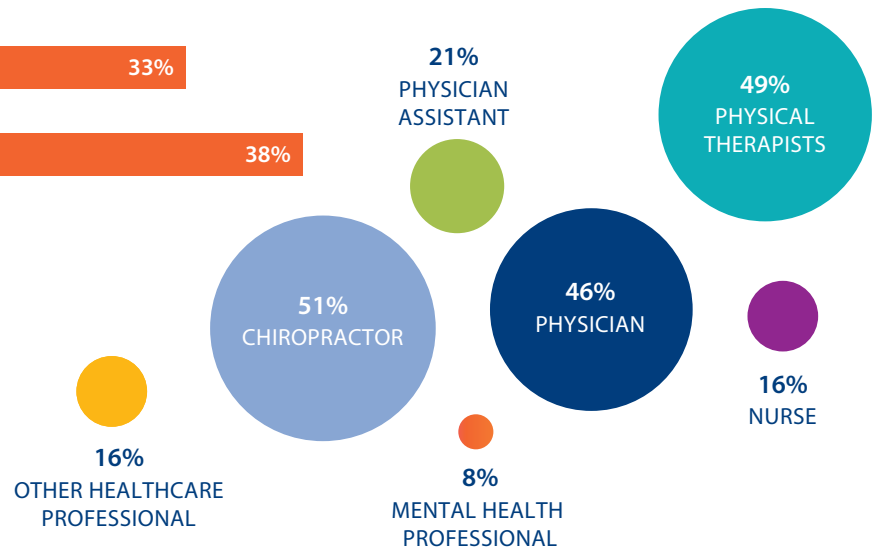
The average number of massages consumers obtained in 2018 is **4.5**

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.

LOCATIONS WHERE CONSUMERS GOT A MASSAGE

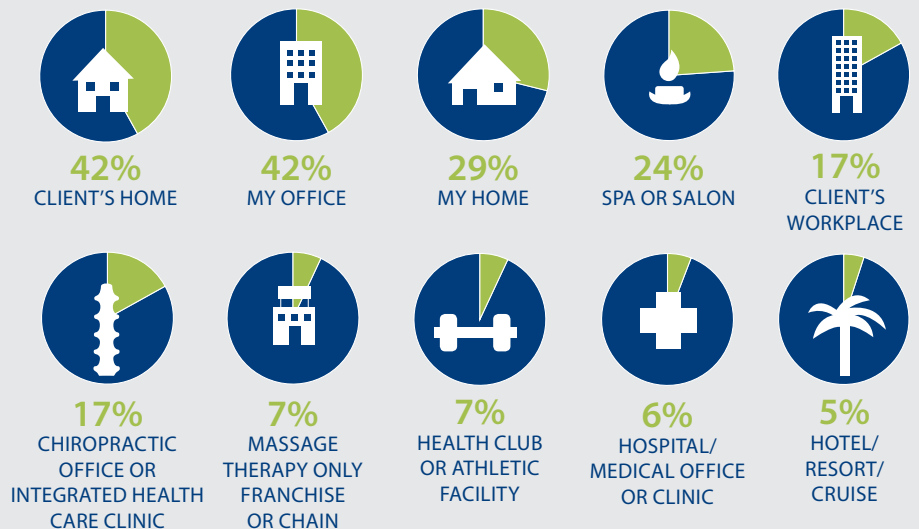


WHO IS RECOMMENDING MASSAGE?



of consumers who discussed massage therapy with their healthcare provider

WHAT TYPE OF SETTINGS ARE MASSAGE THERAPISTS WORKING IN?



THE MASSAGE THERAPY PROFESSION



The number of massage therapists increased **25%** over the past ten years.

The average work week of massage therapists was **26.6 hours** in 2018, an increase from the 24.2 hours reported in 2017.

Massage therapists saw an average of **46 clients** each month in 2018.

25% of massage therapists were reimbursed by insurance for massage, up from 22% from last year.

EMPOWER YOURSELF! 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.