

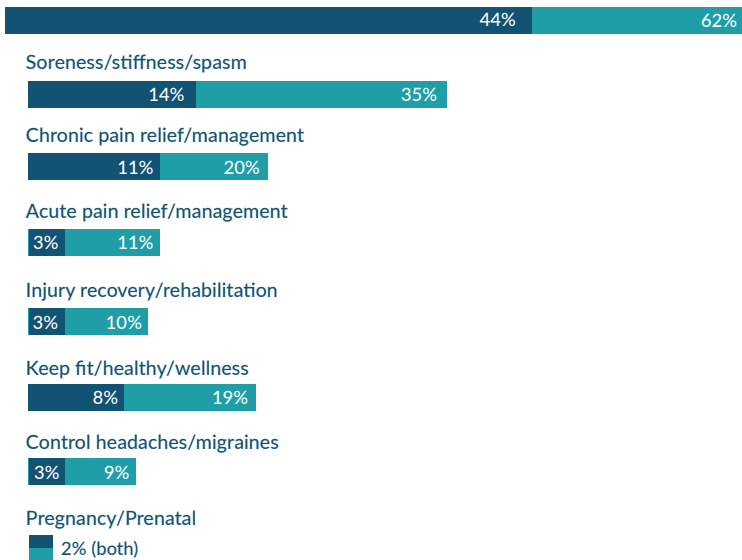
# State of The Massage Therapy Profession

2025 FACT SHEET

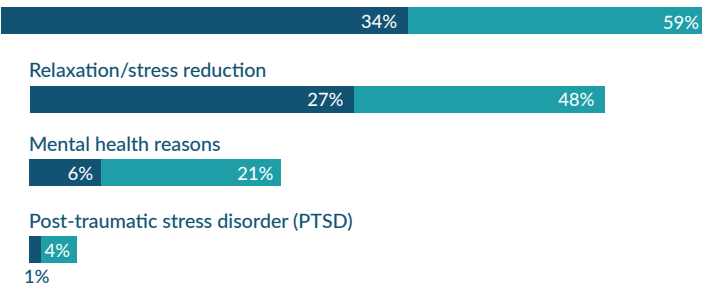
This fact sheet, based on AMTA's 2025 *Massage Profession Research Report*, provides a brief overview of some key market data and trends from the massage therapy profession today. We encourage readers to use this as a guide for better understanding their customer base and the state of the massage profession.

## REASONS FOR MASSAGE IN THE PAST YEAR

### Health and Wellness (net)



### Mental Health (net)



### Pampering/special occasion/just to feel good



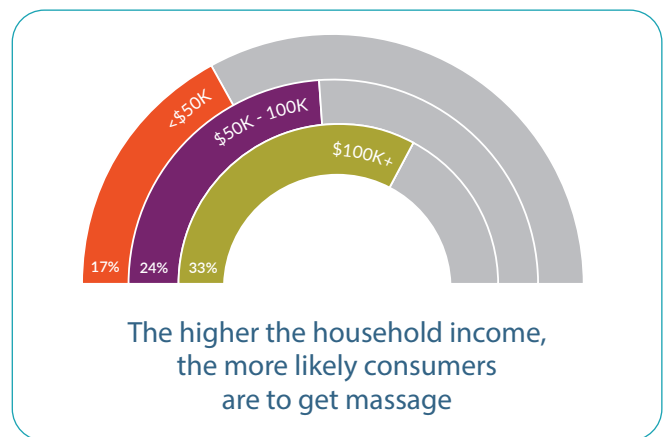
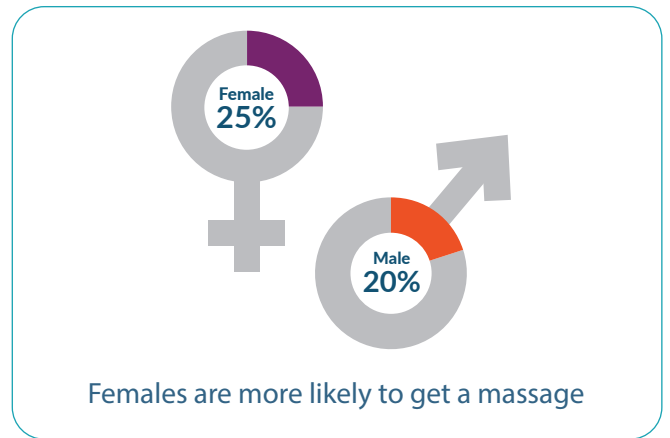
### Sports Conditioning



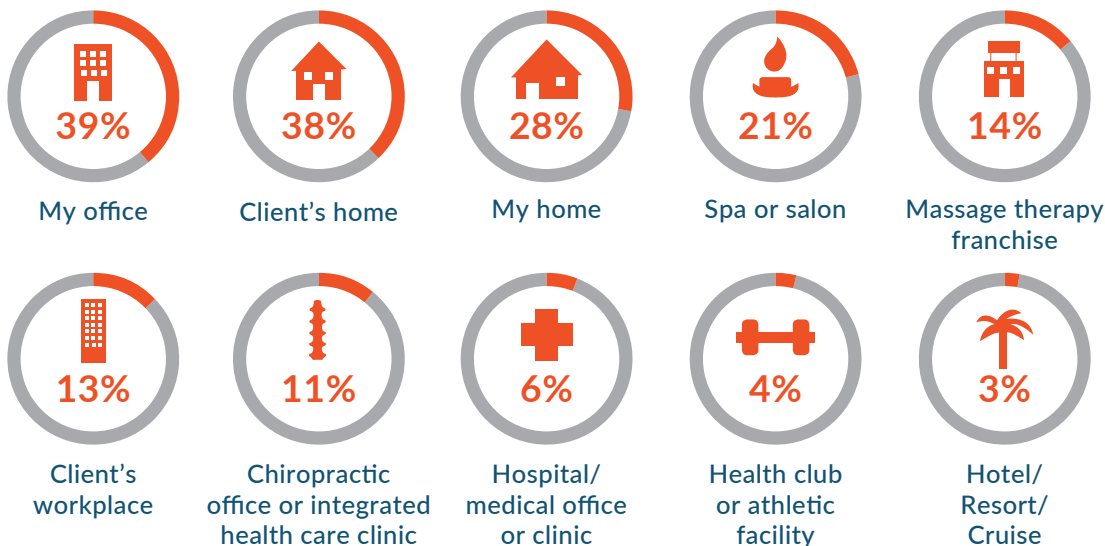
2%

■ Last Massage ■ Any Massage in past 12 months

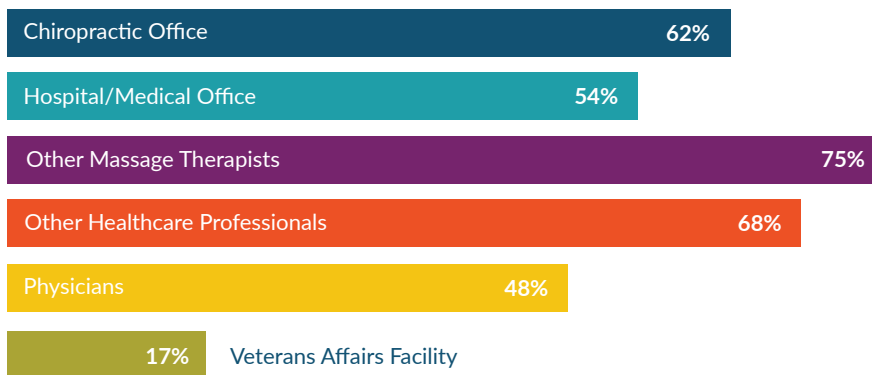
## WHO IS GETTING MASSAGE?



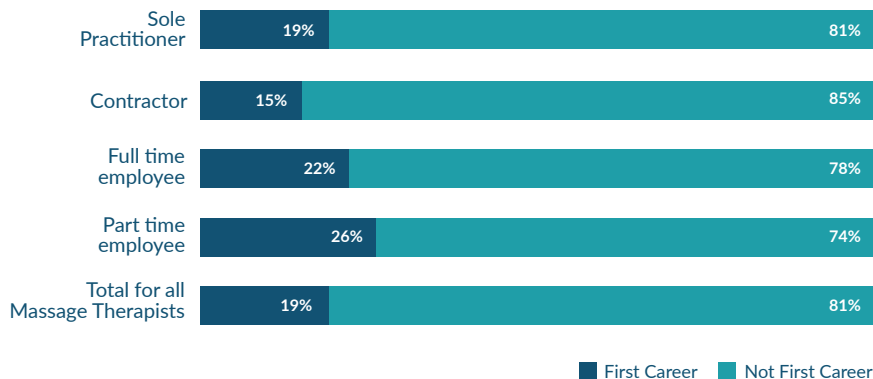
## IN WHAT TYPE OF MASSAGE SETTING DO YOU WORK?



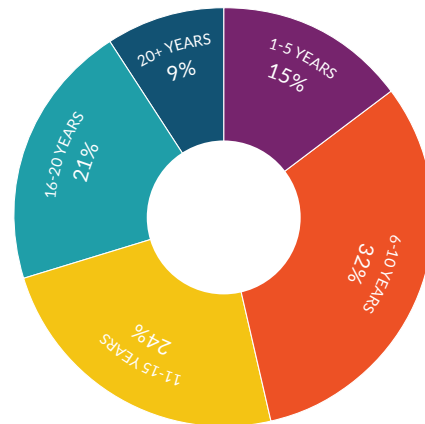
## PERCENT OF MASSAGE THERAPISTS WHO RECEIVE REFERRALS FROM DIFFERENT HEALTHCARE PROVIDERS



## WAS MASSAGE THERAPY YOUR FIRST CAREER?



## EXPERIENCE OF MASSAGE THERAPY INSTRUCTORS RELATED TO MASSAGE THERAPY



AMTA's 2025 *Massage Profession Research Report* is based on four 2024 AMTA benchmark surveys that track the state of the profession. To obtain the full report, log in at [amtamassage.org/research](http://amtamassage.org/research). AMTA members receive the report as a benefit of their membership.