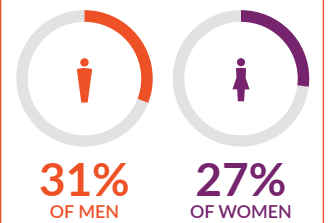
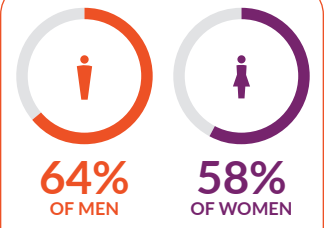
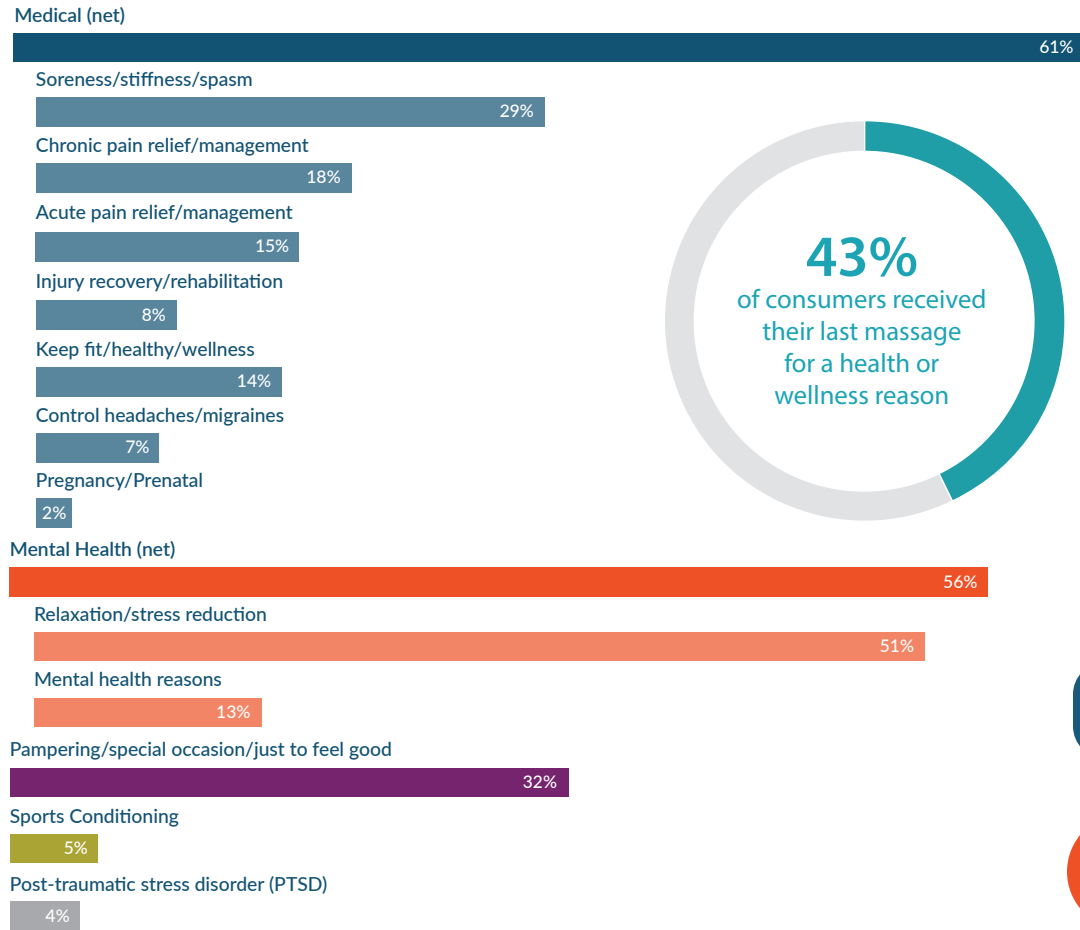


# State of The Massage Therapy Profession

2024 FACT SHEET

This fact sheet, based on AMTA's 2024 *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.

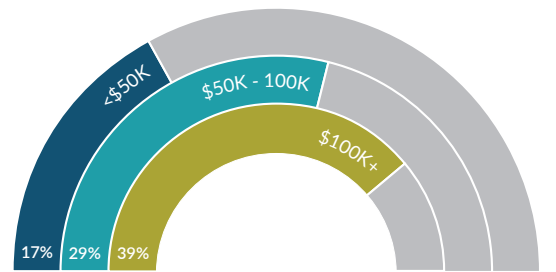
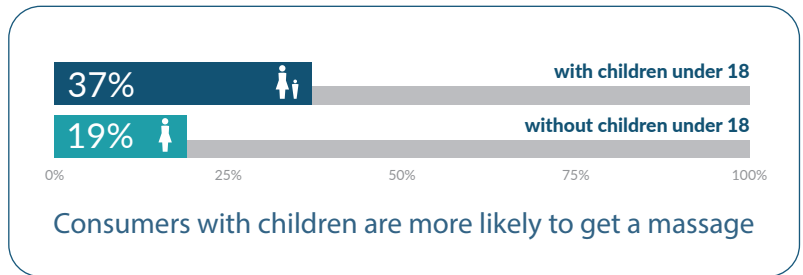
## REASONS FOR MASSAGE IN THE PAST YEAR



This is a 3% increase for men and a 6% increase for women over the last year.

Men and women are equally likely to discuss massage with their doctor or health care provider

## WHO IS GETTING MASSAGE?

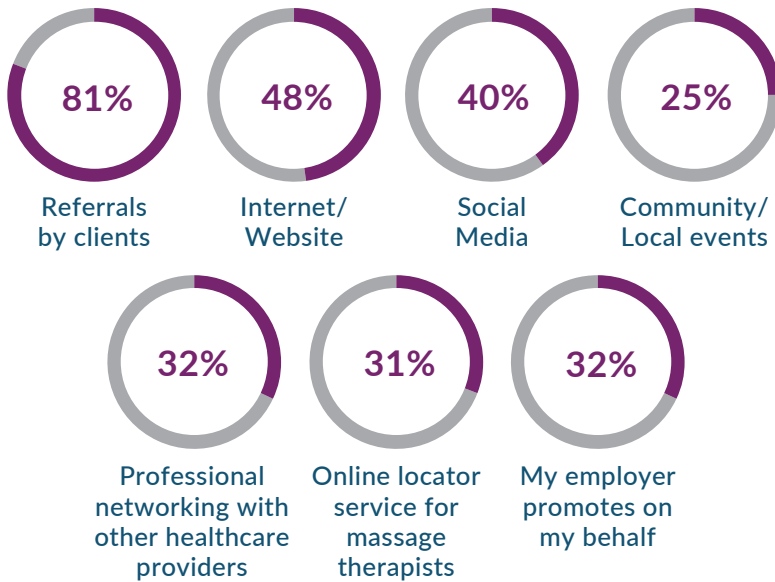


The higher the household income, the more likely consumers are to get massage

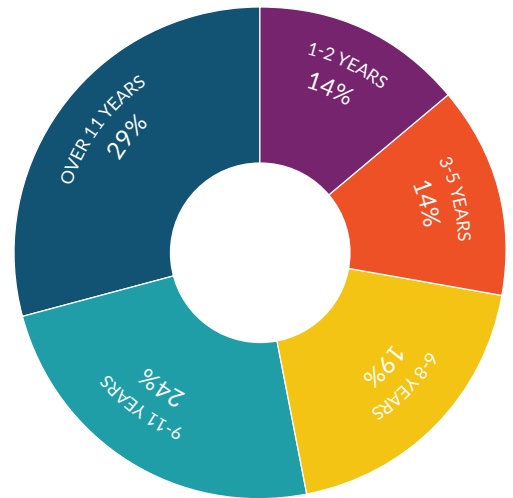
## HAVE ANY OF THE FOLLOWING RECOMMENDED THAT YOU GET A MASSAGE?



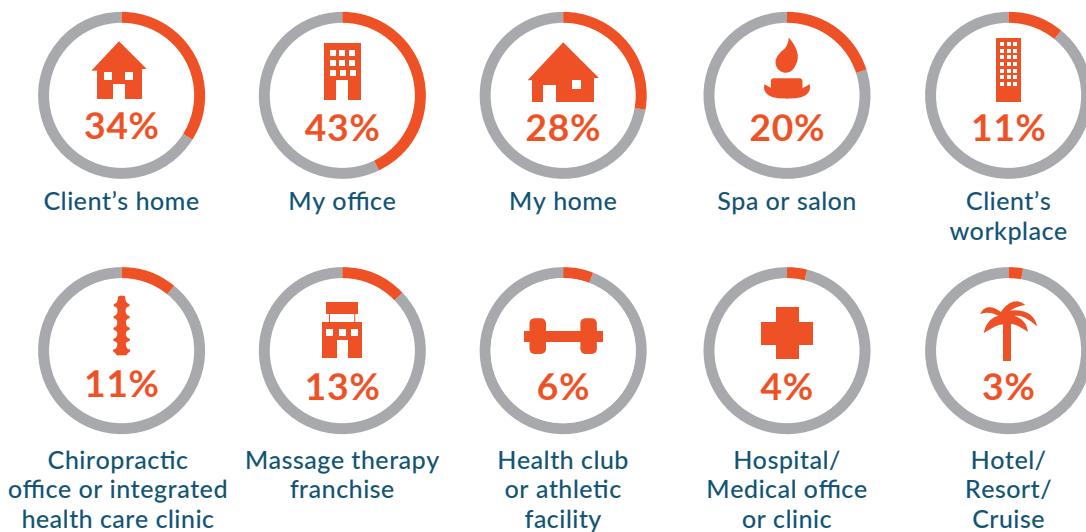
### HOW CLIENTS FIND A MASSAGE THERAPIST



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



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



AMTA's 2024 *Massage Profession Research Report* is based on four 2023 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.