

Top Trends

# MASSAGE

Massage is the most popular integrative health service in America. Here's why we knead (and love) it.



## Out of all integrative health regulars:\*

\*People who book at least three services a year

**60%** got at least one massage in the past year.

**21%** of people who want to try something new, want to try a massage.



## We hate to rub it in, *but...*

Compared to the average American, people who get massages are:

- 1 More satisfied with their overall health
- 2 Less stressed
- 3 Happier at work

## Top 3 US metros for massage:



## Massage enthusiasts *love* working out, too.

Their favorite ways to sweat it out?



**17%**  
YOGA



**10%**  
STRENGTH TRAINING



**10%**  
RUNNING



## Who's getting massages?

♀  
**56%**  
WOMEN

♂  
**44%**  
MEN

Learn how MINDBODY's got your back.

**STRETCH YOUR BUSINESS GOALS**

Grow Faster

**FIND YOUR NEXT MESSAGE**

Start Searching