

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