

# Massage Today's Expanding Massage Therapy Practice Survey

## Executive Summary

February 2014

A RESEARCH REPORT BY



## METHODOLOGY

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This survey was initiated on February 24, 2014 by MPA Media, publishers of *Dynamic Chiropractic*, *Acupuncture Today*, *Massage Today* and *Dynamic Chiropractic Practice Insights*. The survey was sent to 64,465 massage therapists via email. The response rate was 1%.

Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

## DISCUSSION

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This survey was created to establish the opinions of massage therapists in relation to the products and services they use and sell to help expand their practice.

Forty-three percent of massage therapists expect to increase the products and services they offer to their clients, 53% expect they will offer about the same, and only 4% intend to decrease the products and services they offer their clients.

The next question asks massage therapists what percentage of their clients they currently sell products to, and 12% of massage therapists responded that they sell to a quarter or more of their clients.

The opportunity to help expand the massage therapy practice is lead by topical analgesics, with 13% of massage therapists currently thinking about selling these products. Other opportunities include rehab products (12%) and aroma therapy products (12%). Other opportunities to add additional products for sale include homeopathic remedies, with a quarter of massage therapists currently thinking about selling or would like to sell someday. This is followed by pillows (23%), herbs (20%) and TENS devices (18%).

Adding additional services is another way that massage therapists can expand their practice. Ranking at the top of the list of services that massage therapists are “thinking about using” are e-newsletter services; with 22% of massage therapists currently thinking about using/offering this service in their practice. This is followed by cupping (13%), craniosacral (12%) and rehab services (10%).

Another service that appears to show growth potential is acupuncture, with 23% of massage therapists currently thinking about offering or would someday like to offer this service.

Lastly, massage therapists were asked where they find information about new products and services to use in their practice or offer to their clients. The majority of massage therapists responded with trade publications (63%), followed by Internet (62%), colleagues (56%), seminars (36%) and conventions/trade shows (27%).

## CONCLUSION

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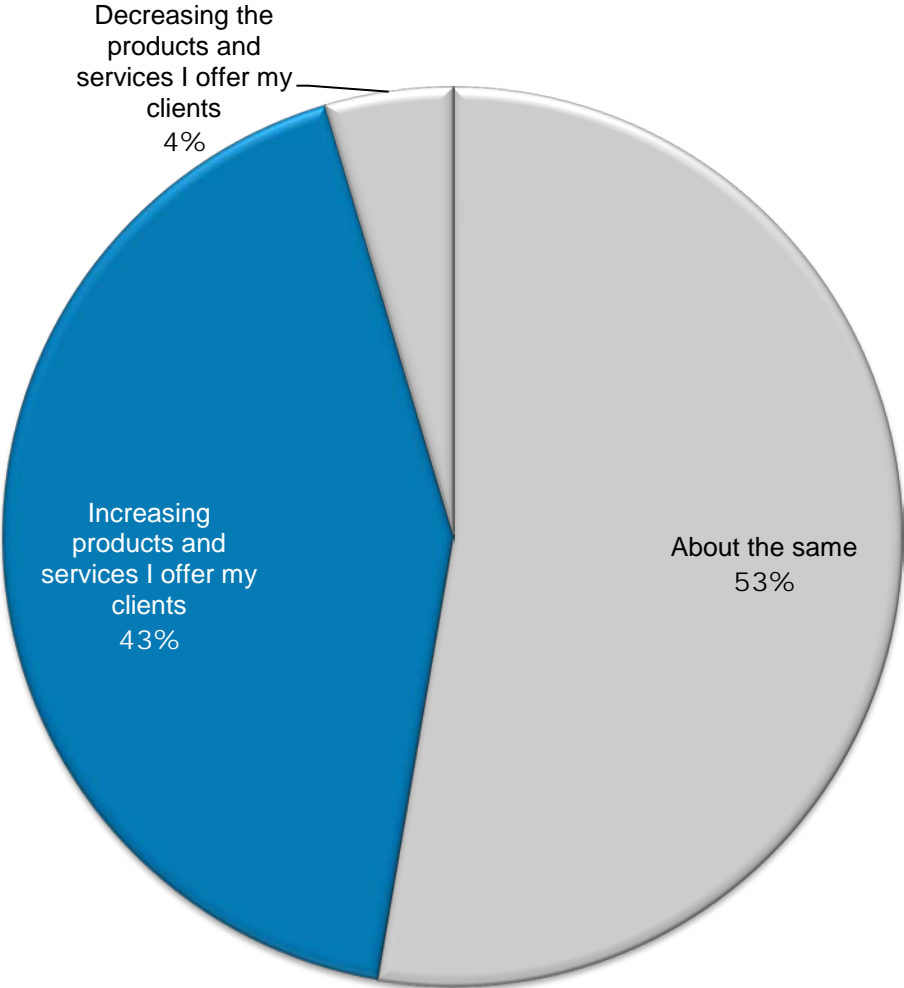
Forty-three percent of massage therapists revealed that they will increase the products and services they sell and offer their clients this year. There are also a number of products and services that massage therapists are planning on adding to their practice someday, which shows future potential growth.

Massage therapists indicated the top products that they are thinking about or would someday like to sell; which included topical analgesics, rehab products, aroma therapy, pillows, herbs and TENS devices. The top services massage therapists are thinking about or would someday like to offer includes e-newsletter services, cupping, craniosacral, rehab services and acupuncture.

The information in this survey should be used to better understand the anticipated short-term and projected long-term growth of products and services sold and used in today's massage therapy practices.

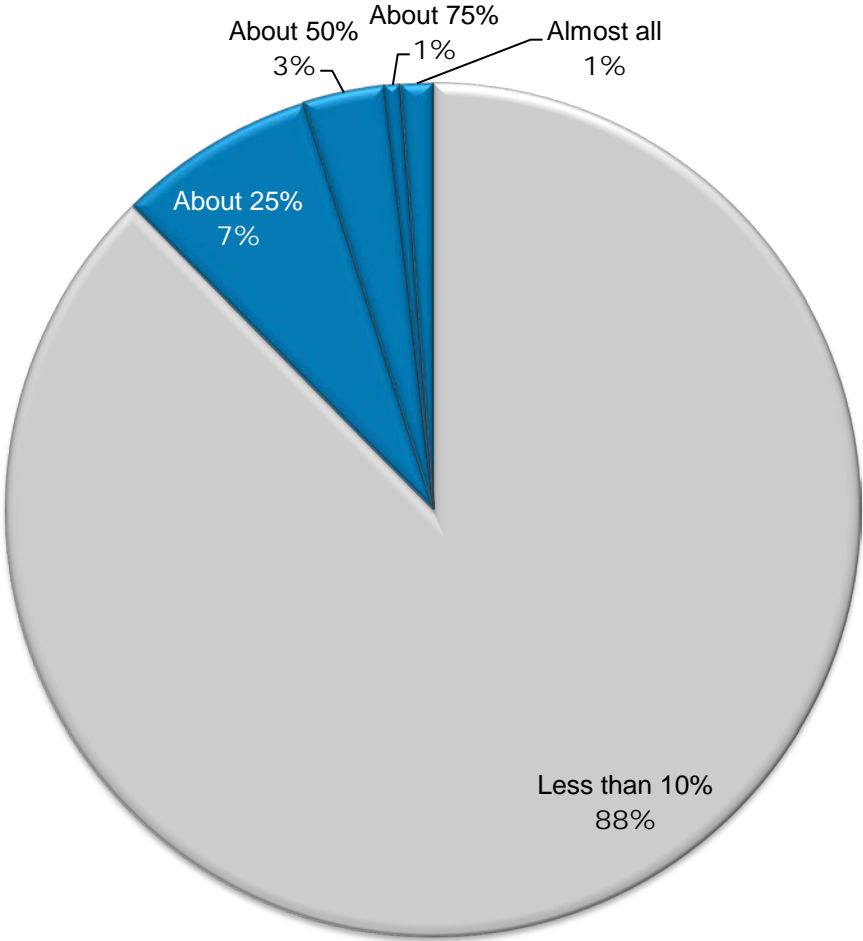
1. In general, what is your future expectation about what you offer your clients?

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2. What percentage of your clients do you currently sell products to?

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3. Which of the following products do you SELL to your clients?

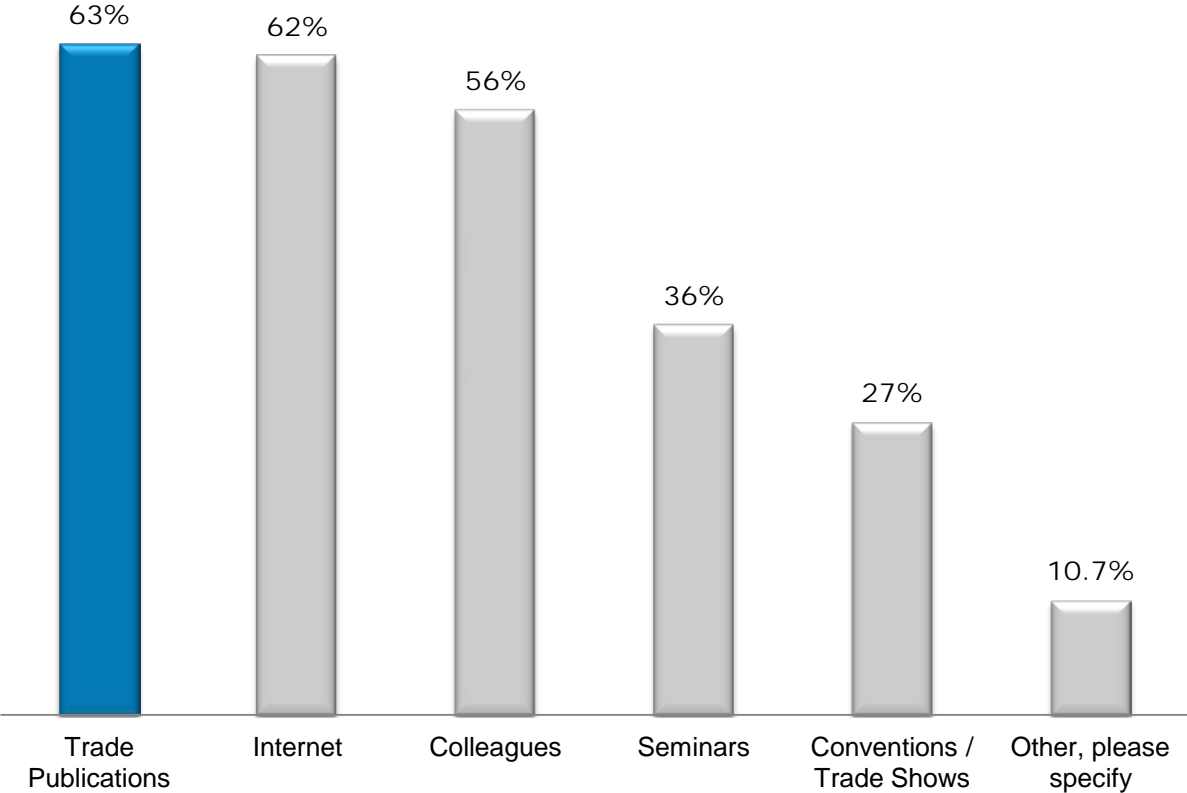
|                                                                     | Currently selling to clients | Thinking about selling | Would like to sell someday | Plan on selling<br>(Thinking about + would like to sell someday) | Not interested in selling |
|---------------------------------------------------------------------|------------------------------|------------------------|----------------------------|------------------------------------------------------------------|---------------------------|
| <b>Topical Analgesics</b>                                           | 29%                          | 13%                    | 14%                        | 27%                                                              | 44%                       |
| <b>Rehab Products</b>                                               | 8%                           | 12%                    | 18%                        | 30%                                                              | 63%                       |
| <b>Aroma Therapy Products (e.g. scented oils and bath products)</b> | 21%                          | 12%                    | 15%                        | 26%                                                              | 53%                       |
| <b>Pillows</b>                                                      | 9%                           | 9%                     | 14%                        | 23%                                                              | 68%                       |
| <b>Homeopathic Remedies</b>                                         | 6%                           | 8%                     | 16%                        | 25%                                                              | 69%                       |
| <b>Nutritional Supplements</b>                                      | 9%                           | 7%                     | 12%                        | 20%                                                              | 72%                       |
| <b>Herbs</b>                                                        | 5%                           | 7%                     | 14%                        | 20%                                                              | 75%                       |
| <b>TENS Devices</b>                                                 | 2%                           | 7%                     | 11%                        | 18%                                                              | 80%                       |
| <b>Anti-Aging Products</b>                                          | 6%                           | 5%                     | 7%                         | 12%                                                              | 82%                       |
| <b>Esthetic Products (e.g. skin care products and tools)</b>        | 9%                           | 4%                     | 9%                         | 14%                                                              | 77%                       |
| <b>Weight Loss Products</b>                                         | 3%                           | 4%                     | 6%                         | 10%                                                              | 86%                       |

4. Which of the following products do you USE in your practice?

|                                             | Currently using | Thinking about using | Would like to use someday | Plan on using<br>(Thinking about + would like to use someday) | Not interested in using |
|---------------------------------------------|-----------------|----------------------|---------------------------|---------------------------------------------------------------|-------------------------|
| <b>E-Newsletter (e.g. client education)</b> | 23%             | 22%                  | 23%                       | 45%                                                           | 32%                     |
| <b>Cupping</b>                              | 19%             | 13%                  | 16%                       | 29%                                                           | 52%                     |
| <b>Craniosacral Therapy</b>                 | 42%             | 12%                  | 19%                       | 31%                                                           | 27%                     |
| <b>Rehab Services</b>                       | 26%             | 10%                  | 16%                       | 27%                                                           | 47%                     |
| <b>Topical Analgesics</b>                   | 58%             | 8%                   | 6%                        | 15%                                                           | 27%                     |
| <b>TENS Devices</b>                         | 6%              | 8%                   | 13%                       | 21%                                                           | 73%                     |
| <b>Aroma Therapy</b>                        | 59%             | 6%                   | 7%                        | 13%                                                           | 28%                     |
| <b>Esthetic Services</b>                    | 7%              | 6%                   | 11%                       | 17%                                                           | 76%                     |
| <b>Anti-Aging Services</b>                  | 9%              | 5%                   | 10%                       | 16%                                                           | 76%                     |
| <b>Weight Loss Services</b>                 | 6%              | 5%                   | 6%                        | 11%                                                           | 83%                     |
| <b>Acupuncture</b>                          | 4%              | 4%                   | 19%                       | 23%                                                           | 73%                     |

5. Where do you find information about new products and services to use in your practice or offer to your clients? [Please select all that apply]

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## Survey-At-A-Glance

|                               | 2014        |
|-------------------------------|-------------|
| <b>Total Started Survey:</b>  | 662         |
| <b>Total Finished Survey:</b> | 605 (91.4%) |
| <b>Total Invites Sent:</b>    | 64,465      |
| <b>Response Rate:</b>         | 1%          |

### Key Takeaways

- 43% of massage therapists expect to increase the products and services they offer and sell to clients.
- Hot products on top of the current minds of massage therapists are topical analgesics, rehab products, aroma therapy products, homeopathic remedies, pillows, herbs and TENS devices.
- Popular services on top of the current minds of massage therapists are e-newsletter services, cupping, craniosacral, rehab services and acupuncture.
- Almost two-thirds (63%) of massage therapists find information about new products and services via trade publications.