

Global Massage Therapy Services Market Research Report 2025(Status and Outlook)

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Abstracts

Massage therapy services encompass a wide range of therapeutic and wellness-oriented manual techniques applied to the body's soft tissues, including muscles, tendons, ligaments, and connective tissue, with the primary goals of relieving pain, reducing stress, improving circulation, enhancing recovery from injury or physical exertion, and promoting overall relaxation and well-being. These services are delivered by licensed or certified massage therapists in diverse settings such as dedicated spas, wellness centers, medical clinics, fitness facilities, corporate offices, and through mobile or in-home appointments, and may include specialized modalities like Swedish, deep tissue, sports, prenatal, or trigger point therapy, tailored to individual client needs and health objectives.

The global Massage Therapy Services market size was estimated at USD 181.5 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 4.80% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Massage Therapy Services market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Massage Therapy Services market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Massage Therapy Services market.

Global Massage Therapy Services Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Spavia
LaVida Massage
InterContinental Hotels Group plc
Massage Envy
Hand and Stone Massage and Facial Spa
Elements Massage
Massage Heights
The Woodhouse Day Spa
MassageLuXe
Iyara Day Spa
Action Sport Physio
Tranquility Spa

Deep Tissue Healing
Lifecare
Ash Salon
DePasquale The Spa
Wecasa
Lenox Massage & Spa

Market Segmentation (by Type)

Deep Tissue Massage
Lymphatic Massage
Sports Massage
Oncology Massage
Swedish Massage
Others

Market Segmentation (by Application)

Massage Parlour
Hospital/Clinics
Resorts/Hotels

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Massage Therapy Services Market
Overview of the regional outlook of the Massage Therapy Services Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Massage Therapy Services Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Massage Therapy Services, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Massage Therapy Services

1.2 Key Market Segments

1.2.1 Massage Therapy Services Segment by Type

1.2.2 Massage Therapy Services Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 MASSAGE THERAPY SERVICES MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 MASSAGE THERAPY SERVICES MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Massage Therapy Services Product Life Cycle

3.3 Global Massage Therapy Services Revenue Market Share by Company (2020-2025)

3.4 Massage Therapy Services Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.5 Massage Therapy Services Company Headquarters, Area Served, Product Type

3.6 Massage Therapy Services Market Competitive Situation and Trends

3.6.1 Massage Therapy Services Market Concentration Rate

3.6.2 Global 5 and 10 Largest Massage Therapy Services Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 MASSAGE THERAPY SERVICES VALUE CHAIN ANALYSIS

4.1 Massage Therapy Services Value Chain Analysis

- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF MASSAGE THERAPY SERVICES MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Massage Therapy Services Market Porter's Five Forces Analysis

6 MASSAGE THERAPY SERVICES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Massage Therapy Services Market Size Market Share by Type (2020-2025)
- 6.3 Global Massage Therapy Services Market Size Growth Rate by Type (2021-2025)

7 MASSAGE THERAPY SERVICES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Massage Therapy Services Market Size (M USD) by Application (2020-2025)
- 7.3 Global Massage Therapy Services Sales Growth Rate by Application (2020-2025)

8 MASSAGE THERAPY SERVICES MARKET SEGMENTATION BY REGION

- 8.1 Global Massage Therapy Services Market Size by Region
 - 8.1.1 Global Massage Therapy Services Market Size by Region
 - 8.1.2 Global Massage Therapy Services Market Size Market Share by Region
- 8.2 North America

8.2.1 North America Massage Therapy Services Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe Massage Therapy Services Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific Massage Therapy Services Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Massage Therapy Services Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Massage Therapy Services Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 Spavia

9.1.1 Spavia Basic Information

9.1.2 Spavia Massage Therapy Services Product Overview

9.1.3 Spavia Massage Therapy Services Product Market Performance

9.1.4 Spavia SWOT Analysis

9.1.5 Spavia Business Overview

- 9.1.6 Spavia Recent Developments
- 9.2 LaVida Massage
 - 9.2.1 LaVida Massage Basic Information
 - 9.2.2 LaVida Massage Massage Therapy Services Product Overview
 - 9.2.3 LaVida Massage Massage Therapy Services Product Market Performance
 - 9.2.4 LaVida Massage SWOT Analysis
 - 9.2.5 LaVida Massage Business Overview
 - 9.2.6 LaVida Massage Recent Developments
- 9.3 InterContinental Hotels Group plc
 - 9.3.1 InterContinental Hotels Group plc Basic Information
 - 9.3.2 InterContinental Hotels Group plc Massage Therapy Services Product Overview
 - 9.3.3 InterContinental Hotels Group plc Massage Therapy Services Product Market Performance
 - 9.3.4 InterContinental Hotels Group plc SWOT Analysis
 - 9.3.5 InterContinental Hotels Group plc Business Overview
 - 9.3.6 InterContinental Hotels Group plc Recent Developments
- 9.4 Massage Envy
 - 9.4.1 Massage Envy Basic Information
 - 9.4.2 Massage Envy Massage Therapy Services Product Overview
 - 9.4.3 Massage Envy Massage Therapy Services Product Market Performance
 - 9.4.4 Massage Envy Business Overview
 - 9.4.5 Massage Envy Recent Developments
- 9.5 Hand and Stone Massage and Facial Spa
 - 9.5.1 Hand and Stone Massage and Facial Spa Basic Information
 - 9.5.2 Hand and Stone Massage and Facial Spa Massage Therapy Services Product Overview
 - 9.5.3 Hand and Stone Massage and Facial Spa Massage Therapy Services Product Market Performance
 - 9.5.4 Hand and Stone Massage and Facial Spa Business Overview
 - 9.5.5 Hand and Stone Massage and Facial Spa Recent Developments
- 9.6 Elements Massage
 - 9.6.1 Elements Massage Basic Information
 - 9.6.2 Elements Massage Massage Therapy Services Product Overview
 - 9.6.3 Elements Massage Massage Therapy Services Product Market Performance
 - 9.6.4 Elements Massage Business Overview
 - 9.6.5 Elements Massage Recent Developments
- 9.7 Massage Heights
 - 9.7.1 Massage Heights Basic Information
 - 9.7.2 Massage Heights Massage Therapy Services Product Overview

- 9.7.3 Massage Heights Massage Therapy Services Product Market Performance
- 9.7.4 Massage Heights Business Overview
- 9.7.5 Massage Heights Recent Developments
- 9.8 The Woodhouse Day Spa
 - 9.8.1 The Woodhouse Day Spa Basic Information
 - 9.8.2 The Woodhouse Day Spa Massage Therapy Services Product Overview
 - 9.8.3 The Woodhouse Day Spa Massage Therapy Services Product Market Performance
 - 9.8.4 The Woodhouse Day Spa Business Overview
 - 9.8.5 The Woodhouse Day Spa Recent Developments
- 9.9 MassageLuXe
 - 9.9.1 MassageLuXe Basic Information
 - 9.9.2 MassageLuXe Massage Therapy Services Product Overview
 - 9.9.3 MassageLuXe Massage Therapy Services Product Market Performance
 - 9.9.4 MassageLuXe Business Overview
 - 9.9.5 MassageLuXe Recent Developments
- 9.10 Iyara Day Spa
 - 9.10.1 Iyara Day Spa Basic Information
 - 9.10.2 Iyara Day Spa Massage Therapy Services Product Overview
 - 9.10.3 Iyara Day Spa Massage Therapy Services Product Market Performance
 - 9.10.4 Iyara Day Spa Business Overview
 - 9.10.5 Iyara Day Spa Recent Developments
- 9.11 Action Sport Physio
 - 9.11.1 Action Sport Physio Basic Information
 - 9.11.2 Action Sport Physio Massage Therapy Services Product Overview
 - 9.11.3 Action Sport Physio Massage Therapy Services Product Market Performance
 - 9.11.4 Action Sport Physio Business Overview
 - 9.11.5 Action Sport Physio Recent Developments
- 9.12 Tranquility Spa
 - 9.12.1 Tranquility Spa Basic Information
 - 9.12.2 Tranquility Spa Massage Therapy Services Product Overview
 - 9.12.3 Tranquility Spa Massage Therapy Services Product Market Performance
 - 9.12.4 Tranquility Spa Business Overview
 - 9.12.5 Tranquility Spa Recent Developments
- 9.13 Deep Tissue Healing
 - 9.13.1 Deep Tissue Healing Basic Information
 - 9.13.2 Deep Tissue Healing Massage Therapy Services Product Overview
 - 9.13.3 Deep Tissue Healing Massage Therapy Services Product Market Performance
 - 9.13.4 Deep Tissue Healing Business Overview

9.13.5 Deep Tissue Healing Recent Developments

9.14 Lifecare

9.14.1 Lifecare Basic Information

9.14.2 Lifecare Massage Therapy Services Product Overview

9.14.3 Lifecare Massage Therapy Services Product Market Performance

9.14.4 Lifecare Business Overview

9.14.5 Lifecare Recent Developments

9.15 Ash Salon

9.15.1 Ash Salon Basic Information

9.15.2 Ash Salon Massage Therapy Services Product Overview

9.15.3 Ash Salon Massage Therapy Services Product Market Performance

9.15.4 Ash Salon Business Overview

9.15.5 Ash Salon Recent Developments

9.16 DePasquale The Spa

9.16.1 DePasquale The Spa Basic Information

9.16.2 DePasquale The Spa Massage Therapy Services Product Overview

9.16.3 DePasquale The Spa Massage Therapy Services Product Market Performance

9.16.4 DePasquale The Spa Business Overview

9.16.5 DePasquale The Spa Recent Developments

9.17 Wecasa

9.17.1 Wecasa Basic Information

9.17.2 Wecasa Massage Therapy Services Product Overview

9.17.3 Wecasa Massage Therapy Services Product Market Performance

9.17.4 Wecasa Business Overview

9.17.5 Wecasa Recent Developments

9.18 Lenox Massage and Spa

9.18.1 Lenox Massage and Spa Basic Information

9.18.2 Lenox Massage and Spa Massage Therapy Services Product Overview

9.18.3 Lenox Massage and Spa Massage Therapy Services Product Market

Performance

9.18.4 Lenox Massage and Spa Business Overview

9.18.5 Lenox Massage and Spa Recent Developments

10 MASSAGE THERAPY SERVICES MARKET FORECAST BY REGION

10.1 Global Massage Therapy Services Market Size Forecast

10.2 Global Massage Therapy Services Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Massage Therapy Services Market Size Forecast by Country

- 10.2.3 Asia Pacific Massage Therapy Services Market Size Forecast by Region
- 10.2.4 South America Massage Therapy Services Market Size Forecast by Country
- 10.2.5 Middle East and Africa Forecasted Sales of Massage Therapy Services by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

- 11.1 Global Massage Therapy Services Market Forecast by Type (2026-2033)
- 11.2 Global Massage Therapy Services Market Forecast by Application (2026-2033)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Massage Therapy Services Market Size Comparison by Region (M USD)

Table 5. Global Massage Therapy Services Revenue (M USD) by Company
(2020-2025)

Table 6. Global Massage Therapy Services Revenue Share by Company (2020-2025)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Massage Therapy Services as of 2024)

Table 8. Massage Therapy Services Company Headquarters and Area Served

Table 9. Company Massage Therapy Services Product Type

Table 10. Global Massage Therapy Services Company Market Concentration Ratio
(CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Midstream Market Analysis

Table 13. Downstream Customer Analysis

Table 14. Key Development Trends

Table 15. Driving Factors

Table 16. Massage Therapy Services Market Challenges

Table 17. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 18. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 19. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 20. Global Massage Therapy Services Market Size by Type (M USD)

Table 21. Global Massage Therapy Services Market Size (M USD) by Type
(2020-2025)

Table 22. Global Massage Therapy Services Market Size Share by Type (2020-2025)

Table 23. Global Massage Therapy Services Market Size Growth Rate by Type
(2021-2025)

Table 24. Global Massage Therapy Services Market Size by Application

Table 25. Global Massage Therapy Services Market Size by Application (2020-2025) &
(M USD)

Table 26. Global Massage Therapy Services Market Share by Application (2020-2025)

Table 27. Global Massage Therapy Services Sales Growth Rate by Application
(2020-2025)

Table 28. Global Massage Therapy Services Market Size by Region (2020-2025) & (M

USD)

Table 29. Global Massage Therapy Services Market Size Market Share by Region (2020-2025)

Table 30. North America Massage Therapy Services Market Size by Country (2020-2025) & (M USD)

Table 31. Europe Massage Therapy Services Market Size by Country (2020-2025) & (M USD)

Table 32. Asia Pacific Massage Therapy Services Market Size by Region (2020-2025) & (M USD)

Table 33. South America Massage Therapy Services Market Size by Country (2020-2025) & (M USD)

Table 34. Middle East and Africa Massage Therapy Services Market Size by Region (2020-2025) & (M USD)

Table 35. Spavia Basic Information

Table 36. Spavia Massage Therapy Services Product Overview

Table 37. Spavia Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)

Table 38. Spavia SWOT Analysis

Table 39. Spavia Business Overview

Table 40. Spavia Recent Developments

Table 41. LaVida Massage Basic Information

Table 42. LaVida Massage Massage Therapy Services Product Overview

Table 43. LaVida Massage Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)

Table 44. LaVida Massage SWOT Analysis

Table 45. LaVida Massage Business Overview

Table 46. LaVida Massage Recent Developments

Table 47. InterContinental Hotels Group plc Basic Information

Table 48. InterContinental Hotels Group plc Massage Therapy Services Product Overview

Table 49. InterContinental Hotels Group plc Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)

Table 50. InterContinental Hotels Group plc SWOT Analysis

Table 51. InterContinental Hotels Group plc Business Overview

Table 52. InterContinental Hotels Group plc Recent Developments

Table 53. Massage Envy Basic Information

Table 54. Massage Envy Massage Therapy Services Product Overview

Table 55. Massage Envy Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)

Table 56. Massage Envy Business Overview
Table 57. Massage Envy Recent Developments
Table 58. Hand and Stone Massage and Facial Spa Basic Information
Table 59. Hand and Stone Massage and Facial Spa Massage Therapy Services Product Overview
Table 60. Hand and Stone Massage and Facial Spa Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 61. Hand and Stone Massage and Facial Spa Business Overview
Table 62. Hand and Stone Massage and Facial Spa Recent Developments
Table 63. Elements Massage Basic Information
Table 64. Elements Massage Massage Therapy Services Product Overview
Table 65. Elements Massage Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 66. Elements Massage Business Overview
Table 67. Elements Massage Recent Developments
Table 68. Massage Heights Basic Information
Table 69. Massage Heights Massage Therapy Services Product Overview
Table 70. Massage Heights Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 71. Massage Heights Business Overview
Table 72. Massage Heights Recent Developments
Table 73. The Woodhouse Day Spa Basic Information
Table 74. The Woodhouse Day Spa Massage Therapy Services Product Overview
Table 75. The Woodhouse Day Spa Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 76. The Woodhouse Day Spa Business Overview
Table 77. The Woodhouse Day Spa Recent Developments
Table 78. MassageLuXe Basic Information
Table 79. MassageLuXe Massage Therapy Services Product Overview
Table 80. MassageLuXe Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 81. MassageLuXe Business Overview
Table 82. MassageLuXe Recent Developments
Table 83. Iyara Day Spa Basic Information
Table 84. Iyara Day Spa Massage Therapy Services Product Overview
Table 85. Iyara Day Spa Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 86. Iyara Day Spa Business Overview
Table 87. Iyara Day Spa Recent Developments

Table 88. Action Sport Physio Basic Information
Table 89. Action Sport Physio Massage Therapy Services Product Overview
Table 90. Action Sport Physio Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 91. Action Sport Physio Business Overview
Table 92. Action Sport Physio Recent Developments
Table 93. Tranquility Spa Basic Information
Table 94. Tranquility Spa Massage Therapy Services Product Overview
Table 95. Tranquility Spa Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 96. Tranquility Spa Business Overview
Table 97. Tranquility Spa Recent Developments
Table 98. Deep Tissue Healing Basic Information
Table 99. Deep Tissue Healing Massage Therapy Services Product Overview
Table 100. Deep Tissue Healing Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 101. Deep Tissue Healing Business Overview
Table 102. Deep Tissue Healing Recent Developments
Table 103. Lifecare Basic Information
Table 104. Lifecare Massage Therapy Services Product Overview
Table 105. Lifecare Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 106. Lifecare Business Overview
Table 107. Lifecare Recent Developments
Table 108. Ash Salon Basic Information
Table 109. Ash Salon Massage Therapy Services Product Overview
Table 110. Ash Salon Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 111. Ash Salon Business Overview
Table 112. Ash Salon Recent Developments
Table 113. DePasquale The Spa Basic Information
Table 114. DePasquale The Spa Massage Therapy Services Product Overview
Table 115. DePasquale The Spa Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)
Table 116. DePasquale The Spa Business Overview
Table 117. DePasquale The Spa Recent Developments
Table 118. Wecasa Basic Information
Table 119. Wecasa Massage Therapy Services Product Overview
Table 120. Wecasa Massage Therapy Services Revenue (M USD) and Gross Margin

(2020-2025)

Table 121. Wecasa Business Overview

Table 122. Wecasa Recent Developments

Table 123. Lenox Massage and Spa Basic Information

Table 124. Lenox Massage and Spa Massage Therapy Services Product Overview

Table 125. Lenox Massage and Spa Massage Therapy Services Revenue (M USD) and Gross Margin (2020-2025)

Table 126. Lenox Massage and Spa Business Overview

Table 127. Lenox Massage and Spa Recent Developments

Table 128. Global Massage Therapy Services Market Size Forecast by Region (2026-2033) & (M USD)

Table 129. North America Massage Therapy Services Market Size Forecast by Country (2026-2033) & (M USD)

Table 130. Europe Massage Therapy Services Market Size Forecast by Country (2026-2033) & (M USD)

Table 131. Asia Pacific Massage Therapy Services Market Size Forecast by Region (2026-2033) & (M USD)

Table 132. South America Massage Therapy Services Market Size Forecast by Country (2026-2033) & (M USD)

Table 133. Middle East and Africa Massage Therapy Services Market Size Forecast by Country (2026-2033) & (M USD)

Table 134. Global Massage Therapy Services Market Size Forecast by Type (2026-2033) & (M USD)

Table 135. Global Massage Therapy Services Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of Massage Therapy Services

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Massage Therapy Services Market Size (M USD), 2024-2033

Figure 5. Global Massage Therapy Services Market Size (M USD) (2020-2033)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Massage Therapy Services Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global Massage Therapy Services Product Life Cycle

Figure 12. Global Massage Therapy Services Revenue Share by Company in 2024

Figure 13. Massage Therapy Services Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 14. The Global 5 and 10 Largest Players: Market Share by Massage Therapy Services Revenue in 2024

Figure 15. Value Chain Map of Massage Therapy Services

Figure 16. Global Massage Therapy Services Market PEST Analysis

Figure 17. Global Massage Therapy Services Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global Massage Therapy Services Market Share by Type

Figure 20. Market Size Share of Massage Therapy Services by Type (2020-2025)

Figure 21. Market Size Share of Massage Therapy Services by Type in 2024

Figure 22. Global Massage Therapy Services Market Size Growth Rate by Type (2021-2025)

Figure 23. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 24. Global Massage Therapy Services Market Share by Application

Figure 25. Global Massage Therapy Services Market Share by Application (2020-2025)

Figure 26. Global Massage Therapy Services Market Share by Application in 2024

Figure 27. Global Massage Therapy Services Sales Growth Rate by Application (2020-2025)

Figure 28. Global Massage Therapy Services Market Size Market Share by Region (2020-2025)

Figure 29. North America Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 30. North America Massage Therapy Services Market Size Market Share by Country in 2024

Figure 31. U.S. Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 32. Canada Massage Therapy Services Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Mexico Massage Therapy Services Market Size (M USD) and Growth Rate (2020-2025)

Figure 34. Europe Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 35. Europe Massage Therapy Services Market Share by Country in 2024

Figure 36. Germany Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. France Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. U.K. Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Italy Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Spain Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 41. Asia Pacific Massage Therapy Services Market Size and Growth Rate (M USD)

Figure 42. Asia Pacific Massage Therapy Services Market Size Market Share by Region in 2024

Figure 43. China Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. Japan Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. South Korea Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. India Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Southeast Asia Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 48. South America Massage Therapy Services Market Size and Growth Rate (M USD)

Figure 49. South America Massage Therapy Services Market Size Market Share by Country in 2024

Figure 50. Brazil Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Argentina Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Columbia Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 53. Middle East and Africa Massage Therapy Services Market Size and Growth Rate (M USD)

Figure 54. Middle East and Africa Massage Therapy Services Market Size Market Share by Region in 2024

Figure 55. Saudi Arabia Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. UAE Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Egypt Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. Nigeria Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. South Africa Massage Therapy Services Market Size and Growth Rate (2020-2025) & (M USD)

Figure 60. Global Massage Therapy Services Market Size Forecast (2020-2033) & (M USD)

Figure 61. Global Massage Therapy Services Market Share Forecast by Type (2026-2033)

Figure 62. Global Massage Therapy Services Market Share Forecast by Application (2026-2033)

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