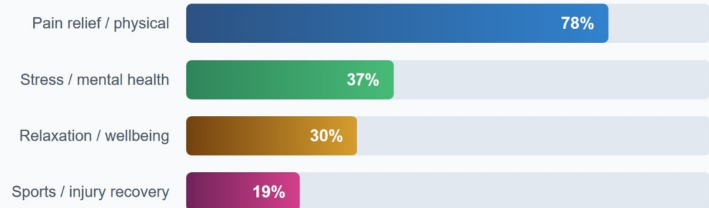


## 2.2 Million UK Adults Use Massage for Stress and Mental Wellbeing, Report Finds

*Massages Me finds 11% of UK adults (5.9m) use massage annually. Shift from luxury to health is confirmed, driven by chronic pain and mental wellbeing.*

LONDON, UNITED KINGDOM, December 8, 2025 /EINPresswire.com/ -- New national research finds that massage therapy is transitioning from an occasional luxury to a regular form of preventative healthcare in Britain. The study reveals that 1 in 9 UK adults now receive professional massage annually, an estimated 5.9 million people.

### WHY UK ADULTS SEEK MASSAGE THERAPY



Source: Massages Me analysis, 2025. Note: Users may cite multiple motivations.



Why UK Adults Seek Massage Therapy (Top Motivations and Percentage Breakdown). Source: Massages Me analysis, 2025. Note: Users may cite multiple motivations.

The UK Massage Industry Report 2025, published today by [Massages Me](#), indicates the sector is undergoing rapid structural and cultural change, as consumer use increasingly centres on clinical and mental health needs rather than solely relaxation. With use now spread across all adult age groups, massage is becoming a mainstream component of the UK's wellness landscape.

### Key Findings: A Shift from Relaxation to Healthcare

The analysis shows that the rise in usage is driven by the demand for soft-tissue intervention to manage physical and mental stress:

- **Clinical Need Dominates:** 78% of users now book massage treatments to relieve chronic pain, musculoskeletal tension, or post-injury symptoms.
- **Mental Health Drives Growth:** Demand related to managing stress, anxiety, burnout, and sleep disruption is a key driver, with more than 2.2 million adults turning to massage for this purpose. This category shows the fastest growth over the past two years.

### Growth in Specialised Therapies

Data highlights strong interest in targeted therapeutic modalities, suggesting a more informed consumer base selecting services tailored to specific health needs. These treatments include:

- Sports Massage
- Deep Tissue Massage
- Lymphatic Drainage
- Thai Massage

### Regional Demand and Market Support

While the shift is national, it is highly concentrated in metropolitan areas. Booking analysis suggests that massage in London has become an integral part of preventive healthcare for many professionals, with consumers relying on it for physical maintenance and mental decompression amid the high-pressure culture of the capital.

The UK massage equipment market supports this trend, projected to reach £370 million in 2024, demonstrating that consumers are supplementing professional treatments with at-home practices.

### Commentary

Martha Anderson, Head of Research and spokesperson for Massages Me, commented on the findings:

"The data shows a clear behavioural shift: people are integrating massage into their healthcare routines, particularly for pain management and mental wellbeing. When nearly six million adults are accessing these services each year, it reflects a sector that has moved firmly into the mainstream and is now an essential part of Britain's wider wellness economy."

### Industry Outlook

The report concludes the UK massage sector is positioned for continued growth into 2026, supported by strong demand for therapeutic solutions.

### Editor's Notes

Full Report: Read the complete UK Massage Industry Report 2025, including data tables and charts: <https://www.massagesme.uk/blog/uk-massage-industry-trends-2025-26>

Massages Me (UK) is a key information platform supporting the UK massage therapy profession. The organisation, which provides data-driven industry insights and advances professional

standards, is affiliated with US-based [MassageMe.com](https://www.messageme.com) and connects qualified therapists with clients nationwide.

Thomas Kaspersky  
Renomark Limited  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/873452729>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.