

# Hypnotherapy Career Outlook

2023 and beyond

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## Hypnotherapy Career: A Savvy Choice for Heart-Centered Entrepreneurs

Want your career to be on a steady incline?

There has been an increase in demand for hypnotherapists over the last several years, and this trend is predicted to continue.

Read on for a summary of wages, top work locations, and overall demand for hypnotherapists in the United States.

# Career Outlook at a Glance

**\$82,270,000,000**

Global complementary and alternative medicine market size in 2020.

## Key Takeaway

With increasing demand for services and healthy wages, hypnotherapy is a promising career choice.

**22%**

Expected growth in complementary and alternative medicine market from 2020-2028(1)

**22.4%**

Expected growth in hypnotherapy demand from 2020-2028(1)

**\$46.7**

Mean hourly wage for alternative healthcare practitioners (2)

(1) [Grand View Research Industry Analysis](#)

(2) U.S. Bureau of Labor Statistics



## Wages for Hypnotherapists in the U.S.

The U.S. Bureau of Labor Statistics places hypnotherapists under the category of “Healthcare Diagnosing or Treating Practitioners, All Other.”

Hypnotherapy can be used to treat a wide range of conditions such as weight loss, phobias, anxiety disorders, and addictions.

Increasingly, it is being used as an alternative or in conjunction with western medicine.

The mean annual wage for practitioners in the “All others” category is \$97,270, or \$46.77 per hour.

### Earnings by Percentile

Percentile	10%	25%	50% (Median)	75%	90%
Hourly Wage	\$20.77	\$29.17	\$39.63	\$60.61	\$77.40
Annual Wage	\$43,200	\$60,680	\$82,420	\$126,070	\$160,990

Looking at annual wages by percentile, half of hypnotherapist practitioners make more than \$82,000 per year. An additional **35% of practitioners make more than \$126,000 per year.**

Hypnotherapists in the top 10% make \$160,900 or more per year. In each of these percentiles, the wage can be considered comfortable.

# Wages by State



Wages vary by state and metropolitan area. The top-paying state is Maryland, which has an annual mean wage of nearly \$140,000 for practicing hypnotherapists. **Idaho, Georgia, New Hampshire, and Rhode Island** are the next biggest contenders for top wages.

## Top 5 States for Hypnotherapists (By Income)

State	Employment	Employment per thousand jobs	Hourly mean wage	Annual mean wage
Maryland	5,440	2.16	\$67.08	\$139,530
Idaho	150	0.2	\$64.03	\$133,180
Georgia	2,600	0.6	\$54.84	\$114,070
New Hampshire	100	0.17	\$53.92	\$112,160
Rhode Island	280	0.62	\$53.54	\$111,370

# Top-Paying Metropolitan Areas



The top-paying metropolitan area is **Baton Rouge, LA**, which boasts a mean annual wage of nearly \$220,000 per year. **Salem, Oregon** is close behind, with a mean annual wage of about \$218,000 per year.

## Top 10 Metropolitan Areas (By Income)

Metropolitan area	Employment	Employment per thousand jobs	Hourly mean wage	Annual mean wage
Baton Rouge, LA	30	0.09	\$105.28	\$218,990
Salem, OR	50	0.27	\$104.93	\$218,260
Washington-Arlington-Alexandria, DC-VA-MD-WV	5,680	1.88	\$67.13	\$139,630
Boise City, ID	100	0.29	\$65.42	\$136,080
Austin-Round Rock, TX	190	0.18	\$63.82	\$132,750
Fort Collins, CO	30	0.22	\$58.92	\$122,550
Baltimore-Columbia-Towson, MD	260	0.2	\$57.27	\$119,110
Raleigh, NC	Not available	Not available	\$56.49	\$117,490
Atlanta-Sandy Springs-Roswell, GA	2,380	0.9	\$55.23	\$114,870
Chico, CA	Not available	Not available	\$54.76	\$113,910

# Top-Paying Non-Metropolitan Areas



Hypnotherapists outside of metropolitan areas can establish a lucrative practice as well. Non-metropolitan areas with the highest wages for hypnotherapists are **Southwest Louisiana, South Georgia, Western Wisconsin, Western Washington, and Southern Vermont.**

## Top 5 Non-Metropolitan Areas (By Income)

Nonmetropolitan area	Employment	Employment per thousand jobs	Hourly mean wage	Annual mean wage
Southwest Louisiana nonmetropolitan area	Not released	Not released	More than \$100	More than \$208,000
South Georgia nonmetropolitan area	40	0.2	\$65.98	\$137,240
Western Wisconsin nonmetropolitan area	40	0.29	\$46.95	\$97,660
Western Washington nonmetropolitan area	30	0.26	\$41.25	\$85,800
Southern Vermont nonmetropolitan area	50	0.5	\$35.53	\$73,890



## Where Hypnotherapists Work in the U.S.

Hypnotherapists can work from virtually any location they choose.

Metropolitan areas with the highest number of practicing hypnotherapists are located in **Washington DC, New York, California, Georgia, and Washington State.**

The annual mean wage for those top metropolitan areas ranges from about \$96,000 to \$140,000 per year.

Non-metropolitan areas with the most practicing hypnotherapists are located in **Maine, Vermont, Alaska, Arizona, and Western Wisconsin.** For these areas, the annual mean wage ranges from \$66,250 per year to \$97,660 per year.

Of course, this report doesn't take into account telecommuting hypnotherapists, who can provide services to clients anywhere in the world, regardless of their own location.

# Most Popular Locations for Hypnotherapists by Employment Numbers



## Top Metropolitan Locations for Hypnotherapists

Metropolitan area	Employment	Employment per thousand jobs	Hourly mean wage	Annual mean wage
Washington-Arlington-Alexandria, DC-VA-MD-WV	5,680	1.88	\$67.13	\$139,630
New York-Newark-Jersey City, NY-NJ-PA	2,850	0.32	\$46.31	\$96,330
Los Angeles-Long Beach-Anaheim, CA	2,710	0.47	\$47.68	\$99,160
Atlanta-Sandy Springs-Roswell, GA	2,380	0.9	\$55.23	\$114,870
Seattle-Tacoma-Bellevue, WA	1,040	0.53	\$46.48	\$96,670
San Francisco-Oakland-Hayward, CA	840	0.36	\$38.15	\$79,360
Portland-Vancouver-Hillsboro, OR-WA	740	0.65	\$43.47	\$90,420

## Top Non-Metropolitan Locations for Hypnotherapists

Nonmetropolitan area	Employment	Employment per thousand jobs	Hourly mean wage	Annual mean wage
Southwest Maine nonmetropolitan area	120	0.64	\$31.85	\$66,250
Southern Vermont nonmetropolitan area	50	0.5	\$35.53	\$73,890
Alaska nonmetropolitan area	50	0.47	Not reported	Not reported
Arizona nonmetropolitan area	40	0.47	\$34.72	\$72,210
Western Wisconsin nonmetropolitan area	40	0.29	\$46.95	\$97,660

# Future Outlook for Hypnotherapy

If you're concerned the market for hypnotherapists will become oversaturated, there's little need to worry.

According to a report by Grand View Research, the complementary and alternative medicine market is expected to grow by 22% from 2021-2028.

The report looked at several categories of alternative intervention including demand for mind-healing services, including:

- Autosuggestion
- Hypnotherapy
- Neuro-linguistic Programming
- Self-hypnosis
- Spiritual Mind Treatment
- Transcendental Meditation

Of these services, hypnotherapy demand was expected to grow fastest at 22.44%.

There has been a significant increase in the number of people looking to train as hypnotherapists and, along with this increased interest, it is our belief that future demand will be strong.



# Next Steps for Aspiring Hypnotherapists



1

## Attend Free Online Training

Interested in becoming a professional Hypnotist? In this free hypnosis course, renowned hypnotherapist Erika Flint explains how our Professional Hypnosis and Hypnotherapy Training can help you become an amazing hypnotherapist. Attend the masterclass at [cascadehypnosistraining.com](https://cascadehypnosistraining.com)

2

## Apply for Training and Certification

We are committed to the comprehensive success of our hypnotists in the creation of the hypnosis practice of their dreams. If you're ready to do everything it takes to transform yourself and your clients with the power of a modern and professional system of hypnosis, complete the application at [cascadehypnosistraining.com/apply](https://cascadehypnosistraining.com/apply).