

The US Yoga Instruction Market: Size, Trends & Forecasts (2017-2021)

September 2017



The US Yoga Instruction Market

Scope of the Report

The report titled “The US Yoga Instruction Market: Size, Trends & Forecasts (2017-2021)” summarizes a detailed analysis of the US yoga instruction market with market sizing and growth. The analysis includes market size in terms of volume, penetration rate, practitioners spending and spending by segments. The US is the largest market for the yoga instruction over the past few years and is expected to dominate the market in the upcoming years also. The report also covers global yoga market by value and, by segment.

Furthermore, the report also assesses the key opportunities available in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall the US yoga instruction market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competitive environment in the yoga market is intense and is the market is occupied by a large number of players. YogaWorks, CorePower Yoga, Life Time Fitness and, Equinox Holdings are some of the major players in the US yoga instruction market whose company profiling has been done in the report. This segment of the report summarizes business overview, financial overview and the business strategies adopted by respective companies.

Company Coverage

YogaWorks Inc.

CorePower Yoga

Life Time Fitness

Equinox Holdings

The US Yoga Instruction Market

Executive Summary

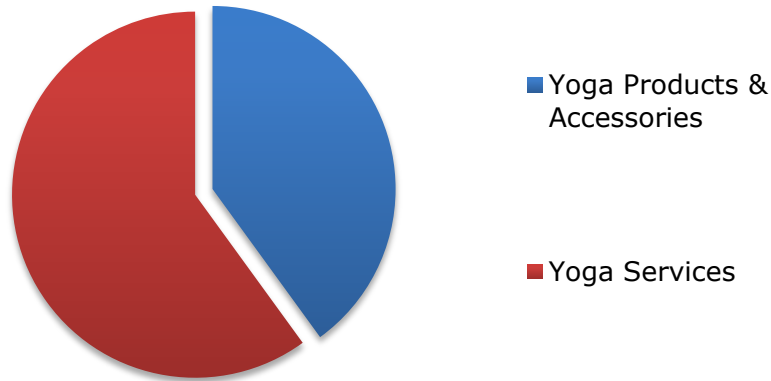
Yoga is more than 5,000 year old ancient practice which is now popular in almost every part of the globe. Stressed lifestyle is attracting more and more population towards this age old practice for physical well-being as well as inner peace of mind. Yoga is a science. As there are physical sciences to create external well-being, yoga is the science for inner well-being. The rising popularity of yoga inculcates the demand for a place (yoga studio) as well as person (yoga instructor) which exclusively deal with the teaching of yoga.

A yoga studio is specifically designed for practicing of yoga, where yoga classes and instruction take place. These studios could be as simple as a single room or have a modern structure with modern accessories such as heated humidified rooms for Hot yoga. A yoga teacher is a person who has mastery over the poses used in yoga practice and incorporates the mental, emotional and spiritual elements of the discipline into their teaching.

The US yoga instruction market has shown upward trends over the past few years and projections are made that the market would grow at a rapid pace in the forecasted period i.e. 2017-2021. The US yoga instruction market is expected to be primarily driven by growing popularity of yoga among all age groups, rising disposable income, growing number of well-equipped yoga studios, emergence of online yoga classes etc. Yet the growth of the market is obstructed by factors such as high overhead cost of yoga studios and, lack of consistency among practitioners.

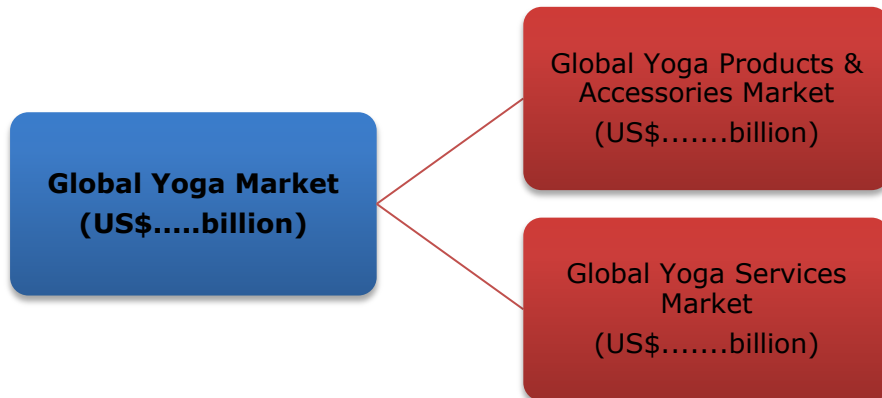
Global Yoga Market Analysis

Global Yoga Market by Segments; 2016



The global yoga industry is divided into two major segments namely yoga products & accessories and yoga services. Yoga products and accessories accounted for% share while yoga services had contribution of% share in the overall yoga market

Global Yoga Market Overview; 2016

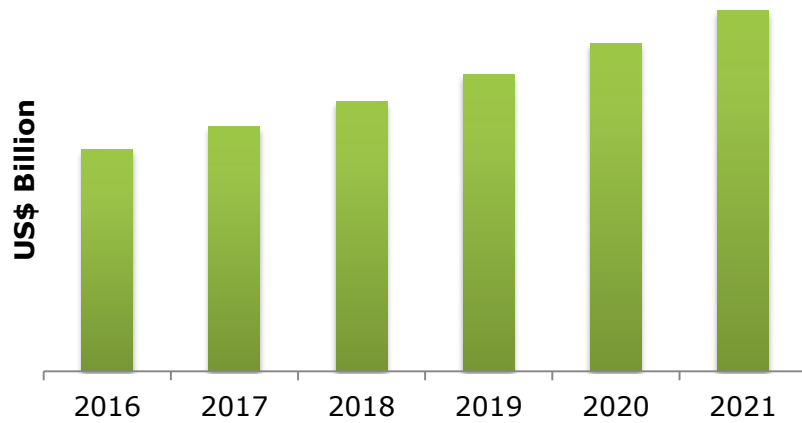


The global yoga market was valued at US\$..... billion in 2016 and is projected to elevate at a significant growth rate in the next five years on the back of rising popularity of yoga among all age groups around the globe.

In 2016, global yoga products and accessories was valued at US\$48 billion while global yoga services market was valued at US\$.... billion in the overall yoga industry.

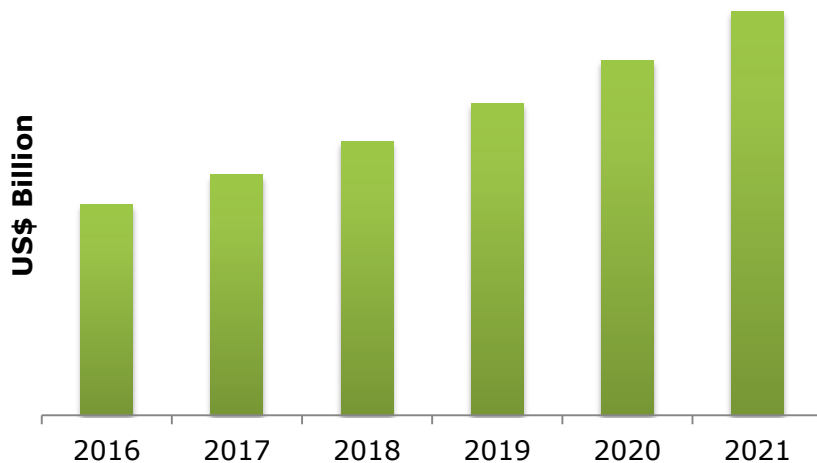
The US Yoga Instruction Market Analysis

The US Yoga Instruction Market by Value;
2016-2021E (US\$ Billion)



The US yoga instruction market was value at US\$..... billion in 2016 which is projected to reach US\$..... billion in 2021 with YOY growth rate of%. Rising yoga industry in the region, growing disposable income,, Andare some of the major factors that would aid the market to grow in the forecasted period. By the end of 2021, the US yoga instruction market is expected to reach US\$..... billion with a compound annual growth rate of% over the years 2017 to 2021.

The US Yoga Market by Practitioner Spending;
2016-2021E (US\$ Billion)

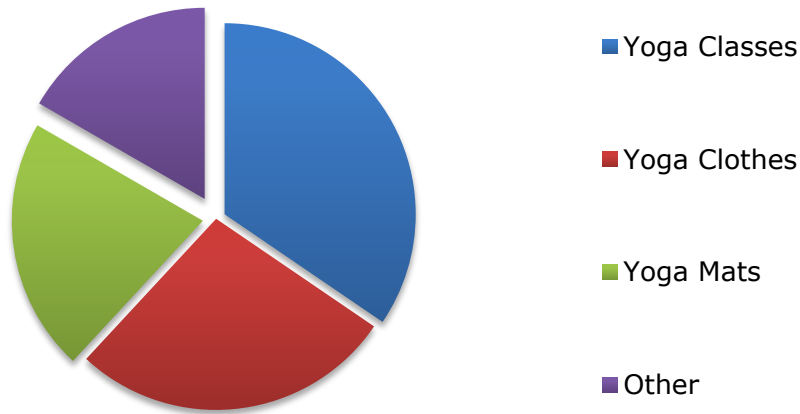


The yoga practitioners in the US spent US\$..... billion on yoga classes, clothing, equipment and accessories during the year 2016.

Spending by yoga practitioners is forecasted to reach US\$..... billion by the end of 2021 from US\$..... billion in 2017 with a compound annual growth rate of% over the same span of time.

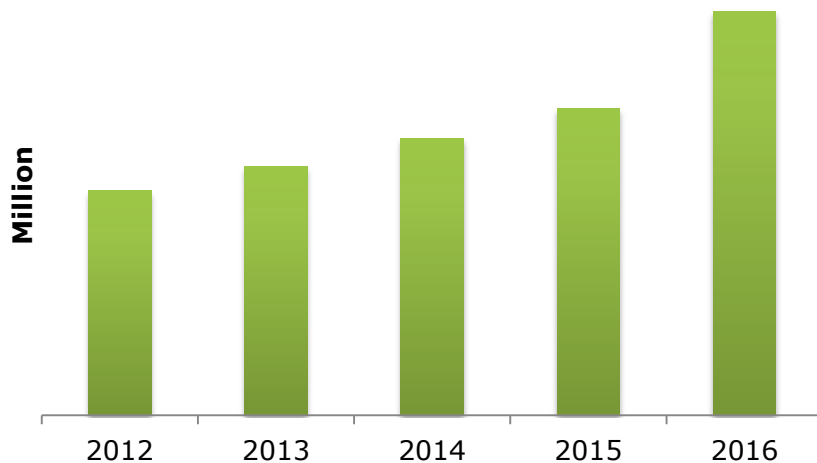
The US Yoga Instruction Market Analysis

The US Yoga Spending by Segments; 2016



Yoga products include yoga apparel, yoga mats, equipments, yoga blanket etc. Yoga services includes yoga studios, training classes and online yoga classes. Practitioners spent US\$.... billion or% on yoga classes and US\$.... billion or% on yoga apparels which were more than double what they were spending just a few years ago. Yoga practitioners spent US\$.... billion or% on yoga mats and other items.

The US Yoga Market by Volume; 2012-2016 (Million)

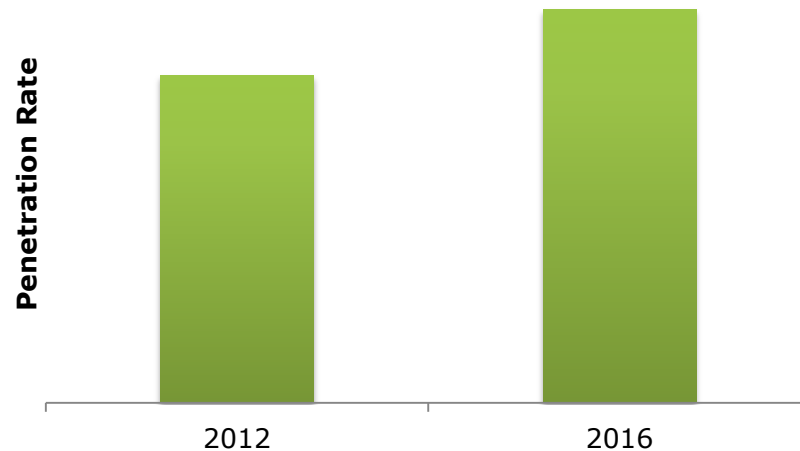


The US is the major market of the global yoga industry and accounted for the highest share. The number of yoga practitioners had grown over by% in the last four years to million in 2016 as compared to million in 2012.

Over the period spanning from 2012 to 2016, the number of yoga practitioners grew at a CAGR of%.

The US Yoga Instruction Market Analysis

The US Yoga Market by Penetration Rate;
2012 & 2016



Yoga awareness among Americans has increased since 2012. The students in the US tend to begin practicing yoga to improve their physical well being. In 2012,% of the US population were aware about the yoga practices which inclined to% in 2016.