



Study Highlights for YOGA BUSINESSES AND VENDORS

Who Practices Yoga Today

- ❖ In the U.S. today, there are 36.7M yoga practitioners, up from 20.4M in 2012
- ❖ Practitioners spend \$16B on classes, gear and accessories – the most on classes and instruction
- ❖ 72% are women (26.4M), 28% are men (10.3M)
- ❖ 74% have been practicing for five or fewer years
- ❖ 34% of Americans, or 80M people say they are likely to try yoga over the next 12 months
- ❖ Populations that are growing include men and older Americans

About Yoga Practitioners

- ❖ Yoga students are more likely to say they have good mental clarity, are strong, have good balance and dexterity, give back to the community and live and eat sustainably
- ❖ 79% of practitioners also run, cycle, lift weights or participate in at least one other athletic activity
- ❖ Flexibility, stress reduction and overall fitness are top reasons to start and keep practicing yoga
- ❖ Function, performance, price and comfort are the top factors when choosing yoga products

About Yoga Teachers and Studios

- ❖ Nearly all yoga teachers and trainees are interested in training courses that strengthen their skills and practices
- ❖ Yoga Journal is the primary source of information for yoga teachers and trainees
- ❖ More than half of teachers and trainees report posting a yoga selfie and making and distributing instructional videos
- ❖ About half of U.S. yoga teachers say they are Yoga Alliance Registered Yoga Teachers
- ❖ 65% of yoga studios have been in operation for more than six years
- ❖ 72% of studio owners recognize Yoga Alliance's credential as very important for their teachers
- ❖ More than half of yoga studios generate revenue from offering other types of fitness classes, wellness services and accessories