**Yoga Studios and Products 2018**

**A Profitable Pose**

* According to a 2016 *Yoga Journal* report, the US yoga market, including classes, clothing, equipment and accessories, generated revenues of $16.8 billion, an increase of 60% from 2012.
* The number of Americans practicing yoga increased 76.4% from 2012, to 36.7 million. Eight percent of respondents reported having participated in a yoga class that same day (3%) or during the last week (5%) and an additional 4% within the month.
* More than a third (34%) of Americans, totaling 80 million people, said they are somewhat or very likely to practice yoga during the next year. Almost a quarter (23%) of lapsed practitioners said they are likely to try yoga again during the next year.

**Likelihood of Practicing Yoga Practice in the next Six Months, 2016**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Participation Level | Very Likely | Somewhat Likely | Not Very Likely | Not at all Likely |
| All Americans | 16% | 18% | 18% | 48% |
| Yoga practitioners (practiced yoga during last 6 months) | 71% | 23% | 5% | 2% |
| Lapsed yoga practitioners (practiced yoga >6 months ago) | 15% | 44% | 22% | 19% |
| Non-yoga practitioners | 6% | 17% | 21% | 56% |

Ipsos Public Affairs 2016 Yoga in America Study, January 2016

**Yoga Practice Expanding More Than Minds**

* Classes are the largest part of the yoga market, at $5.8 billion, or 35.4% of the total. Yoga apparel is the next biggest segment, at $4.6 billion, followed by equipment, $3.6 billion, and accessories, $2.8 billion. Many studios also sell products.
* Yoga class expenditures more than doubled (+132%) from 2012 to 2016. Spending on yoga apparel increased 109% and yoga equipment, 56%.

**Amount Spent on Yoga by Practitioners During Previous 6 Months, 2016**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Yoga-Related Expenditures | None | >$50 | $50–$99 | $100–$199 | <$200 |
| Yoga classes (per class or passes) | * 31% | 27% | 17% | 11% | 14% |
| Yoga equipment (mats, straps, etc.) | * 39% | 36% | 14% | 7% | 4% |
| Yoga apparel | * 30% | 34% | 19% | 9% | 7% |
| Yoga accessories (oils, crystals, jewelry, etc.) | * 65% | 19% | 8% | 4% | 4% |

Ipsos Public Affairs 2016 Yoga in America Study, January 2016

**Yogi Characteristics**

* More than seven in ten (72%) yoga practitioners are women. More than a third (37%) said they have a child younger than 18 who has taken a yoga class. Almost half (44%) have practiced 10+ years; 17%, 6–10 years; 30%, 1–5 years; and 7% >1 year.
* Yoga practitioners come from every age group: 18–29, 19%; 30–39, 23%; 40–49, 20%; 50–59, 17%; and older than 60, 21%.
* The Mid-Atlantic region has the most practitioners at 8.0 million, followed by the Pacific states, 6.8 million; Southeast, 7.7 million; Midwest, 4.4 million; Southwest, 3.6 million; Mountain, 2.1 million; and New England, 1.0 million.

**Frequency of Yoga Practice Among Practitioners, 2016**

|  |  |  |  |
| --- | --- | --- | --- |
| Frequency | Percent | Frequency | Percent |
| 5 or more times/week | * 6% | * 1 time/month | 6% |
| 2–4 times/week | * 31% | Less than 1 time/month | * 12% |
| 1 time/week | * 22% | * Don’t remember | 9% |
| Several times/month | * 14% |  |  |

Ipsos Public Affairs 2016 Yoga in America Study, January 2016 Green-yoga enthusiasts, 59%

**Yoga Class Insights**

* Yoga, unlike other forms of group exercise, is frequently practiced outside the studio. In fact, 81% of yoga practitioners did so during the last year; 30%, the previous week; 23%, the previous month; and 7%, the previous day.
* Almost all (91%) yoga enthusiasts are satisfied with their current studio. Almost two-thirds (65%) practice at home; 48%, a health club/gym; 45%, a yoga studio; 21%, a community center; 15%, a park; 12%, a beach; 10% a hotel; and 9%, a spa.
* More than a quarter of practitioners have left a class early and the biggest reason was overcrowding, at 11%; followed by teacher was not good, 7%; felt ill, 7%; other, 7%; and did not like the style of yoga practiced, 6%.

**Most Important Studio Traits for Yoga Practitioners, 2016**

|  |  |  |  |
| --- | --- | --- | --- |
| Reason | Percent | Reason | Percent |
| Cost | * 50% | * Spaciousness/lack of crowding | 31% |
| Convenience | * 48% | * Variety of classes offered | 31% |
| Quality of instruction | * 48% | * Afternoon/evening classes offered | 21% |
| Cleanliness | 46% | * Reputation | 20% |
| Personality of teacher(s) | * 38% | * Philosophy of studio | 17% |

Ipsos Public Affairs 2016 Yoga in America Study, January 2016

**Motivated to Meditate**

* Becoming more flexible was the #1 reason yoga practitioners decided to start yoga, at 61%; followed by stress reduction, 56%; general fitness or conditioning, 49%; improving overall health, 49%; and physical fitness, 44%.
* Although spiritual development is part of yoga, only 24% cited this as a reason to participate and 37% for mental health reasons. Only 21% said it was for weight loss. Three-quarters of Americans strongly or somewhat agree yoga is good for you.
* Perceptions of exclusivity, such as “yoga is for very flexible people,” “yoga is for young people,” “yoga is not physical enough” and “yoga is spiritual,” are barriers to trying yoga. Perceptions that yoga is a form of meditation, however, had a positive impact for trying it.

**Top 10 Motivations to Start Practicing Yoga, 2016**

|  |  |  |  |
| --- | --- | --- | --- |
| Reason | Percent | Reason | Percent |
| Personal interest | * 46% | * A work colleague | 7% |
| A friend | * 33% | * Doctor, nurse, physical therapist | 6% |
| Free class | * 24% | * Sports trainer or coach | 6% |
| Relative or spouse | 15% | * Advertising from a yoga studio | 6% |
| Healthcare provider recommendation | * 11% | * Other | 5% |

Ipsos Public Affairs 2016 Yoga in America Study, January 2016

**Yoga Studio Operator Perspectives**

* More than a quarter (27%) of yoga studio managers and owners said their studio has been in operation 11 or more years; 38%, 6–10 years; 38%, 2–5 years; and 6%, fewer than 2 years.
* Almost two-thirds (62%) said the yoga space in their studio is dedicated to yoga, while 37% said it was also used for other activities. More than half (56%) supplement yoga class revenues, particularly with wellness services, 72%; products, 66%; and subletting, 2%.
* More than half of studios (51%) have 100 or fewer students per week; 18%, 101–200; 19%, 201–500; and 11% more than 500.

**Yoga Studio Revenue, 2016**

|  |  |
| --- | --- |
| Revenue | Percent |
| More than $200,000 | 11% |
| $100,000–$199,999 | 11% |
| $50,000–$99,999 | 12% |
| $25,000–$49,999 | 13% |
| Less than $25,000 | 27% |
| Don’t know/refused | 28% |

Ipsos Public Affairs 2016 Yoga in America Study, January 2016

**Additional Analysis**

More than a fifth (22%) of yoga studio owners generated revenues of $100,000 or more during the previous year and half of these earned more than $200,000.

**Yoga Studio Marketing, 2016**

|  |  |  |
| --- | --- | --- |
| Method | New Students | Current Students |
| Post things to own website | 92% | 93% |
| Communicate before or after classes | 90% | 98% |
| Post things to online social media | 88% | 88% |
| Post information inside or just outside of studio | 87% | 91% |
| Email to students | 86% | 95% |
| Attend local events or gatherings | 77% | 79% |
| Post information in public spaces near studio | 75% | 74% |
| Newspaper or magazine ads or listings | 39% | 38% |
| Ads or info on blogs or online newspapers | 38% | 43% |
| Direct mail | 20% | 24% |

Ipsos Public Affairs 2016 Yoga in America Study, January 2016

Although rent and teachers’ salaries are the major expenses of yoga studios, marketing and advertising is a big expense too.

**Yoga Studio Overhead Costs, as a Percentage of Total Income, 2016**

|  |  |  |  |
| --- | --- | --- | --- |
| Percent of Total Income | Advertising & Marketing | Teachers’ Salaries | Rent |
| More than 75% | * 0% | * 2% | 4% |
| 51%-75% | * 0% | * 2% | 5% |
| 50% | * 8% | * 17% | 13% |
| 25%-49% | * 25% | * 29% | 25% |
| Less than 25% | * 47% | * 19% | 24% |
| Nothing | 9% | * 14% | 15% |
| Don’t know/refused | * 11% | * 17% | 16% |

Ipsos Public Affairs 2016 Yoga in America Study, January 2016

Individual classes mostly cost in the range of $10 to $25. Almost all (92%) studios allow students to buy individual classes, 84% offer multi-class passes, 63% sell access to unlimited classes for a monthly fee and 52% have an annual or multi-month fee for unlimited classes.

*Sources:* *The Guardian* Website, 4/18; *Yoga Journal* Website, 4/18.

*Updated*: April 2018

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