

Europe Pilates & Yoga Studios Market by Activity Type (Yoga Classes, Pilates Classes, Pilates & Yoga Accreditation Training, and Merchandise Sales): Regional Opportunity Analysis and Industry Forecast 2021–2027

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Abstracts

Pilates & yoga studios are rooms, buildings or other places where Pilates & yoga classes can be taken. It may be a single room or a structure with multiple classrooms with props and heated humidified rooms. Pilates & yoga studios offer workout sessions with instructors, providing coaching and motivation needed to achieve fitness. Pilates is a form of exercise that aims to strengthen muscles while improving body flexibility and postural alignment, while yoga is an entire compendium of exercises designed to stimulate and rejuvenate the mind and body.

Growing health awareness along with increase in fitness consciousness among young generation and upsurge in disposable income are some of the notable factors that support the market growth. Market players are adopting promotional & marketing activities as their key strategy to increase their market reach. Increase in prevalence of obesity and rise in health consciousness have majorly boosted the growth of The Europe Pilates & yoga studios market. Furthermore, government initiatives to promote healthy life have fueled the rising participations in Pilates & yoga. However, presence of other alternatives such as multi-specialty gym, fitness centers, and therapy classes hampers the market growth. On the contrary, improving lifestyle, growing youth population, and rise in per-capita income in developing countries are anticipated to provide lucrative opportunities for the Pilates & yoga studios market growth. The inclination of consumers toward fitness practices exercise is increasing, which is majorly driven by technology and demographic changes. It has been seen that the gap between low and high price point offerings is widening in the fitness industry, specifically for

gyms and health centers. Tech-enabled high-end fitness offerings are being backed by strong social media credentials and fitness studios are connecting their customers through various social media platforms.

The Europe Pilates & yoga studios market is segmented based on activity, and country. Based on activity, the market is categorized into yoga classes, Pilates classes, Pilates & yoga accreditation training and merchandise sales. Country wise, the market is studied across Germany, France, UK, Italy, Spain, and Rest of Europe.

The yoga classes segment is perceived to be the top investment pocket. The growth of the market is attributed to various factors such as increase in promotional activities & celebrity influence, and health benefits associated with the activity; as practicing yoga improves body flexibility, strength, improves posture, and improves breathing and lung capacity and thus decrease anxiety, depression, and stress, or any chronic disease.

Key leading players operating in Pilates and Yoga Studios industry are Body & Soul Yoga Club, Core Pilates, Cheltenham Pilates & Yoga, Fitness Unlimited, Flex Studio, Hummingbird Pilates & Yoga, LV Yoga, Fareham, M Pilates+Yoga, Pilates Plus LLC and Sandstone Yoga & Pilates. Other prominent players in the Pilates and yoga industry outside Europe include Endurance Pilates & Yoga, Core Pilates & Yoga Studio, Breathe Pilates & Yoga, Pure International, Alona Pilates, Authentic Pilates Ltd, The flow yoga and Pilates, Azulfit, The Movement Studio, Power Pilates Studio, Absolute Pilates SA and Pilates Unlimited.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the Europe Pilates & yoga studios market.

The report provides detailed qualitative and quantitative Europe Pilates & yoga studios market analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the Europe Pilates & yoga studios market growth is provided.

An extensive Europe Pilates & yoga studios market analysis is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments and regions exhibiting favourable growth.

KEY MARKET SEGMENTS

By Activity Type

Professional

Personal

By Country

Germany

France

UK

Italy

Spain

Rest of Europe

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