

Yoga Market by Type (Online Yoga Course, Offline Yoga Course, and Yoga Accreditation Training Programs): Global Opportunity Analysis and Industry Forecast, 2021–2027

<https://marketpublishers.com/r/Y26420CF8AD5EN.html>

Date: September 2020

Pages: 106

Price: US\$ 5,269.00 (Single User License)

ID: Y26420CF8AD5EN

Abstracts

Yoga and related practices are forms of exercise that engage the body and mind of the person. These provide both physical and mental benefits by improving flexibility, balance & posture, and range of motion. Furthermore, yoga reduce stress through controlled breathing and mental focus. This results in improved sleep cycle, which helps prevent mood swings, depression, and other disorders. Therefore, such factors encourage consumers to join yoga classes, which is a key driving force of the global market.

Celebrities such as Richard Gere, Robert Downy Jr., Julia Roberts, Keanu Reeves, Charlize Theron, Kim Kardashian, Demi Moore, Sting, and Madonna Shilpa Shetty, Kareena Kapoor, and Bipasha Basu follow yoga and have widely endorsed and promoted yoga and encouraged people to introduce it in their daily regime and lifestyle. In addition, Shilpa Shetty has been one of the biggest contributors to the Indian yoga industry, and has released her own videos and CDs to motivate people to practice yoga around the world, thus influencing both middle-aged people as well as millennial and generation Z to practice yoga.

However, the yoga market faces challenges from increasing number of accidents. The Faculty of Health Science at Sydney University carried out a study in 2017, which followed 354 respondents with musculoskeletal pain with 21% of them saying yoga made their pain worse and more than 10% saying they felt yoga had caused the pain. Furthermore, according to Orthopaedic Journal of Sports Medicine, more than 29,590 yoga-related injuries were reported in hospital emergency departments from 2001 to

2014. The alarming rise of such incidences can be attributed to unqualified teachers offering classes to beginners. Thus, increase in number of yoga accidents is anticipated to hamper the growth of the market in the upcoming years.

The market is analyzed depending on expenditure incurred by yoga practitioners. The report covers the study of the yoga market along with its types and geographic prospects. By type, the market is segregated into online yoga course, offline yoga course, and yoga accreditation training programs. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Some of the key players operating in the yoga market report include Flyogi LLC., Gaia, Inc., Alo Moves, Inc., Omstars LLC., Momo Studio B.V. (Momoyoga), Yoga International, One Yoga London, Yoga Today LLC, Yogaglo, Inc., and Yogiapproved LLC.

Other players analyzed in the study include Endurance Pilates & Yoga, Core Pilates & Yoga Studio, Breathe Pilates & Yoga, Pure International, The flow yoga and Pilates, Azulfit, the Movement Studio, Vista Equity Partners, YogaWorks Inc, and CureFit.

Yoga Market Segments

By Type

Online Yoga Course

Offline Yoga Course

Yoga Accreditation Training Programs

By Region

North America

Europe

Asia-Pacific

LAMEA

Key Market Players

Flyogi LLC.

Gaia, Inc.

Alo Moves, Inc.

Omstars LLC.

Momo Studio B.V. (Momoyoga)

Yoga International

One Yoga London

Yoga Today LLC

Yogaglo, Inc

Yogiapproved LLC.

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key benefits for stakeholders
- 1.3. Key market segments
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Market dynamics
 - 3.3.1. Drivers
 - 3.3.1.1. Multiple benefits offered by yoga
 - 3.3.1.2. Outbreak of COVID-19 pandemic augmented practicing of yoga across world
 - 3.3.1.3. Celebrity endorsement & promotion of yoga
 - 3.3.1.4. Initiation of International Yoga Day and other government initiatives
 - 3.3.2. Restraints
 - 3.3.2.1. Presence of other alternatives such as multi-specialty gym, fitness centers, and therapy classes
 - 3.3.2.2. Increase in number of yoga accidents
 - 3.3.3. Opportunity
 - 3.3.3.1. Promotion of yoga for male participants

CHAPTER 4: YOGA MARKET, BY TYPE

- 4.1. Overview
 - 4.1.1. Market size and forecast, by type

4.2. Online yoga course

4.2.1. Key market trends, growth factors, and opportunities

4.2.2. Market size and forecast, by region

4.2.2.1. Online yoga classes market size before and during COVID-19, 2018–2020

4.2.2.2. Projected online yoga classes market size after COVID-19, 2021–2027

4.2.3. Market share analysis, by region

4.3. Offline yoga course

4.3.1. Key market trends, growth factors, and opportunities

4.3.2. Market size and forecast, by region

4.3.2.1. Offline yoga classes market size before and during COVID-19, 2018–2020

4.3.2.2. Projected offline yoga classes market size after COVID-19, 2021–2027

4.3.3. Market share analysis, by region

4.4. Yoga accreditation training programs

4.4.1. Key market trends, growth factors, and opportunities

4.4.2. Market size and forecast, by region

4.4.2.1. Yoga accreditation training programs market size before and during COVID-19, 2018–2020

4.4.2.2. Projected yoga accreditation training programs market size after COVID-19, 2021–2027

4.4.3. Market share analysis, by region

CHAPTER 5: YOGA MARKET, BY REGION

5.1. Overview

5.1.1. Market size and forecast, by region

5.2. North America

5.2.1. Key market trends, growth factors, and opportunities

5.2.2. Market size and forecast, by type

5.2.2.1. North America yoga market size before and during COVID-19, 2018–2020

5.2.2.2. Projected North America Yoga Market Size after Covid-19, 2021–2027

5.3. Europe

5.3.1. Key market trends, growth factors, and opportunities

5.3.2. Market size and forecast, by type

5.3.2.1. Europe Yoga Market Size before and during Covid-19, 2018–2020

5.3.2.2. Projected Europe Yoga Market Size after Covid-19, 2021–2027

5.4. Asia-Pacific

5.4.1. Key market trends, growth factors, and opportunities

5.4.2. Market size and forecast, by type

5.4.2.1. Asia-Pacific yoga market size before and during COVID-19, 2018–2020

5.4.2.2. Projected Asia-Pacific yoga market size after COVID-19, 2021–2027

5.5. LAMEA

5.5.1. Key market trends, growth factors, and opportunities

5.5.2. Market size and forecast, by type

5.5.2.1. LAMEA yoga market size before and during COVID-19, 2018-2020

5.5.2.2. Projected LAMEA yoga market size after COVID-19, 2021-2027

CHAPTER 6: COMPETITION LANDSCAPE

6.1. Top winning strategies

6.2. Product mapping

6.3. Competitive dashboard

6.4. Competitive heat map

6.5. Key developments

6.5.1. Acquisition

6.5.2. Business expansion

6.5.3. Partnership

6.5.4. Product launch

CHAPTER 7: COMPANY PROFILES

7.1. ALO MOVES, INC.

7.1.1. Company overview

7.1.2. Key executive

7.1.3. Company snapshot

7.1.4. Product portfolio

7.1.5. Key strategic moves and developments

7.2. FLYOGI LLC.

7.2.1. Company overview

7.2.2. Key executive

7.2.3. Company snapshot

7.2.4. Product portfolio

7.3. GAIA, INC.

7.3.1. Company overview

7.3.2. Key executive

7.3.3. Company snapshot

7.3.4. Product portfolio

7.3.5. Business performance

7.3.6. Key strategic moves and developments

7.4.MOMO STUDIO B.V.(MOMOYOGA)

7.4.1.Company overview

7.4.2.Key executive

7.4.3.Company snapshot

7.4.4.Product portfolio

7.5.OMSTARS LLC

7.5.1.Company overview

7.5.2.Key executive

7.5.3.Company snapshot

7.5.4.Product portfolio

7.5.5.Key strategic moves and developments

7.6.ONE YOGA LONDON

7.6.1.Company overview

7.6.2.Key executive

7.6.3.Company snapshot

7.6.4.Product portfolio

7.7.YOGA INTERNATIONAL

7.7.1.Company overview

7.7.2.Key executive

7.7.3.Company snapshot

7.7.4.Product portfolio

7.8.YOGAGLO, INC.

7.8.1.Company overview

7.8.2.Key executive

7.8.3.Company snapshot

7.8.4.Product portfolio

7.8.5.Key strategic moves and developments

7.9.YOGA TODAY LLC

7.9.1.Company overview

7.9.2.Key executive

7.9.3.Company snapshot

7.9.4.Product portfolio

7.10.YOGIAPPROVED LLC.

7.10.1.Company overview

7.10.2.Key executive

7.10.3.Company snapshot

7.10.4.Product portfolio

List Of Tables

LIST OF TABLES

- TABLE 01.GLOBAL YOGA MARKET, BY TYPE, 2018–2027 (\$MILLION)
- TABLE 02.ONLINE YOGA COURSE MARKET, BY REGION, 2018–2027 (\$MILLION)
- TABLE 03.OFFLINE YOGA COURSE MARKET, BY REGION, 2018–2027 (\$MILLION)
- TABLE 04.YOGA ACCREDITATION TRAINING PROGRAMS MARKET, BY REGION, 2018–2027 (\$MILLION)
- TABLE 05.GLOBAL YOGA MARKET, BY REGION, 2018–2027 (\$MILLION)
- TABLE 06.NORTH AMERICA YOGA MARKET VALUE, BY TYPE, 2018–2027 (\$MILLION)
- TABLE 07.EUROPE YOGA MARKET VALUE, BY TYPE 2018–2027 (\$MILLION)
- TABLE 08.ASIA-PACIFIC YOGA MARKET VALUE, BY TYPE 2018–2027 (\$MILLION)
- TABLE 09.LAMEA YOGA MARKET VALUE, BY TYPE 2018–2027 (\$MILLION)
- TABLE 10.ALO MOVES, INC.: KEY EXECUTIVE
- TABLE 11.ALO MOVES, INC.: COMPANY SNAPSHOT
- TABLE 12.ALO MOVES, INC.: PRODUCT PORTFOLIO
- TABLE 13.FLYOGI LLC.: KEY EXECUTIVE
- TABLE 14.FLYOGI LLC.: COMPANY SNAPSHOT
- TABLE 15.FLYOGI LLC.: PRODUCT PORTFOLIO
- TABLE 16.GAIA, INC.: KEY EXECUTIVE
- TABLE 17.GAIA, INC.: COMPANY SNAPSHOT
- TABLE 18.GAIA, INC.: PRODUCT PORTFOLIO
- TABLE 19.GAIA, INC.: NET SALES, 2017–2019 (\$MILLION)
- TABLE 20.MOMO STUDIO B.V.(MOMOYOGA): KEY EXECUTIVE
- TABLE 21.MOMO STUDIO B.V.(MOMOYOGA): COMPANY SNAPSHOT
- TABLE 22.MOMO STUDIO B.V.(MOMOYOGA): PRODUCT PORTFOLIO
- TABLE 23.OMSTARS LLC: KEY EXECUTIVE
- TABLE 24.OMSTARS LLC: COMPANY SNAPSHOT
- TABLE 25.OMSTARS LLC: PRODUCT PORTFOLIO
- TABLE 26.ONE YOGA LONDON: KEY EXECUTIVE
- TABLE 27.ONE YOGA LONDON: COMPANY SNAPSHOT
- TABLE 28.ONE YOGA LONDON: PRODUCT PORTFOLIO
- TABLE 29.YOGA INTERNATIONAL: KEY EXECUTIVE
- TABLE 30.YOGA INTERNATIONAL: COMPANY SNAPSHOT
- TABLE 31.YOGA INTERNATIONAL: PRODUCT PORTFOLIO
- TABLE 32.YOGAGLO, INC.: KEY EXECUTIVE
- TABLE 33.YOGAGLO, INC.: COMPANY SNAPSHOT

TABLE 34.YOGAGLO, INC.: PRODUCT PORTFOLIO

TABLE 35.YOGA TODAY LLC: KEY EXECUTIVE

TABLE 36.YOGA TODAY LLC: COMPANY SNAPSHOT

TABLE 37.YOGA TODAY LLC: PRODUCT PORTFOLIO

TABLE 38.YOGIAPPROVED LLC.: KEY EXECUTIVE

TABLE 39.YOGIAPPROVED LLC.: COMPANY SNAPSHOT

TABLE 40.YOGIAPPROVED LLC.: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENTS

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.TOP IMPACTING FACTORS

FIGURE 04.TOP INVESTMENT POCKETS

FIGURE 05.GLOBAL YOGA MARKET, BY TYPE, 2019 (%)

FIGURE 06.ACTUAL AND ESTIMATED MARKET SIZE OF ONLINE YOGA COURSE MARKET, 2018-2020 (\$MILLION)

FIGURE 07.PROJECTED MARKET SIZE OF ONLINE YOGA COURSE MARKET, 2019-2027 (\$MILLION)

FIGURE 08.COMPARATIVE VALUE SHARE ANALYSIS OF ONLINE YOGA COURSE MARKET, BY REGION, 2019 & 2027 (%)

FIGURE 09.ACTUAL AND ESTIMATED MARKET SIZE OF OFFLINE YOGA COURSE, 2018-2020 (\$MILLION)

FIGURE 10.PROJECTED MARKET SIZE OF OFFLINE YOGA COURSE, 2019-2027 (\$MILLION)

FIGURE 11.COMPARATIVE VALUE SHARE ANALYSIS OF OFFLINE YOGA COURSE MARKET, BY REGION, 2019 & 2027 (%)

FIGURE 12.ACTUAL AND ESTIMATED MARKET SIZE OF YOGA ACCREDITATION TRAINING PROGRAMS, 2018-2020 (\$MILLION)

FIGURE 13.PROJECTED MARKET SIZE OF YOGA ACCREDITATION TRAINING PROGRAMS, 2019-2027 (\$MILLION)

FIGURE 14.COMPARATIVE VALUE SHARE ANALYSIS OF YOGA ACCREDITATION TRAINING PROGRAMS MARKET, BY REGION, 2019 & 2027 (%)

FIGURE 15.YOGA MARKET, BY REGION 2019 (%)

FIGURE 16.ACTUAL AND ESTIMATED MARKET SIZE OF NORTH AMERICA YOGA MARKET, 2018-2020 (\$MILLION)

FIGURE 17.PROJECTED MARKET ESTIMATIONS OF NORTH AMERICA YOGA MARKET, 2019-2027 (\$MILLION)

FIGURE 18.ACTUAL AND ESTIMATED MARKET SIZE OF EUROPE YOGA MARKET, 2018-2020 (\$MILLION)

FIGURE 19.PROJECTED MARKET ESTIMATIONS OF EUROPE YOGA MARKET, 2019-2027 (\$MILLION)

FIGURE 20.ACTUAL AND ESTIMATED MARKET SIZE OF ASIA-PACIFIC YOGA MARKET, 2018-2020 (\$MILLION)

FIGURE 21.PROJECTED MARKET ESTIMATIONS OF ASIA-PACIFIC YOGA

MARKET, 2019-2027 (\$MILLION)

FIGURE 22.ACTUAL AND ESTIMATED MARKET SIZE OF LAMEA YOGA MARKET, 2018-2020 (\$MILLION)

FIGURE 23.PROJECTED MARKET ESTIMATIONS OF LAMEA YOGA MARKET, 2019-2027 (\$MILLION)

FIGURE 24.TOP WINNING STRATEGIES, BY YEAR, 2017–2020*

FIGURE 25.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2020* (%)

FIGURE 26.PRODUCT MAPPING OF TOP 10 KEY PLAYERS

FIGURE 27.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

FIGURE 28.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

FIGURE 29.GAIA, INC.: NET SALES, 2017–2019 (\$MILLION)

FIGURE 30.GAIA, INC.: REVENUE SHARE BY REGION, 2019 (%)

I would like to order

Product name: Yoga Market by Type (Online Yoga Course, Offline Yoga Course, and Yoga Accreditation Training Programs): Global Opportunity Analysis and Industry Forecast, 2021–2027

Product link: <https://marketpublishers.com/r/Y26420CF8AD5EN.html>

Price: US\$ 5,269.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/Y26420CF8AD5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

