

# **Global Yoga Market Size study Forecast, by Delivery Mode (Online Yoga Course, Offline Yoga Course, Yoga Accreditation Training Programs, Others), by End Use (Male, Female), by Age Group (Below 18 Years, 18-29 Years, 30-50 Years, Above 50 Years)and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Yoga Market is valued at approximately USD 103.86 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.8% during the forecast period 2023-2030. Yoga is a dynamic exercise that meets a variety of expectations. It provides physical, mental, and spiritual benefits through breathing, meditation, and yogic asanas. The Yoga Market is expanding because of factors such as the rising disposable income of the people and growing mental stress among students, working professionals, sports personalities and so on. Yoga includes various asanas and breathwork techniques that help in relieving mental stress and anxiety. The Global Yoga Market started growing at a rapid pace after COVID-19 as the people are focusing more on living a healthy lifestyle.

According to a recent survey conducted by Yoga Alliance in 2022, more than 38.4 million Americans, or almost 10% of the country's total population, regularly engage in the practice of yoga. Furthermore, people can invest greater amounts in their physical and mental well-being due to rising disposable incomes in developed as well as emerging countries. Hence, more money has been spent on yoga courses, workshops, and accessories. In September 2023, Yogi on Travel, an Indian company that offers yoga and meditation lessons, started corporate yoga sessions to enhance the well-being of employees. These initiatives are tailored to the requirements of companies looking to enhance the well-being and vitality of their working staff. In addition to this,

with an increasing shift towards online yoga platforms, technology, and innovation also play a huge role in the growth of the Yoga Market. With this, rising concerns towards health and wellness are considered as the primary factor for the growth of the yoga market. However, the High Cost of Yoga Training and the availability of various alternatives hinder the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Yoga Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market due to factors such as a diverse and extensive consumer base and an increase in disposable income of the people. North America is expected to grow significantly over the forecast period, owing to factors such as rising health concerns among the people, increase in mental stress and anxiety, poor work-life balance, sleep, and other disorders.

Major market player included in this report are:

CorePower Yoga

Honor Yoga

Pure Yoga

Glo Digital, Inc.

YogaOne

YogaSix

Yoga Pod

MoreYoga

Power Yoga Canada

Flyogi LLC

Recent Developments in the Market:

In January 2023, CorePower Yoga introduced CorePower Strength X, a 45-minute high-intensity strength training program that focuses on specific muscle groups using weight circuits that include cardio exercises to improve metabolism, dynamic warm-up, core workout, revitalizing breathwork and Savasana.

In November 2022, Y7, a U.S. based yoga studio, declared the collaboration with a Netherlands based music and entertainment company, Universal Music Group, to provide a platform for music-driven online yoga lessons that can be accessed through subscription or omnichannel memberships.

#### Global Yoga Market Report Scope:

Historical Data –2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered – Delivery Mode, End Use, Age Group, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving

factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Delivery Mode:

Online Yoga Course

Offline Yoga Course

Yoga Accreditation Training Programs

Others

By End Use:

Male

Female

By Age Group:

Below 18 Years

18-29 Years

30-50 Years

Above 50 Years

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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