

Global Yoga Tourism Market Size study & Forecast, by Gender (Women, Men) and Regional Analysis, 2022-2029

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Abstracts

Global Yoga Tourism Market is valued at approximately USD 154.11 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5.6% over the forecast period 2022-2029. Traveling specifically for a yoga experience, whether it be postural or spiritual, is known as yoga tourism. The main drivers of the market include the growing popularity of outdoor yoga sessions provided over long weekend breaks, festival time holidays, and seasonal alternatives. The yoga business has really taken up in recent years. It has benefited from a variety of trends, including the rise of leisure and the expansion of boutique fitness, as well as complementing developments and headwinds. Along with this, increasing wellness tourism is also driving the market growth for the Global Yoga Tourism Market over the forecast period.

According to the Yoga Federation of Mysore, there were about 2,000 foreigners learning yoga in the city before the epidemic. 1,700 yoga practitioners and 2,000 general respondents were surveyed by Yoga Alliance, Yoga Journal, and Ipsos Public Affairs. The latest poll by the same source shows that Americans spent USD 16 billion, up from USD 10 billion in 2018, on equipment, lessons, and accessories. Dollar-for-dollar, yoga practitioners spent USD 4.6 billion on apparel and USD 5.8 billion on classes, both of which are increases from a few years ago. Thus, rising purchasing power and growing disposable income of customers is also creating lucrative growth opportunities for the market over the forecast period. However, high costs and lack of skilled professionals in the market are restraining the market growth over the forecast period.

The key regions considered for the Global Yoga Tourism Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. The market is dominated by Asia Pacific over the forecast period. The United Nations World Tourism

Organization (UNWTO) data shows that outbound passengers from Asia Pacific in year 2020 make up around 37.0% of all tourists worldwide, with spending on international travel tripling in the past ten years (APAC). Practically every aspect of the health business has been influenced by Asian healing theories and practises for decades, from yoga and Ayurveda to traditional Chinese medicine's concept of balance and vitality. The rising popularity of holistic therapies that encourage health and wellness travel is one of the main factors driving the yoga tourism industry in North America. The market position is also predicted to improve over the course of the projection period due to the rising significance of both physical and mental health as well as the high level of disposable income in this area.

Major market players included in this report are:

OSHO International Foundation
Yoga Travel & Beyond GmbH,
Tour radar
Tripaneer (book yoga retreats),
Intrepid Travel
Kamalaya Co Ltd,
Samahita International Co. Ltd.
Schloss Elmau GmbH & Co. KG.
TEN PERCENT HAPPIER
Inward Inc,

Recent Developments in the Market:

In May 2022, yoga retreats are planned on Binh Lap Island for travellers staying at resorts in coastal glitzy regions as a novel and engaging experience.

Ananda in the Himalayas added customised yoga sessions to the resort's regular hath yoga in June 2021 as a means of getting away from the hustle and bustle of city life.

Global Yoga Tourism Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

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

Segments Covered Gender, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

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 Gender offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Gender:

Women

Men

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

Rest of the World

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