

The US Yoga Instruction Market: Size, Trends & Forecasts (2017-2021)

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Abstracts

Scope of the Report

The report titled “The US Yoga Instruction Market: Size, Trends & Forecasts (2017-2021)” summarizes a detailed analysis of the US yoga instruction market with market sizing and growth. The analysis includes market size in terms of volume, penetration rate, practitioners spending and spending by segments. The US is the largest market for the yoga instruction over the past few years and is expected to dominate the market in the upcoming years also. The report also covers global yoga market by value and, by segment.

Furthermore, the report also assesses the key opportunities available in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall the US yoga instruction market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competitive environment in the yoga market is intense and is the market is occupied by a large number of players. YogaWorks, CorePower Yoga, Life Time Fitness and, Equinox Holdings are some of the major players in the US yoga instruction market whose company profiling has been done in the report. This segment of the report summarizes business overview, financial overview and the business strategies adopted by respective companies.

Company Coverage

YogaWorks Inc.

CorePower Yoga

Life Time Fitness

Equinox Holdings

Executive Summary

Yoga is more than 5,000 year old ancient practice which is now popular in almost every part of the globe. Stressed lifestyle is attracting more and more population towards this age old practice for physical well-being as well as inner peace of mind. Yoga is a science. As there are physical sciences to create external well-being, yoga is the science for inner well-being. The rising popularity of yoga inculcates the demand for a place (yoga studio) as well as person (yoga instructor) which exclusively deal with the teaching of yoga.

A yoga studio is specifically designed for practicing of yoga, where yoga classes and instruction take place. These studios could be as simple as a single room or have a modern structure with modern accessories such as heated humidified rooms for Hot yoga. A yoga teacher is a person who has mastery over the poses used in yoga practice and incorporates the mental, emotional and spiritual elements of the discipline into their teaching.

The US yoga instruction market has shown upward trends over the past few years and projections are made that the market would grow at a rapid pace in the forecasted period i.e. 2017-2021. The US yoga instruction market is expected to be primarily driven by growing popularity of yoga among all age groups, rising disposable income, growing number of well-equipped yoga studios, emergence of online yoga classes etc. Yet the growth of the market is obstructed by factors such as high overhead cost of yoga studios and, lack of consistency among practitioners.

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