

Yoga Tourism Market Size, Share & Trends Analysis Report By Gender (Women, Men), By Region, And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/Y229AA592EF0EN.html>

Date: August 2022

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: Y229AA592EF0EN

Abstracts

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Yoga Tourism Market Growth & Trends

The global yoga tourism market size is expected to reach USD 256.90 billion by 2030, registering a CAGR of 5.8% during the forecast period, according to a new report by Grand View Research, Inc. Yoga tourism is included in the category of wellness tourism. The wellness tourism business is expected to be driven by people's shifting economic lifestyles and attitudes, throughout the next decade.

Several luxury hotels across the world have taken advantage of this reality and developed a list of options for wellness services to meet the demands of their guests, including occupational health therapy, yoga & meditation centers, spiritual activity centers, and so on.

With the 'travel to feel better' trend, yoga tourism has evolved and grown. Yoga tourism can be thought of as a sub-category of wellness tourism. Yoga is defined as the integration of the body, mind, and soul. Yoga is commonly regarded as a means of reducing stress, improving breathing, and increasing strength, along with flexibility.

This exercise has something for everyone, with a wide range of techniques ranging from gentle Vini yoga to intense Ashtanga (power) yoga. A number of studies are being conducted by physicians in the United States and overseas to see if yoga has any health benefits beyond basic fitness.

According to yoga population data, about 70.0% of practitioners are women, despite the fact that the number of men is rapidly increasing. The number of men was considerably fewer decades ago, with women outnumbering men four to one. Furthermore, women-only vacations have grown in popularity during the previous decade, with some tour firms reporting a 200% increase in only the last few years.

Many women-only retreats have sprung up in Bali in recent years. Women-only treks are becoming more popular in Nepal. Women in China, Hong Kong, Singapore, the Philippines, Korea, and Japan are making ladies' trips a regular part of their lives, with wellness activities at the forefront.

Yoga Tourism Market Report Highlights

The yoga tourism market is expected to expand with a CAGR of 5.8% from 2022 to 2030

The women segment accounted for the largest share of 79.6% in 2021 and is estimated to ascend with a CAGR of 3.0% during the forecast period

The Asia Pacific had the largest market share of 54.8% in 2021 the market

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