

Pilates & Yoga Studios Market by Activity Type (Yoga Classes, Pilates Classes, Pilates and Yoga Accreditation Training, Merchandise Sale), Application (Small Scale, Medium Scale, Massive), and Region 2023-2028

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Abstracts

Market Overview:

The global Pilates & yoga studios market size reached US\$ 150.86 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 276.77 Billion by 2028, exhibiting a growth rate (CAGR) of 10.10% during 2023-2028. The rising awareness regarding health and fitness among the masses, innovative promotional and marketing strategies adopted by the key players, and inflating disposable income levels represent some of the key factors driving the market.

A Pilates and yoga studio is a place where people can come to practice Pilates and yoga, which helps consumers relieve stress and improve their overall sense of well-being. Pilates and yoga studios are spaces, structures, or locations where classes are taught, and they can be single rooms or buildings with multiple study halls with props or heated humidified rooms. Both Pilates and yoga are different styles of exercise, with Pilates focusing on core strength while yoga promotes overall body wellness. As a result, some studios focus on doing particular poses or movements, while others are more free-form and focus on exploring the various benefits of each type of exercise. Pilates and yoga studios offer personal training sessions, group workouts, and even virtual lessons with instructors to motivate and coach the users in achieving their fitness goals. These studios also sell various types of merchandise, such as clothing, mats, and various accessories, that are used in yoga and Pilates activity.

Pilates & Yoga Studios Market Trends:

The global market is primarily driven by the rising awareness regarding health and fitness among the masses, particularly the young population. This can be attributed to the increasing prevalence of sedentary lifestyles and numerous health disorders, such as diabetes and obesity. Moreover, innovative promotional and marketing strategies adopted by the key players, such as online and offline advertising and celebrity endorsements, are resulting in a higher number of Pilates and yoga studio memberships. In line with this, the emerging trend of corporates providing yoga and contemplation sessions to their employees as part of their pleasant gathering exercises is impacting the market positively. Besides this, favorable government initiatives in several countries promoting healthy lifestyle and practice of exercise and yoga is also leading to an augmented popularity of Pilates and yoga studios. However, the high initial setup cost, easy availability of a variety of alternatives, such as multi-forte recreation centers, gyms, and wellness centers, along with the scarcity of skilled trainers are acting as major growth-restraining factors for the market. On the contrary, the introduction of innovative activities and celebrity-specific exercise plans are creating a positive outlook for the market. Some of the other factors propelling the market growth include the inflating disposable income levels resulting in the improvement of consumer lifestyle, rapid urbanization, increasing usage of social media, the expanding fitness community, and extensive research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global Pilates & yoga studios market, along with forecasts at the global, regional, and country level from 2023-2028. Our report has categorized the market based on activity type and application.

Activity Type Insights

Yoga Classes

Pilates Classes

Pilates and Yoga Accreditation Training

Merchandise Sale

The report has provided a detailed breakup and analysis of the Pilates & yoga studios market based on the service type. This includes yoga classes, Pilates classes, Pilates

and yoga accreditation training, and merchandise sale. According to the report, yoga classes represented the largest segment.

Application Insights

Small Scale

Medium Scale

Massive

A detailed breakup and analysis of the Pilates & yoga studios market based on the application has also been provided in the report. This includes small scale, medium scale, and massive. According to the report, small scale accounted for the largest market share.

Regional Insights

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia
Others

Latin America

Brazil
Mexico
Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, North America was the largest market for Pilates & yoga studios. Some of the factors driving the North America Pilates & yoga studios market include inflating disposable income levels, rising awareness regarding health and fitness among the masses, increasing prevalence of sedentary lifestyle and numerous health disorders among the masses, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global Pilates & yoga studios market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Authentic Pilates Ltd., Balance Pilates, Core Pilates & Yoga, Everyday Club Pty Ltd., Fitness Firm Yoga and Pilates Studio, Fitness Unlimited, Flex Studios Inc., Harmony Yoga Pilates Studio, Innerstellar Pilates & Yoga Studio, Longevita Pilates & Yoga Studio, M Pilates and Yoga NJ, Pilates Plus Online, Pilates Unlimited, Studio A Pilates & Yoga, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global Pilates & yoga studios market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global Pilates & yoga studios

market?

What are the key regional markets?

Which countries represent the most attractive Pilates & yoga studios markets?

What is the breakup of the market based on the activity type?

What is the breakup of the market based on the application?

What is the competitive structure of the global Pilates & yoga studios market?

Who are the key players/companies in the global Pilates & yoga studios market?

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