

Global Pilates and Yoga Studios Market Report and Forecast 2024-2032

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Report description:

Global Pilates and Yoga Studios Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global pilates and yoga studios market size reached a value of USD 166.90 billion in 2023. Aided by the rising global interest in wellness and fitness, along with increasing consumer spending on holistic health practices, the market is projected to further grow at a CAGR of 9% between 2024 and 2032 to reach a value of USD 365.1 billion by 2032.

Pilates and yoga are forms of exercise that emphasise physical strength, flexibility, and mental wellness, utilising specific postures, movements, and breathing techniques. These practices have not only proven beneficial for physical health but are also recognised for their mental health benefits, including stress reduction and cognitive enhancement.

The global rise in health consciousness has significantly contributed to the pilates and yoga studios market growth. As individuals become more aware of the non-pharmacological ways to maintain health, there is a noticeable shift towards preventive healthcare measures, which include regular practice of yoga and pilates. These practices are increasingly endorsed by celebrities and health influencers, further promoting them as essential components of a healthy lifestyle.

The market is experiencing growth due to the rising incidence of health problems such as obesity, hypertension, and back and joint pain, as well as increasing health consciousness and understanding of the benefits these activities provide. Regular participation in pilates and yoga can enhance posture, build strength, and alleviate joint and back discomfort. pilates specifically targets the strengthening of core muscles, leading to pilates and yoga studios market development.

Technology plays a pivotal role in the transformation of pilates and yoga studios. The integration of advanced systems for scheduling, customer management, and virtual classes has made these practices more accessible. Moreover, the adoption of hybrid models, combining in-studio and online classes, caters to a broader audience, accommodating individuals' preferences for convenience and flexibility in their fitness regimes, consequently driving up the pilates and yoga studios market share.

Wellness tourism, involving travel with the purpose of promoting health and well-being through physical, psychological, or spiritual activities, is on the rise. Pilates and yoga studios are capitalising on this trend by offering retreats and workshops in exotic locations, thereby attracting a global clientele seeking both relaxation and fitness.

Moreover, yoga's adaptability to various skill levels and its profound mental health benefits help maintain its dominance in the

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market. Specialised forms like Vinyasa, Hatha, and Restorative Yoga cater to diverse preferences and needs. Additionally, pilates is rapidly growing due to its focus on core strength, balance, and flexibility. It appeals particularly to individuals recovering from injuries or those who are in rehabilitation, highlighting its therapeutic aspects, leading to pilates and yoga studios market expansion.

Yoga classes hold a considerable portion of the market share in Pilates and yoga studios due to the numerous advantages they provide, such as enhanced flexibility and body strength, stress relief, pain relief, improved focus, and mindfulness. The wide range of options available, including prenatal, aerial, restorative, integral, chair, hatha, yin, and Bikram, ensures that individuals' diverse needs are met, thus contributing to the growth of the market. Additionally, the increasing availability of yoga equipment through various distribution channels is also facilitating the expansion of this segment.

As per the pilates and yoga studios market analysis, North America leads the market due to the high disposable income of consumers, a large number of studios, and the general popularity of health and wellness trends in the U.S. and Canada. Europe is known for its robust growth, driven by increasing health awareness and the availability of numerous yoga retreats and wellness tourism in countries like Germany, the UK, and France. Additionally, Asia-Pacific is expected to witness the fastest growth, fuelled by the rising middle class, increasing urbanization, and cultural ties to yoga in countries like India.

Market Segmentation □

The market can be divided based on the activity type, application, and region

Market Breakup by Activity Type

- Pilates Classes
- Yoga Classes
- Pilates and Yoga Accreditation Training
- Merchandise Sale

Market Breakup by Application

- Small Scale
- Medium Scale
- Large Scale

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in global pilates and yoga studios market. Some of the major players explored in the report by Expert Market Research are as follows:

- Fitness Firm Yoga and Pilates Studio
- Harmony Yoga Pilates Studio
- Core Pilates and Mind Limited
- Innerstellar Pilates & Yoga Studio
- M Pilates + Yoga
- Longevita Pilates & Yoga Studio
- Studio A Pilates & Yoga
- Authentic Pilates Ltd.
- Pilates Unlimited
- Fitness Unlimited
- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
 - 6.1 Global
 - 6.2 Regional
- 7 Opportunities and Challenges in the Market
- 8 Global Pilates and Yoga Studios Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Pilates and Yoga Studios Historical Market (2018-2023)
 - 8.3 Global Pilates and Yoga Studios Market Forecast (2024-2032)
 - 8.4 Global Pilates and Yoga Studios Market by Activity Type
 - 8.4.1 Pilates Classes
 - 8.4.1.1 Historical Trend (2018-2023)
 - 8.4.1.2 Forecast Trend (2024-2032)
 - 8.4.2 Yoga Classes
 - 8.4.2.1 Historical Trend (2018-2023)
 - 8.4.2.2 Forecast Trend (2024-2032)
 - 8.4.3 Pilates and Yoga Accreditation Training
 - 8.4.3.1 Historical Trend (2018-2023)
 - 8.4.3.2 Forecast Trend (2024-2032)
 - 8.4.4 Merchandise Sale
 - 8.4.4.1 Historical Trend (2018-2023)

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- 8.4.4.2 Forecast Trend (2024-2032)
- 8.5 Global Pilates and Yoga Studios Market by Application
 - 8.5.1 Small Scale
 - 8.5.1.1 Historical Trend (2018-2023)
 - 8.5.1.2 Forecast Trend (2024-2032)
 - 8.5.2 Medium Scale
 - 8.5.2.1 Historical Trend (2018-2023)
 - 8.5.2.2 Forecast Trend (2024-2032)
 - 8.5.3 Large Scale
 - 8.5.3.1 Historical Trend (2018-2023)
 - 8.5.3.2 Forecast Trend (2024-2032)
- 8.6 Global Pilates and Yoga Studios Market by Region
 - 8.6.1 North America
 - 8.6.1.1 Historical Trend (2018-2023)
 - 8.6.1.2 Forecast Trend (2024-2032)
 - 8.6.2 Europe
 - 8.6.2.1 Historical Trend (2018-2023)
 - 8.6.2.2 Forecast Trend (2024-2032)
 - 8.6.3 Asia Pacific
 - 8.6.3.1 Historical Trend (2018-2023)
 - 8.6.3.2 Forecast Trend (2024-2032)
 - 8.6.4 Latin America
 - 8.6.4.1 Historical Trend (2018-2023)
 - 8.6.4.2 Forecast Trend (2024-2032)
 - 8.6.5 Middle East and Africa
 - 8.6.5.1 Historical Trend (2018-2023)
 - 8.6.5.2 Forecast Trend (2024-2032)
- 9 North America Pilates and Yoga Studios Market Analysis
 - 9.1 United States of America
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Canada
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)
- 10 Europe Pilates and Yoga Studios Market Analysis
 - 10.1 United Kingdom
 - 10.1.1 Historical Trend (2018-2023)
 - 10.1.2 Forecast Trend (2024-2032)
 - 10.2 Germany
 - 10.2.1 Historical Trend (2018-2023)
 - 10.2.2 Forecast Trend (2024-2032)
 - 10.3 France
 - 10.3.1 Historical Trend (2018-2023)
 - 10.3.2 Forecast Trend (2024-2032)
 - 10.4 Italy
 - 10.4.1 Historical Trend (2018-2023)
 - 10.4.2 Forecast Trend (2024-2032)

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- 10.5 Others
- 11 Asia Pacific Pilates and Yoga Studios Market Analysis
 - 11.1 China
 - 11.1.1 Historical Trend (2018-2023)
 - 11.1.2 Forecast Trend (2024-2032)
 - 11.2 Japan
 - 11.2.1 Historical Trend (2018-2023)
 - 11.2.2 Forecast Trend (2024-2032)
 - 11.3 India
 - 11.3.1 Historical Trend (2018-2023)
 - 11.3.2 Forecast Trend (2024-2032)
 - 11.4 ASEAN
 - 11.4.1 Historical Trend (2018-2023)
 - 11.4.2 Forecast Trend (2024-2032)
 - 11.5 Australia
 - 11.5.1 Historical Trend (2018-2023)
 - 11.5.2 Forecast Trend (2024-2032)
 - 11.6 Others
- 12 Latin America Pilates and Yoga Studios Market Analysis
 - 12.1 Brazil
 - 12.1.1 Historical Trend (2018-2023)
 - 12.1.2 Forecast Trend (2024-2032)
 - 12.2 Argentina
 - 12.2.1 Historical Trend (2018-2023)
 - 12.2.2 Forecast Trend (2024-2032)
 - 12.3 Mexico
 - 12.3.1 Historical Trend (2018-2023)
 - 12.3.2 Forecast Trend (2024-2032)
 - 12.4 Others
- 13 Middle East and Africa Pilates and Yoga Studios Market Analysis
 - 13.1 Saudi Arabia
 - 13.1.1 Historical Trend (2018-2023)
 - 13.1.2 Forecast Trend (2024-2032)
 - 13.2 United Arab Emirates
 - 13.2.1 Historical Trend (2018-2023)
 - 13.2.2 Forecast Trend (2024-2032)
 - 13.3 Nigeria
 - 13.3.1 Historical Trend (2018-2023)
 - 13.3.2 Forecast Trend (2024-2032)
 - 13.4 South Africa
 - 13.4.1 Historical Trend (2018-2023)
 - 13.4.2 Forecast Trend (2024-2032)
 - 13.5 Others
- 14 Market Dynamics
 - 14.1 SWOT Analysis
 - 14.1.1 Strengths
 - 14.1.2 Weaknesses

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- 14.1.3 Opportunities
- 14.1.4 Threats
- 14.2 Porter's Five Forces Analysis
 - 14.2.1 Supplier's Power
 - 14.2.2 Buyer's Power
 - 14.2.3 Threat of New Entrants
 - 14.2.4 Degree of Rivalry
 - 14.2.5 Threat of Substitutes
- 14.3 Key Indicators for Demand
- 14.4 Key Indicators for Price
- 15 Competitive Landscape
 - 15.1 Market Structure
 - 15.2 Company Profiles
 - 15.2.1 Fitness Firm Yoga and Pilates Studio
 - 15.2.1.1 Company Overview
 - 15.2.1.2 Product Portfolio
 - 15.2.1.3 Demographic Reach and Achievements
 - 15.2.1.4 Certifications
 - 15.2.2 Harmony Yoga Pilates Studio
 - 15.2.2.1 Company Overview
 - 15.2.2.2 Product Portfolio
 - 15.2.2.3 Demographic Reach and Achievements
 - 15.2.2.4 Certifications
 - 15.2.3 Core Pilates and Mind Limited
 - 15.2.3.1 Company Overview
 - 15.2.3.2 Product Portfolio
 - 15.2.3.3 Demographic Reach and Achievements
 - 15.2.3.4 Certifications
 - 15.2.4 Innerstellar Pilates & Yoga Studio
 - 15.2.4.1 Company Overview
 - 15.2.4.2 Product Portfolio
 - 15.2.4.3 Demographic Reach and Achievements
 - 15.2.4.4 Certifications
 - 15.2.5 M Pilates + Yoga
 - 15.2.5.1 Company Overview
 - 15.2.5.2 Product Portfolio
 - 15.2.5.3 Demographic Reach and Achievements
 - 15.2.5.4 Certifications
 - 15.2.6 Longevita Pilates & Yoga Studio
 - 15.2.6.1 Company Overview
 - 15.2.6.2 Product Portfolio
 - 15.2.6.3 Demographic Reach and Achievements
 - 15.2.6.4 Certifications
 - 15.2.7 Studio A Pilates & Yoga
 - 15.2.7.1 Company Overview
 - 15.2.7.2 Product Portfolio
 - 15.2.7.3 Demographic Reach and Achievements

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- 15.2.7.4 Certifications
- 15.2.8 Authentic Pilates Ltd.
 - 15.2.8.1 Company Overview
 - 15.2.8.2 Product Portfolio
 - 15.2.8.3 Demographic Reach and Achievements
 - 15.2.8.4 Certifications
- 15.2.9 Pilates Unlimited
 - 15.2.9.1 Company Overview
 - 15.2.9.2 Product Portfolio
 - 15.2.9.3 Demographic Reach and Achievements
 - 15.2.9.4 Certifications
- 15.2.10 Fitness Unlimited
 - 15.2.10.1 Company Overview
 - 15.2.10.2 Product Portfolio
 - 15.2.10.3 Demographic Reach and Achievements
 - 15.2.10.4 Certifications
- 15.2.11 Others
- 16 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Global Pilates and Yoga Studios Market: Key Industry Highlights, 2018 and 2032
2. Global Pilates and Yoga Studios Historical Market: Breakup by Activity Type (USD Billion), 2018-2023
3. Global Pilates and Yoga Studios Market Forecast: Breakup by Activity Type (USD Billion), 2024-2032
4. Global Pilates and Yoga Studios Historical Market: Breakup by Application (USD Billion), 2018-2023
5. Global Pilates and Yoga Studios Market Forecast: Breakup by Application (USD Billion), 2024-2032
6. Global Pilates and Yoga Studios Historical Market: Breakup by Region (USD Billion), 2018-2023
7. Global Pilates and Yoga Studios Market Forecast: Breakup by Region (USD Billion), 2024-2032
8. North America Pilates and Yoga Studios Historical Market: Breakup by Country (USD Billion), 2018-2023
9. North America Pilates and Yoga Studios Market Forecast: Breakup by Country (USD Billion), 2024-2032
10. Europe Pilates and Yoga Studios Historical Market: Breakup by Country (USD Billion), 2018-2023
11. Europe Pilates and Yoga Studios Market Forecast: Breakup by Country (USD Billion), 2024-2032
12. Asia Pacific Pilates and Yoga Studios Historical Market: Breakup by Country (USD Billion), 2018-2023
13. Asia Pacific Pilates and Yoga Studios Market Forecast: Breakup by Country (USD Billion), 2024-2032
14. Latin America Pilates and Yoga Studios Historical Market: Breakup by Country (USD Billion), 2018-2023
15. Latin America Pilates and Yoga Studios Market Forecast: Breakup by Country (USD Billion), 2024-2032
16. Middle East and Africa Pilates and Yoga Studios Historical Market: Breakup by Country (USD Billion), 2018-2023
17. Middle East and Africa Pilates and Yoga Studios Market Forecast: Breakup by Country (USD Billion), 2024-2032
18. Global Pilates and Yoga Studios Market Structure

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