

# pilates and yoga studios market Challenges, Drivers and Restraint Research Report by 2030

*Rise in health awareness and surge in the number of fitness enthusiasts are expected to drive market revenue growth*

SURREY, BRITISH COLUMBIA, CANADA, April 4, 2022 /EINPresswire.com/ -- The Global pilates and yoga studios Market report presents comprehensive information covering insightful data for businesses and investors for the time period of 2020-2030. The report studies the historical data of the pilates and yoga studios market and offers valuable information about the key

segments and sub-segments, revenue generation, demand and supply scenario, trends, and other vital aspects. The report offers an accurate forecast estimation of the pilates and yoga studios industry based on the recent technological and research advancements. It also offers valuable data to assist the investors in formulating strategic business investment plans and capitalize on the emerging growth prospects in the pilates and yoga studios market. Rapid increase in obese population is boosting health awareness activities and celebrity endorsement and promotion, which are expected to drive global Pilates and yoga studios market revenue growth during the forecast period.



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Rise in health awareness and surge in the number of fitness enthusiasts are expected to drive market revenue growth

pilates and yoga studios Market Size – USD 116.74 Billion in 2020, Market Growth – at a CAGR of 11.2%, Market Trend – High demand from Asia-Pacific

Pilates and yoga studios provide convenient workout sessions with instructors, for giving proper guidance and encouragement to clients to help them achieve their fitness goals. Pilates focuses

on core strength, breath awareness, and spine alignment, whereas yoga is a collection of movements that stimulate and rejuvenate the entire body. Increasing prevalence of obesity, owing to unhealthy food habits and lifestyles, is considered the main reason behind chronic health issues, such as diabetes, thyroid disease, and others. People are, therefore, becoming more health conscious, which is expected to drive the global Pilates and yoga studios market revenue growth. Furthermore, growth of Pilates and yoga studios is also being driven by increase in Pilates and yoga memberships, as well as supportive government initiatives to promote healthy lifestyles.

Medium scale enterprise segment revenue is expected to register a rapid growth rate during the forecast period. Innovative strategies undertaken by key market players is a major factor expected to drive revenue growth of this segment.

Service provider segment revenue is expected to register a rapid growth rate during the forecast period, owing to increasing demand for private instructors and yoga tutors across the world.

Market in Asia-Pacific accounted for largest revenue share in 2020, owing to increase in consumer spending on health. Over the last two decades, fitness trends and increasing knowledge about alternative health practices in Asia-Pacific have been creating growing interest in yoga and Pilates.

Major players in the market report include Pilates Plus LLC, The Pilates Yoga Company, Authentic Pilates, Fitness Firm Yoga and Pilates Studio, Core Pilates & Yoga, Flex Studios, Inc., M Pilates+Yoga, Yoga Vida, O2 Yoga, and Fitness Unlimited.

Additionally, improvements in lifestyle, increase in the number of young fitness enthusiasts, and rise in per capita income in developing countries are expected to create future growth opportunities for Pilates and yoga studios market. Expansion of Pilates and yoga studios is being driven by increasing health awareness, rising disposable income in developing countries, and growing popularity of physical fitness activities. Promotions and marketing activities have always been an effective approach for Pilates and yoga businesses to expand their market reach. However, presence of other alternatives, such as multi-specialty gyms, fitness centers, and therapeutic programs, is restricting Pilates and yoga studios market revenue growth.

## Segmental Analysis

The global pilates and yoga studios market is broadly segmented on the basis of different product types, application range, end-use industries, key regions, and an intensely competitive landscape. This section of the report is solely targeted at readers looking to select the most appropriate and lucrative segments of the pilates and yoga studios sector in a strategic manner. The segmental analysis also helps companies interested in this sector make optimal business decisions and achieve their desired goals.

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Emergen Research has segmented the global Pilates and yoga studios market on the basis of type, application, enterprise size, sales channel, and region:

Type Outlook (Revenue, USD Billion, 2018–2030)

Yoga Classes

Pilates Classes

Pilates & Yoga Accreditation Training

Merchandise Sales

Application Outlook (Revenue, USD Billion, 2018–2030)

Private

Group

Enterprise Size Outlook (Revenue, USD Billion, 2018–2030)

Small Scale Enterprise

Medium Scale Enterprise

Large Scale Enterprise

Sales Channel Outlook (Revenue, USD Billion, 2018–2030)

Manufacturer

Distributor

Service Provider

Aftermarket

Regional Outlook (Revenue, USD Billion, 2018–2030)

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

BENELUX

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of APAC

Latin America

Brazil

Rest of LATAM

Middle East & Africa

Saudi Arabia

UAE

Israel

Rest of MEA

Key Points of pilates and yoga studios Market:

Extensive coverage of the analysis of the pilates and yoga studios market

Key insights into the regional spread of the industry in key geographies

Radical insights into the vital market trends; both current and emerging trends, and factors influencing the growth of the market

Comprehensive coverage of the impact of the COVID-19 pandemic on the overall growth of the pilates and yoga studios market

Complete data about the key manufacturers and vendors in the pilates and yoga studios market

There are 15 Chapters to deeply display the global pilates and yoga studios market.

The report is distributed over 15 Chapters to display the analysis of the global pilates and yoga studios market.

Chapter 1 covers the pilates and yoga studios Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2 talks about the top manufacturers and analyses their sales, revenue and pricing decisions for the duration 2016 and 2017;

Chapter 3 displays the competitive nature of the market by discussing the competition among the top manufacturers. It dissects the market using sales, revenue and market share data for 2016 and 2017;

Chapter 4, shows the global market by regions and the proportionate size of each market region based on sales, revenue and market share of pilates and yoga studios , for the period 2012-2017;

Chapter 5, 6, 7, 8 and 9, are dedicated to the analysis of the key regions, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, talk about the application and types of pilates and yoga studios in the market

using the same set of data for the period 2012-2017;

Chapter 12 provides the market forecast by regions, types and applications using sales and revenue data for the period 2017-2022;

Chapter 13, 14 and 15 describe the value chain by focusing on the sales channel and the distributors, traders, dealers of the pilates and yoga studios. The concluding chapter also includes research findings and conclusion.

Read More: <https://www.emergenresearch.com/industry-report/pilates-and-yoga-studios-market>

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