

Yoga Market to Grow at a CAGR of 9.6% and will Reach USD 66.2 billion by 2027

By type, the offline yoga course segment led in terms of yoga market size & online yoga course is expected to gain market share in the upcoming years

WILMINGTON, DE, UNITED STATES, October 16, 2025 /EINPresswire.com/ -- The global [yoga market](#) size was \$37.5 billion in 2019, and is projected reach \$66.2 billion by 2027, registering a CAGR of 9.6% from 2021 to 2027. The offline segment dominates in terms of market share; however, the online segment is expected to register the highest CAGR during the forecast period.



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According to the Yoga Market report published by the Allied Market Research, the study presents impending revenue forecast of the industry for the next few years coupled with imminent market trends and opportunities. Moreover, the study also does out different logical tables and graphs to identify the complexities of the market.

A complete and wide-ranging evaluation of the aspects that drive and restrain the Market growth is also provided throughout the study. This detailed exploration of the market size and its proper segmentation help the market players define the prevalent opportunities that are looming large.

The report helps clients in comprehending their first-hand knowledge of the global market while providing a full-fledged understanding of the regional-level analysis of each segment. At the same time, the study contains in-depth information of the frontrunners that are active in the industry along with their financial agenda, segmental profits, company trends, services/products offerings, and major adopted stratagems.

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Market Segmentation:

The global yoga market is analyzed depending on expenditure incurred by the yoga practitioners. The yoga market report covers analysis based on type and geographic prospects. On the basis of type, the market is studied across online yoga course, offline yoga course, and yoga accreditation training programs. Region wise, the global yoga market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Major Key Players

Some of the leading players profiled in the yoga market analysis include Alo Moves, Inc., Flyogi LLC., Gaia, Inc., Momo Studio B.V. (Momoyoga), Omstars LLC., One Yoga London, Yoga International, Yogaglo, Inc., Yoga Today LLC, and Yogiapproved LLC.

Recent years have seen increased traction toward hybrid form of yoga. For instance, yoga & sports, yoga & surf, yoga cruises, yoga & diving, yoga & detox, and yoga & wine along with the more popular yoga & meditation and yoga & Ayurveda programs are trending among the practitioners. These programs are highly engaging, interactive, and full of fun, which, in turn, has resulted in increase in enrollments for these programs. This yoga market trend is likely to prevail in the upcoming years with the relaxation of lockdown and social distancing norms.

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Key Findings Of The Study

By region, North America dominates in terms of yoga market share and is expected to retain its dominance during the yoga market forecast period.

By type, the offline yoga course segment led in terms of yoga market size, in 2019; however, online yoga course is expected to gain market share in the upcoming years

Asia-Pacific is anticipated to grow with robust CAGR of 10.8% during the forecast period.

Reasons to Buy this Yoga Market Report:

- > Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- > Sort new clients or possible partners into the demographic you're looking for.
- > Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- > Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- > To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- > Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- > To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors

Analyst Review

The global yoga industry has come up with innovative spectrum of offerings meeting the demands of increasingly tech-savvy consumers. Virtual yoga classes, social media platforms, and yoga tourism are some of the key areas where the engaged stakeholders are continuously investing, innovating, and reaping profits. Furthermore, the sub-continent of India has played a conspicuous role in proliferating yoga practices on global platforms by developing a unique market position, image, and brand through its rich heritage of indigenous knowledge coupled with strong infrastructure and skilled manpower

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