New Global Report Reveals Strong Pilates Demand - But Growing Pressure on the Profession

The Pilates Journal's new global report reveals strong demand, increased competition and how studios are responding with new offerings.



The Pilates Journal

LOS ANGELES, CA, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- The Pilates Journal's 2026 Global Industry Report captures insights from nearly a thousand Pilates professionals worldwide.

LOS ANGELES, 18 September 2026: The Pilates Journal has released its 2026 Global Industry Report, revealing strong consumer demand, healthy class capacity and continued commercial growth across the global Pilates industry.

> "Studios are adding strength, barre, wellness and recovery—not to move away from Pilates, but to create a more complete experience and give clients more reasons to stay connected,"
>
> *CJ Zarb*

Based on responses from 955 Pilates professionals, the report captures the perspectives of instructors, studio owners, managers and educators across the United States, Australia, the United Kingdom, Europe, Canada, Asia and other international markets.

Key findings include:

- 76% reported increased demand for Pilates
- 64% said their classes were operating at or near full capacity
- 52% identified increased competition as a major industry shift
- 47% of studio operators introduced new offerings in the past year
- 47% of studio operators identified group reformer as the format driving the most revenue growth

- 65% plan to invest in continuing education or professional development

The findings point to an industry experiencing significant momentum, but also facing increasing pressure around staffing, income sustainability, operating costs, competition and client retention.

“Pilates is reaching more people and becoming an increasingly important part of the global health and wellness landscape,” said CJ Zarb, Founder and Editor-in-Chief of The Pilates Journal. “The report also makes it clear that demand alone does not guarantee a sustainable profession. Teaching quality, instructor support and strong business practices must keep pace with the industry’s growth.”

The report found that group reformer continues to be a major commercial driver, while studios are also expanding their services in response to client demand and a more competitive market.

“Studios are considering complementary offerings such as strength training, barre, wellness and recovery services,” said Zarb. “This is not necessarily about moving away from Pilates, but about creating a more complete client experience and giving people more reasons to remain connected to their studio.”
Education emerged as the industry’s leading investment priority, ahead of marketing, instructor hiring, new equipment, additional capacity, technology and studio expansion.

The 2026 Global Industry Report provides further analysis of industry demand, studio operations, instructor experiences, technology and AI adoption, public perceptions of Pilates and the areas attracting future investment.

Download the full 2026 Global Industry Report
https://bit.ly/4dJSPHP

About The Pilates Journal
The Pilates Journal is an independent global publication for Pilates professionals, studio owners, educators and enthusiasts. Through industry reporting, expert perspectives, research and events, it connects and informs the people shaping the future of Pilates.

Media enquiries:
CJ Zarb
Editor-in-Chief
The Pilates Journal
editor@pilatesjournal.com
https://pilatesjournal.com/

CJ Zarb
The Pilates Journal

+1 805-600-5018
email us here
Visit us on social media:
LinkedIn
Instagram
Facebook

This press release can be viewed online at: https://www.einpresswire.com/article/943362773

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.