

Smooth moves: Despite competition from gyms, new markets will strengthen revenue

## IBISWorld Industry Report OD4185 Pilates & Yoga Studios in the US

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# About this Industry

## Industry Definition

This industry comprises facilities that offer Pilates and yoga instruction to individuals or groups. Pilates is a body conditioning routine to build strength and flexibility while yoga is a physical

and spiritual practice focused on breath control, flexibility and strength. This industry does not include Pilates and yoga classes taught at gyms or other health club centers.

## Main Activities

### The primary activities of this industry are

Pilates and yoga studios  
 Pilates and yoga classes  
 Personal training involving Pilates and yoga activities  
 Merchandise sales  
 Workshops and seminars  
 Pilates and yoga accreditation training

### The major products and services in this industry are

Merchandise sales  
 Pilates and yoga accreditation training  
 Pilates classes  
 Yoga classes

## Similar Industries

### 61169 Tutoring & Driving Schools in the US

This industry offers accreditation courses for yoga and Pilates teachers.

### 71394 Gym, Health & Fitness Clubs in the US

This industry includes fitness and recreational sports facilities that feature leisure sports, physical fitness and other exercise and conditioning activities.

### 81219a Weight Loss Services in the US

This industry provides nonmedical services to clients to assist them in losing weight or maintaining a desired weight level. These programs often recommend exercise classes such as yoga and Pilates.

## Additional Resources

### For additional information on this industry

[www.bls.gov](http://www.bls.gov)  
 Bureau of Labor Statistics  
[www.nsga.org](http://www.nsga.org)  
 National Sporting Goods Association  
[www.namasta.com](http://www.namasta.com)  
 North American Studio Alliance

# About this Industry

## Additional Resources continued

[www.pilatesmethodalliance.org](http://www.pilatesmethodalliance.org)

Pilates Method Alliance

.....  
[www.census.gov](http://www.census.gov)

US Census Bureau

.....  
[www.yogajournal.com](http://www.yogajournal.com)

Yoga Journal

IBISWorld writes over 700 US industry reports, which are updated up to four times a year. To see all reports, go to [www.ibisworld.com](http://www.ibisworld.com)

# Industry at a Glance

Pilates & Yoga Studios in 2011

## Key Statistics Snapshot

Revenue

**\$6.5bn**

Annual Growth 06-11

**9.5%**

Annual Growth 11-16

**5.0%**

Profit

**\$795.4m**

Wages

**\$3.0bn**

Businesses

**23,912**

### Market Share

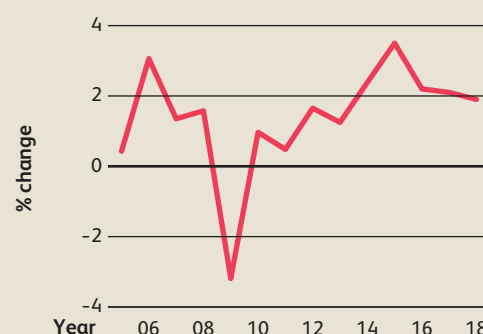
There are no Major Players in this industry

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Revenue vs. employment growth

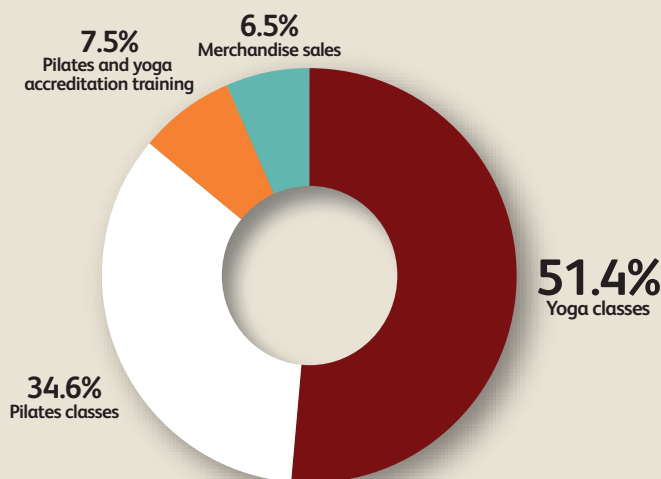


Per capita disposable income



SOURCE: WWW.IBISWORLD.COM

Products and services segmentation (2011)



SOURCE: WWW.IBISWORLD.COM

### Key External Drivers

External competition  
National unemployment rate  
Per capita disposable income  
Time spent on leisure and sports

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## Industry Structure

Life Cycle Stage	Growth	Regulation Level	Light
Revenue Volatility	Low	Technology Change	Low
Capital Intensity	Low	Barriers to Entry	Low
Industry Assistance	None	Industry Globalization	Low
Concentration Level	Low	Competition Level	Medium

FOR ADDITIONAL STATISTICS AND TIME SERIES SEE THE APPENDIX ON PAGE 28