

Yoga Market – Facts You Can Use

Clayton Yoga Teacher Training

Marketing Webinar Training Materials

**Presented by:
Judit Mueller-Kiss
Yoga Business Mentor**

© 2013 Judit Mueller-Kiss Yoga Business Mentor

The latest "**Yoga in America**" study, just released by Yoga Journal (yogajournal.com) shows that **20.4 million Americans practice yoga, compared to 15.8 million from the previous 2008 study***, an **increase of 29 percent**. In addition, **practitioners spend \$10.3 billion a year on yoga classes and products, including equipment, clothing, vacations, and media**. The previous estimate from the 2008 study was \$5.7 billion*.

The 2012 study indicates that **8.7 percent of U.S. adults, or 20.4 million people, practice yoga**. Of current non-practitioners, **44.4 percent of Americans call themselves "aspirational yogis"—people who are interested in trying yoga**.

The study also collected data on age, gender, and other demographic and lifestyle factors.

Of the **yoga practitioners** surveyed:

Gender: 82.2 percent are women; 17.8 percent are men.

Age: The majority of today's yoga practitioners (62.8 percent) fall within the age range of **18-44**.

Length of practice: 38.4 percent have practiced yoga for one year or less; 28.9 percent have practiced for one to three years; 32.7 percent have practiced for three years or longer.

Level of practice: 44.8 percent consider themselves beginners (22.9 percent are new to yoga; 21.9 percent are beginning to practice yoga after taking some time off); 39.6 percent consider themselves intermediate; 15.6 percent consider themselves expert/advanced.

Motivation for practice: The top five reasons for starting yoga were:

1. flexibility (78.3 percent),
2. general conditioning (62.2 percent),
3. stress relief (59.6 percent),
4. improve overall health (58.5 percent) and
5. physical fitness (55.1 percent).

Data Source: http://www.yogajournal.com/press/press_release/40