

..... THE BILLION DOLLAR BUSINESS OF

YOGA?

4TH FASTEST GROWING INDUSTRY

A detailed overview of the yoga industry, one of the fastest growing industries in the world

TOPICS COVERED

- SECTION 1 THE GROWING INDUSTRY OF YOGA
- SECTION 2 PROFILE OF THE YOGI
- SECTION 3 INTERESTING FACTS ABOUT YOGA
- SECTION 4 WHAT IS PUSHING THE POPULARITY OF YOGA?



SECTION 1:

THE GROWING INDUSTRY OF YOGA

The booming yoga industry has enjoyed spending increases of 87% over the last 5 years

YOGA: THE 4TH FASTEST GROWING INDUSTRY IN THE US

US Yogis increased their spending by 87% over the last 5 years and they don't seem like stopping any time soon!



Total amount spent by yogis in USA:
\$10,300,000,000 per year.

Spending increased by
87% during the

2011 2012 2013 2014 2015

87% during the last 5 years

20% more yogis every year!

Number of Americans doing yoga in August 2015:

15,275,000

and this number is increasing by 20% every year!



200,000

• OUTSIDE OF THE USA, YOGA IS EXPERIENCING MASSIVE GROWTH •

“Yoga is the first and most successful product of globalization”



STEFANIE SYMAN



According to the International Yoga Federation

THERE ARE 300 MILLION PEOPLE PRACTICING YOGA WORLDWIDE



JAPAN

Fastest growing country

413%

GROWTH IN 5 YEARS





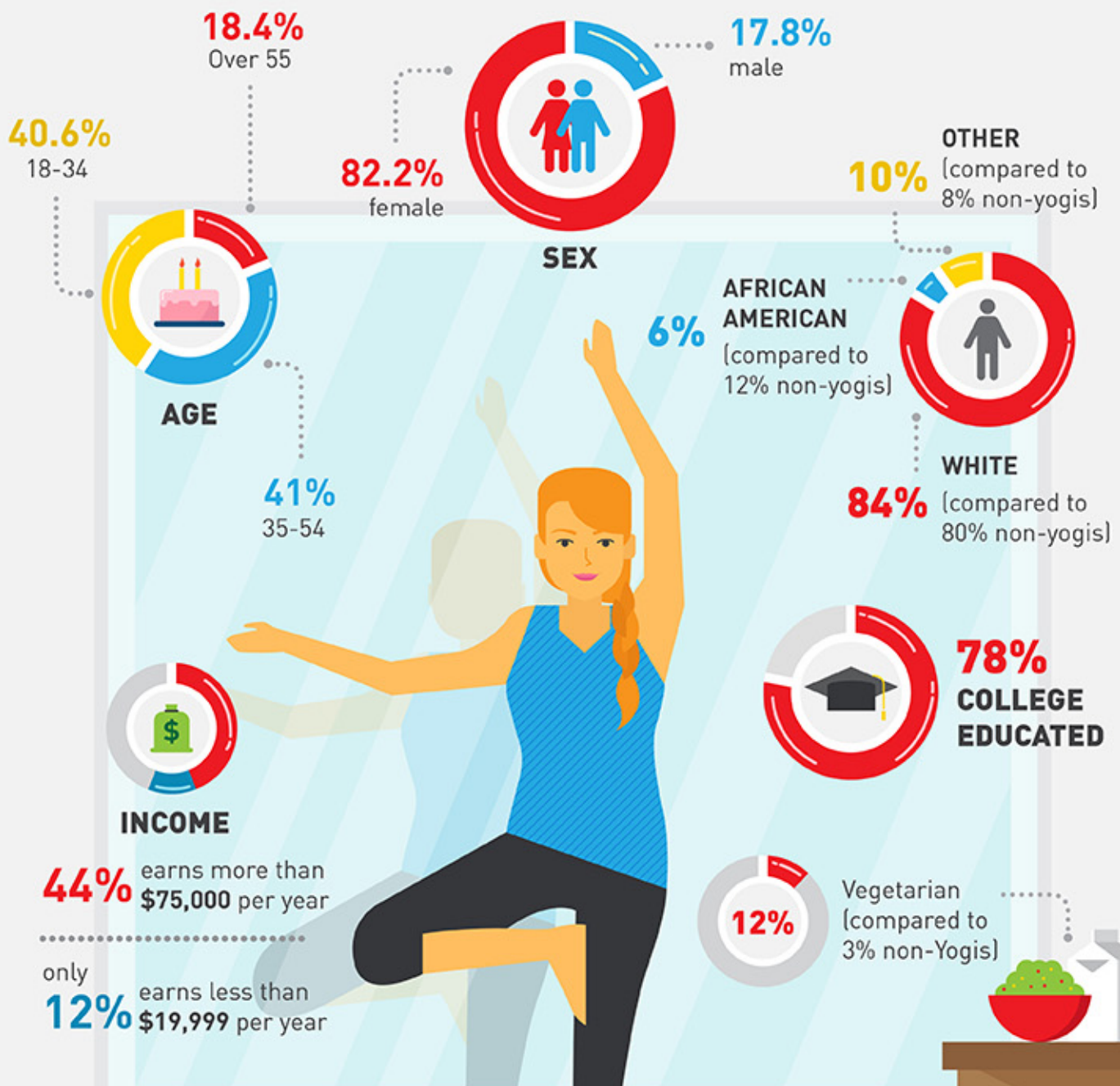
SECTION 2:

PROFILE OF THE YOGI

US RESEARCH - WHO ARE THE YOGIS?

High earners, all ages and they love to spend money:
THE AVERAGE YOGI IS ANYTHING BUT AVERAGE!

Yogis are





YOGI LOVES TO SPEND CASH! (USA)



SPENDING ON YOGA:

on average

\$500

per year per person

So much money is spent by yogis, but what is it being spent on?



YOGA PANTS

Top selling yoga products according to Amazon



LULULEMON

Most popular yoga brand according to Amazon



TOP SELLING PRODUCTS ON AMAZON USA

\$49,95

Yoga Mat

Balance From Go Yoga
All-Purpose yoga mat

\$19,99

Yoga Towel

Youphoria

\$95

Yoga Pants

Lululemon

\$12,95

Yoga Bag

the Fit Spirit
Tree of Life

\$9,49

Yoga Music

The Essential
Snatam Kaur
(according to
Doyouyoga)

MOST EXPENSIVE YOGA PANTS 2015 USA

\$130

Lole Jasmit
Leggings

\$99

Lorna Jane
Boot leg Pant

\$95

Lululemon
Groove Pant

\$120

Sweaty Betty Om
Yoga Pants

\$90

Zobha
Evolve Pant



SECTION 3:

INTERESTING FACTS ABOUT YOGA

• THE HOTTEST YOGA STYLES IN US •

Yoga is a physical, mental, and spiritual practice which originated in India



MOST POPULAR YOGA STYLES

and which celebrity is practicing it

1

Hatha



2

Bikram



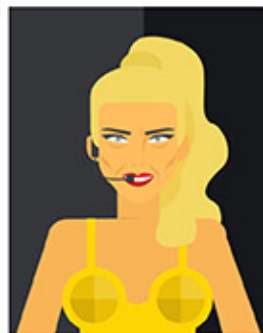
3

Vinyasa



4

Ashtanga



MOST & LEAST EXPENSIVE YOGA STYLES



Prenatal
Yoga



\$31.30



Bikram
Yoga



\$20



Ashtanga



\$9.39



Price is based on the average single class entrance fee in the US

TOP NEWEST TRENDING YOGA STYLES



Naked yoga

Practice of yoga without clothes



Acro Yoga

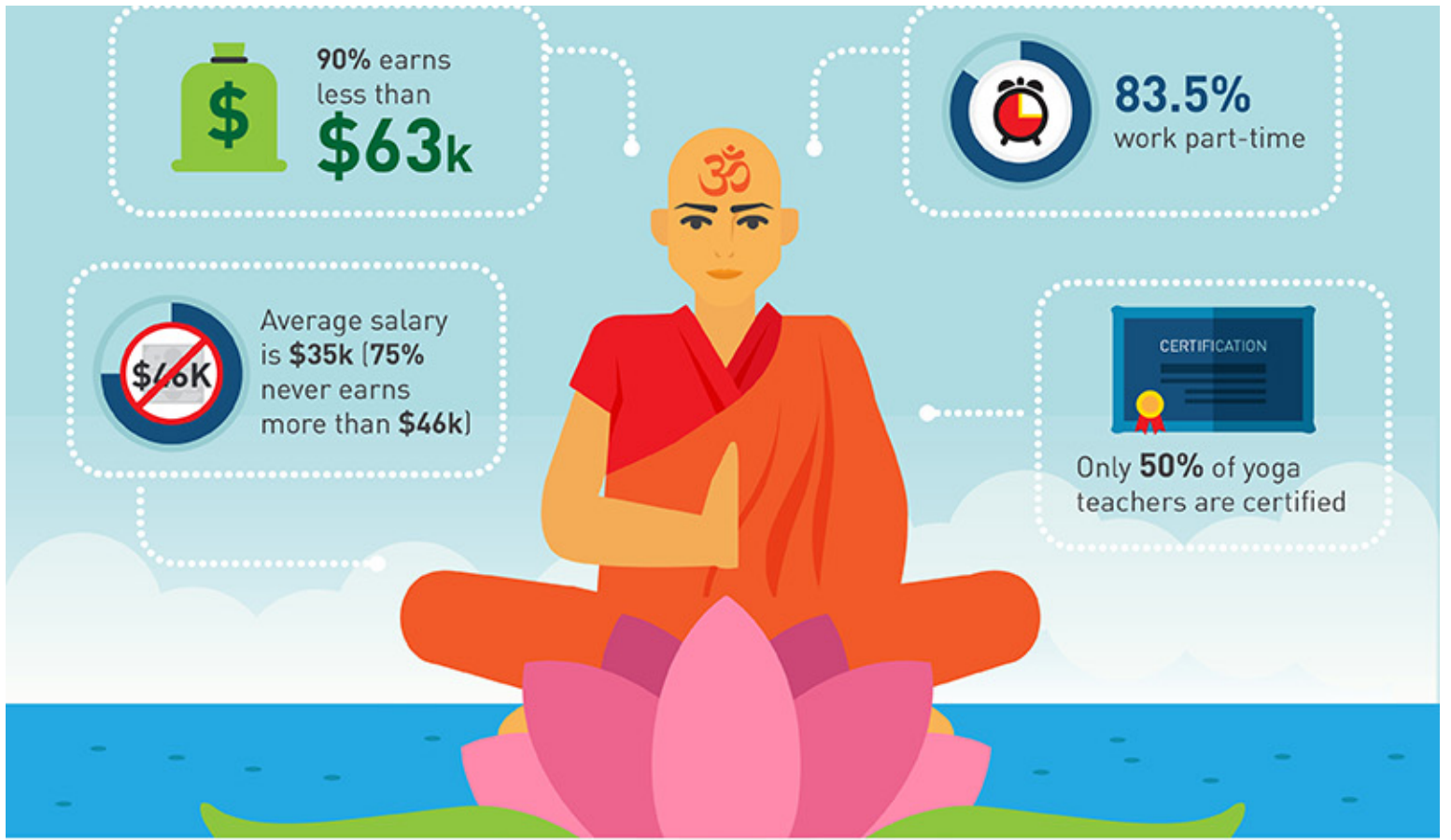
Practice which combines yoga and acrobatics



Doga

Yoga with your dog!

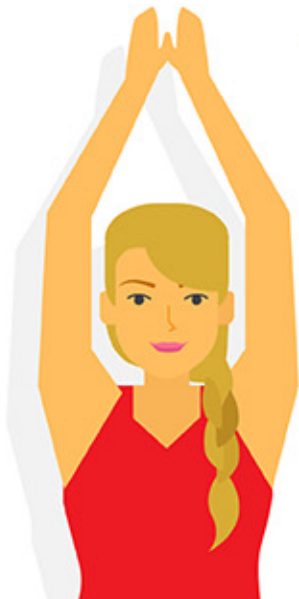
HOW MUCH DOES A YOGA TEACHER EARN?



THE REAL REASONS PEOPLE PRACTICE YOGA



98% expect it to improve their health



28% alleviate a medical condition



80% physical exercise



73% stress management

73%
spiritual activity



HOW OFTEN ARE YOGIS SICK?



(COMPARED TO NON-YOGIS)



55%
less chance
malignant tumors



87%
less chance
heart disease



30%
less chance
infectious diseases



50%
less chance out-patient
doctor visits



27%
lower chance
absenteeism rates

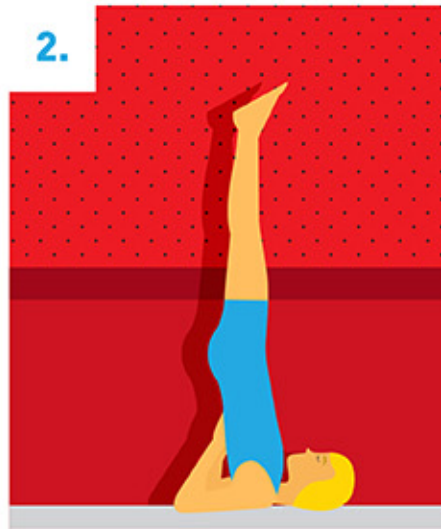
• **HIGHEST LEVEL OF INJURIES AS A RESULT OF A POSE** •

Yoga is very safe, but injuries do happen.

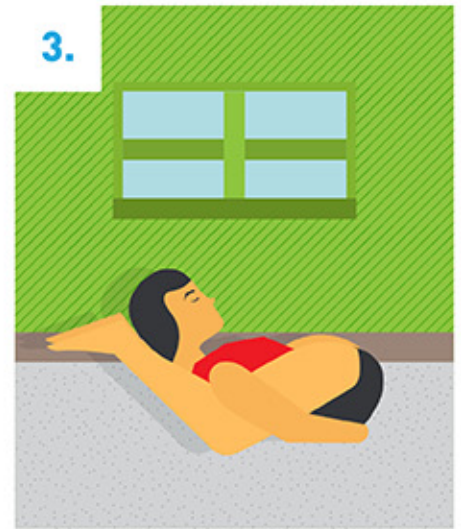
Yoga is very safe, but injuries do happen



1. Headstand pose



2. Shoulder stand



3. Postures that require putting one or both feet behind the head



SECTION 4:

WHAT IS PUSHING THE POPULARITY OF YOGA?

The yogi is the biggest reason behind the growth of yoga, but there is more: Health industry, availability of yoga and.. fashion!

1 THE POPULARITY OF YOGA IS MAINLY BEING SPREAD BY EXISTING YOGIS



Yoga is a lifestyle and can be like a form of religion for many people. Yogis are passionate about the subject, telling their friends, sharing yoga information on social media, and blogging about it. Large companies are now marketing yoga products to the general public, which has only helped to increase its popularity.

2 HEALTHY LIFESTYLES ARE TRENDY



There is this common belief that yoga is good for your health



Doctors prescribe yoga for many types of injuries



Living a healthy life is now a global trend and Yoga fits perfectly in to that framework

3 ACCESSIBILITY OF YOGA: NOWADAYS YOGA IS AVAILABLE EVERYWHERE



Yoga school



Gym



Work



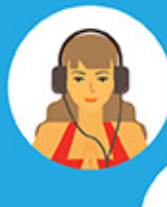
Online (like YouTube and online courses)

4 YOGA IS BECOMING FASHIONABLE

There are many forms of yoga that suit everyone



Yoga is common among celebrities which helps with the popularity



People identify themselves with

SOURCES

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