



yoga <sup>IN THE</sup>  
world  
RESEARCH STUDY

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# Research Objectives

The “Yoga in the World” study is the first of an on-going series of research efforts by Yoga Alliance to benchmark and track not only yoga trends around the globe, but public perception and barriers that prevent individuals from practicing yoga.

Building on the organization’s 2016 survey of “Yoga in America” (focused on the United States), Yoga Alliance recognized the need to expand its research to more fully understand how to increase the accessibility of yoga globally.

# Quantitative Methodology

Sensis, an integrated cross-cultural marketing agency, collected responses on behalf of Yoga Alliance from the following audiences and markets through both online survey panels as well as targeted recruiting efforts via telephone in October 2022. 11,020 respondents completed the survey.

- **Yoga practitioners:** People who have practiced yoga in the last 6 months in a class setting.
- **Yoga teachers:** People who have taught or led others in yoga in the past 6 months.
- **Yoga studio owners:** People who own one or more locations where yoga is practiced or taught (includes studios, gyms, private homes, online, etc)
- **General population:** People aged 18 and older.

# Quantitative Methodology

Yoga Alliance carefully selected these 10 countries for the survey, considering a mix of factors. The objective was to ensure broad representation across various regions and to include countries with diverse characteristics such as income levels, demographics, familiarity with yoga, and potential for the practice's future growth.

- 1. United States**
- 2. United Kingdom**
- 3. China**
- 4. Germany**
- 5. India**
- 6. United Arab Emirates**
- 7. Brazil**
- 8. Kenya**
- 9. Nigeria**
- 10. Chile**

Sensis created and applied survey weights where nationally-representative, audience-specific data was available. These include all data from the United States, United Kingdom, Brazil, and Germany, including practitioners, teachers, studio owners, and the general populations.

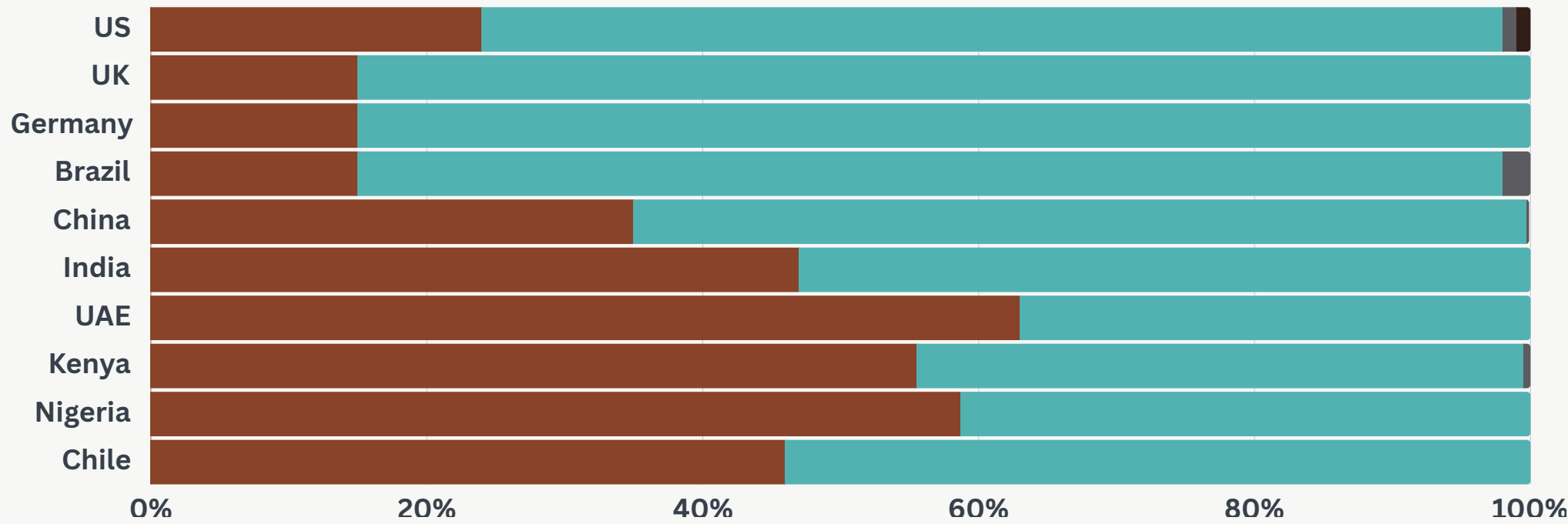
Sensis did not create nor apply weights for the other countries in this study. Due to the nature of internet access in those countries, estimates from China, India, UAE, Nigeria, Kenya, and Chile should be interpreted as samples of mostly highly educated, high income individuals.

# Demographics of Survey Respondents

## Yoga Practitioners

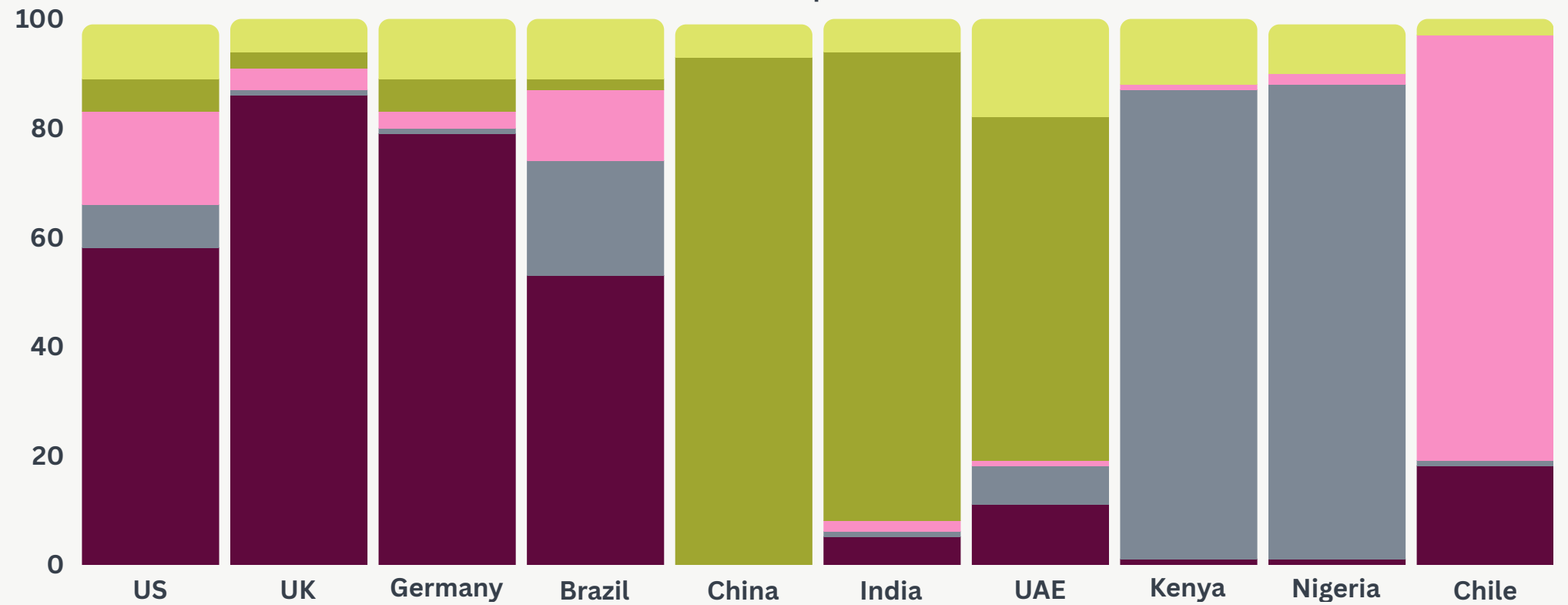
### Gender

Male Female Transgender Some other way



### Race

White Black Hispanic Asian Other



In the U.S., U.K., and Germany practitioners leaned female and white

### Average Age

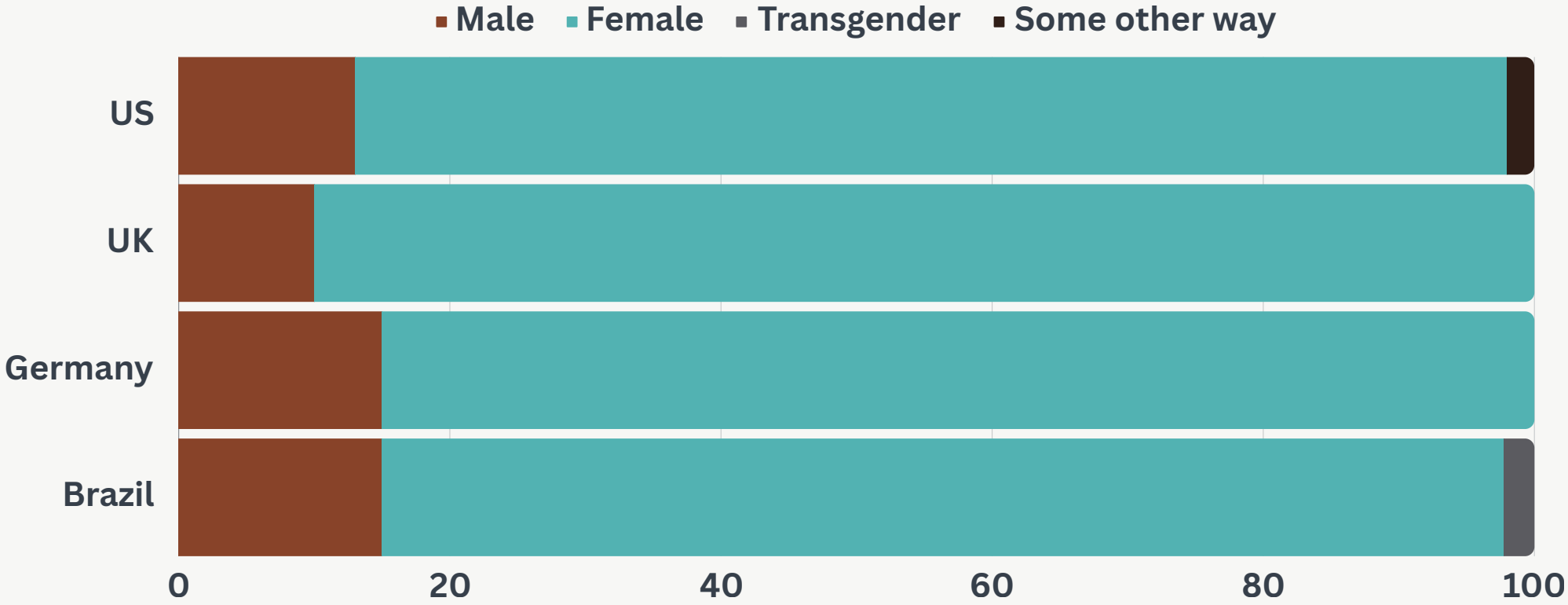
### At least College Degree

Country	Average Age	Pop	At least College Degree
US	39	38	47
UK	33	37	70
Germany	33	45	31
Brazil	33	36	52
China	33	35	85
India	32	32	84
UAE	33	35	88
Kenya	29	29	67
Nigeria	30	31	74
Chile	32	35	58

# Demographics of Survey Respondents

## Yoga Teachers

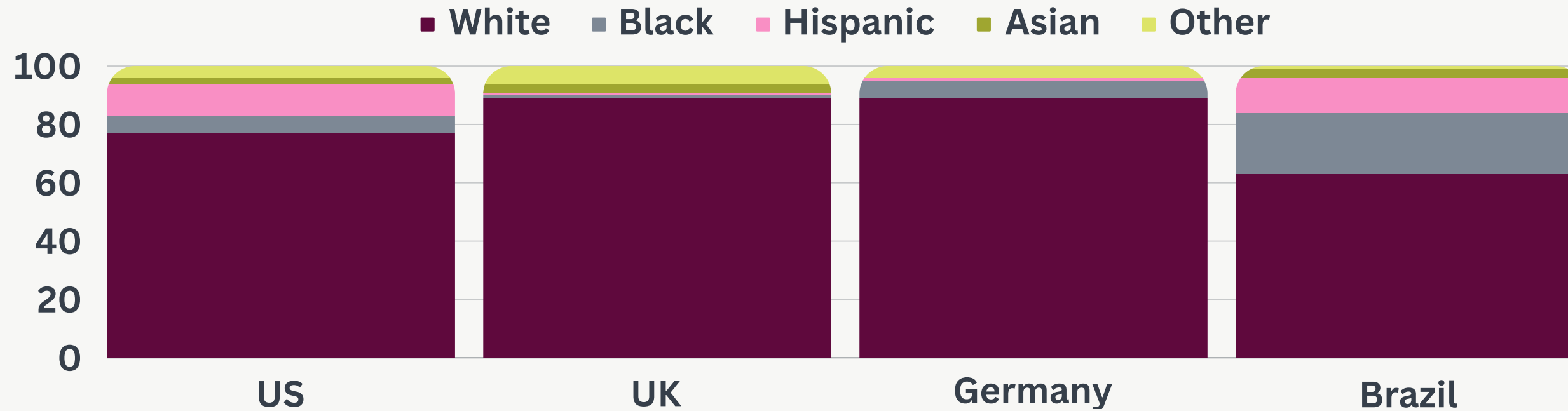
### Gender



### Average Age

Country	Average Age	Pop	At least College Degree	Pop
US	35	38	83	30
UK	33	37	70	15
Germany	33	45	79	24
Brazil	32	36	66	15

### Race

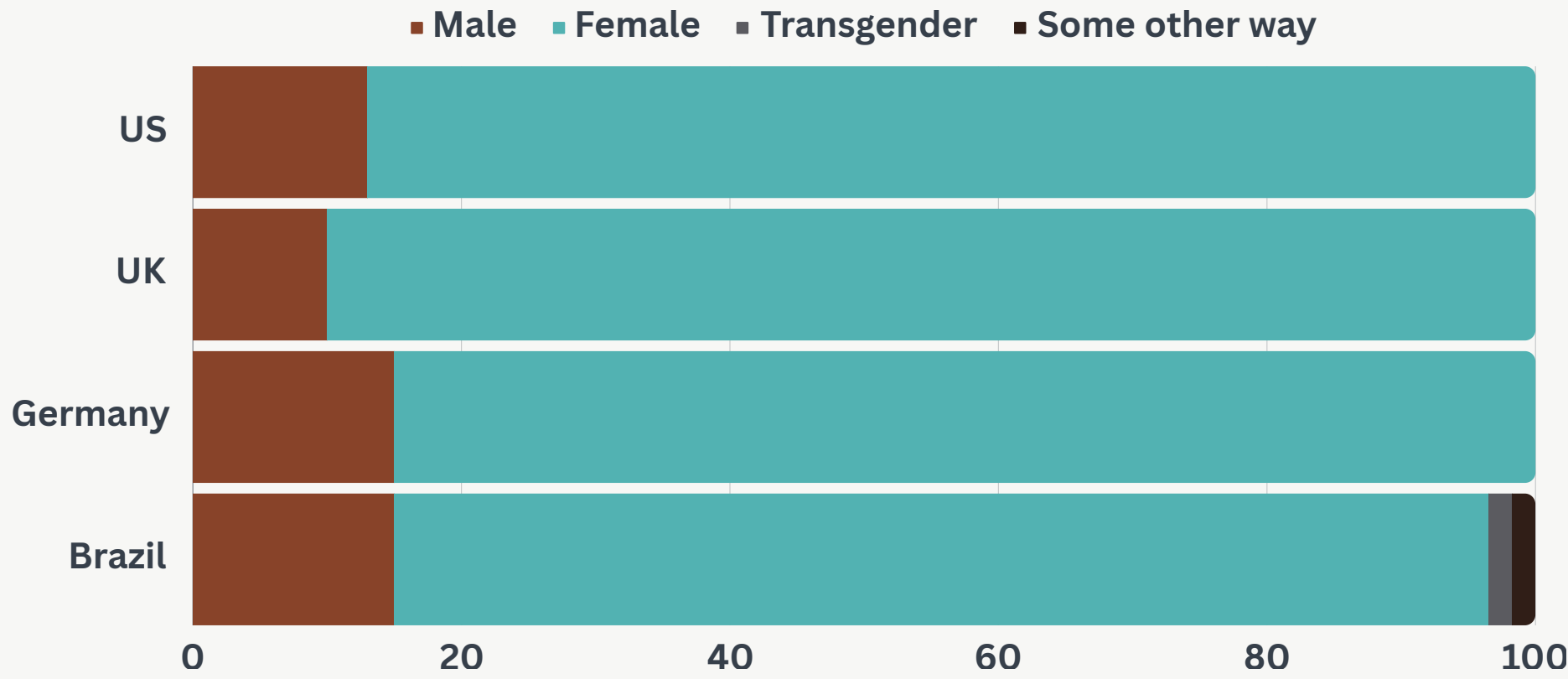


**Respondents skewed female (over 80%) and white (70%) across countries**

# Demographics of Survey Respondents

## Yoga Studio Owners

### Gender



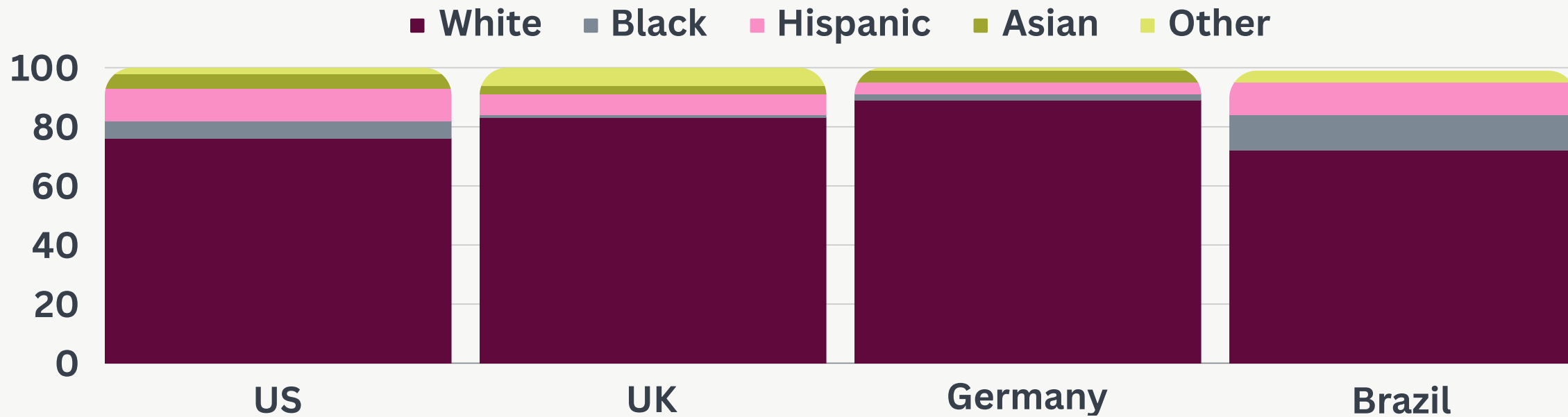
### Average Age

US	36
UK	33
Germany	35
Brazil	32

### At least College Degree

Country	Pop	At least College Degree
US	38	83
UK	37	70
Germany	45	79
Brazil	36	67

### Race



**Respondents skewed female (over 80%) and white (70%) across countries**





Whereas 36.7 million Americans practiced yoga in 2016

A growth of 4.6% (total population was only +2.7%)

# Consumer Spending on Yoga Products

## Practitioners

Practitioners spent over **\$21 billion** on yoga in **2022** in the United States

In 2016, adjusting for inflation, this number was just \$20 billion.

Top Items Practitioners Are Spending on:

Yoga props (mats, straps, etc.)

Yoga drop-in classes

Yoga lifestyle products

The majority of practitioners spend money on yoga lifestyle products (clothes, incense, etc):

**This corroborates focus group findings that practitioners view yoga as a lifestyle they buy into and not just an activity.**



# Motivators to Start Yoga Practitioners

Which of the following reasons motivated you to start practicing yoga?  
Select all that apply.

Practitioners from the United States, United Kingdom, Germany, China, Kenya, and Nigeria say that **relieving stress** was the top reason that motivated them to start yoga

Many were encouraged to first start yoga **by a friend**

Practitioners from Brazil, India, the UAE, and Chile say that **improving overall health** was the top reason that motivated them to start yoga

	US	UK	Germany	Brazil	China	India	UAE	Kenya	Nigeria	Chile
Flexibility	46	47	49	42	35	50	49	50	48	37
General fitness/conditioning	34	41	31	32	30	36	33	47	45	28
Weight loss	25	17	20	15	19	28	25	19	21	19
Spiritual development	27	20	27	30	30	36	29	32	24	28
Stress relief/reduction	51	55	52	56	55	49	51	61	51	46
Improve overall health	45	43	40	57	47	51	52	56	51	49
Physical therapy	24	16	19	14	10	32	34	43	37	32
Personal development	29	19	28	34	19	46	35	55	48	30

Flexibility was the top motivator for U.S. practitioners in 2016.

# Qualitative Methodology

In November 2022, Ebony Marketing Systems conducted 11, one-hour focus groups with 3-4 participants, 41 total, conducted via Zoom with a mix of teachers (including studio owners), practitioners and non-practitioners from across the United States.

- **Six practitioner groups**
  - By ethnicity (Black/African American, Hispanic, AAPI):
    - 1-5 years of practice
    - 6-10 years of practice
- **Two teacher groups**
  - Mixed groups:
    - 1-5 years of practice
    - 6-10 years of practice
- **Three non-practitioner groups**
  - By Ethnicity (Black/African American, Hispanic, AAPI)

# Qualitative Key Findings

Practitioners have a holistic view of health and wellness. Health is physical/mental/spiritual, which yields wellness

Non-practitioners schedule their health and wellness moments. Exercise and wellness is a series of trade-offs

Non-practitioners equate feeling healthy as feeling positive. Having a positive outlook is the desired end-result

Non-practitioners have tried yoga at least one. Their experiences led them to believe yoga was not for them

Non-practitioners think of yoga monolithically; they see yoga as a type of physical exercise

Personal and shared connections are the prime motivator to start yoga. If yoga is right for their friends or peers, non-practitioners are willing to try it

Lack of diversity is a recognized problem. Teachers especially want to be part of the solution in making yoga feel more inclusive for all - sex, body type and ethnicity



**Learn more at:**

**[yogaalliance.org/Yoga\\_in\\_the\\_World](https://yogaalliance.org/Yoga_in_the_World)**

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