

yoga IN THE world

RESEARCH STUDY



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.

COVID changed where people practiced (61%) but only 11% said they switched to more online instruction.

TOP FACTORS WHEN CHOOSING WHERE TO PRACTICE YOGA:

- QUALITY OF INSTRUCTION
- CONVENIENT LOCATION
- CLEANLINESS OF THE SPACE
- PRIVACY

52% of practitioners

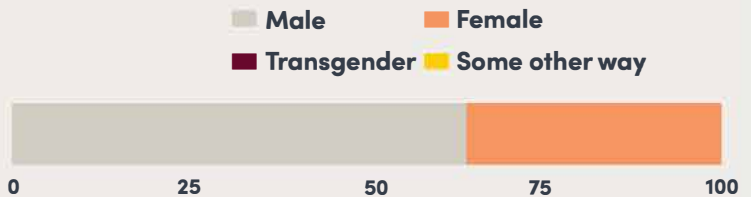
say they started yoga to improve their overall health.

No time = top barrier to practicing yoga

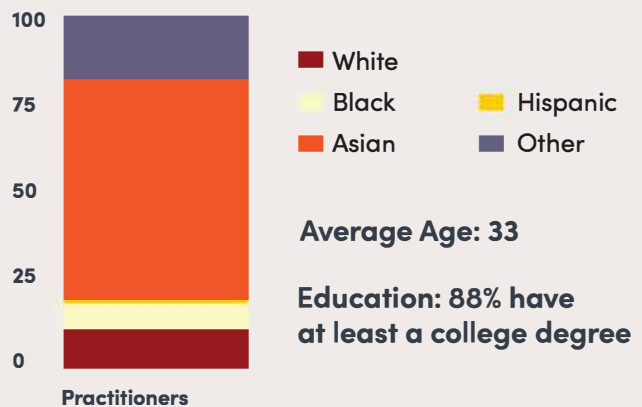
A friend is one of the most common encouragements to start yoga

Demographics

Gender



Race



Social media is one of the most common encouragements to start yoga

65% of practitioners

have had yoga recommended by a medical doctor or health professional, and 30% of the general population.

For more information on the 2022 Yoga in the World survey, please visit: yogaalliance.org/Yoga_in_the_World
 For additional information or questions, email feedback@yogaalliance.org
 For media and press inquiries contact: Toni Carey, Head of Strategic Communications, media@yogaalliance.org

The 2022 Yoga in the World survey was fielded by Sensis through an online panel survey in October 2022. Data was collected from 11,020 total respondents in 10 countries, including yoga practitioners, teachers, studio owners, and general population. Eleven focus groups were also conducted in the United States fielded by partner organization Ebony Marketing Systems, to understand yoga participation among Asian, Black, and Hispanic communities.