

Understanding Market (yoga specific)

Market Potential

- No companies that dominate market share [ibis](#)
- Generally recession proof [ibis](#)
- Baby boomer will be key source of growth in 2019 [ibis](#)
- Yoga will be 51.9% of revenue [ibis](#)
- in 2012 20.4 million Americans practice yoga increased 29% from 2008 [yogajournal](#)
- 44.4% of Americans are “aspirational yogis” [yogajournal](#)
- \$27 billion industry America [huffpost](#)
- Recognized scientific health benefits for stress, depression, and disease [huffpost](#)
- 87% increase in yoga product spending over past 5 years [examier]

Demographics

Gender	Percentage
Male	17.8%
Women	82.2%

Gender [yogajournal](#)

Age [yogajournal](#) 62.8% are 18-44

Time	Percentage
0-1 years	38.4%
1-3 years	28.9%
3+ years	32.7%

Length of Practice [yogajournal](#)

Level Achieved	Percentage
New to Yoga	22.9%
Back to Yoga	21.9%
Intermediate	39.6%
Expert/Advanced	15.6%

Level of Practice [yogajournal](#)

Motivation	Percentage
Flexibility	78.3%
General Conditioning	62.2%
Stress Relief	59.6%
Overall Health	58.5%
Physical Fitness	55.1%

Motivation for Practice [yogajournal](#)

increase strength	increase flexibility	increase stamina	increase muscle tone
treat tech overload	disconnect	socialized	alienation
insomnia	anxiety	stress	addiction
burnout	backpain	depression	diabetes
aging	inner peace	healing	mindfulness
health	mental strength	mental flexibility	mental stamina

Motivation for Practice [huffpost](#)