



Competitor Analysis

Category	Market Size (Est. 2026)	Top Competitors	Target Group	Career Stage	Market Gap / Opportunity
1. Sequencing & Planning	\$150M – \$250M (Global Segment)	Tummee, Pocket Yoga Teacher, Yoga Class Plan	Independent Teachers & Trainees	New & Active Teachers: Used weekly to prep classes and keep themes fresh.	High. Most tools are "clunky." Huge need for AI that generates flows based on "vibe" or injury modifications.
2. Business Management	\$1.65B+ (Yoga & Pilates Studio Software)	Mindbody, Momoyoga, Acuity, Arketa	Studio Owners & Solo Entrepreneurs	Established Professionals: Used once a teacher has a regular client base.	Moderate. Mindbody is the "expensive giant." Opportunity for ultra-light, low-cost tools for "Park/Zoom" teachers.
3. Continuing Education	\$7B – \$9B (Accreditation & Professional Ed)	Yoga International, Glo, YogaRenew	Students, Trainees & Experienced Pros	Entry-Level (YTT) & Senior Teachers: Used for initial certs and mandatory 3-year credits.	Low to Moderate. Content-heavy. Need for " Micro-Certifications " or AI tutors to help navigate video libraries.

▼ ## 1. Sequencing & Planning (The "Creative" Gap)

This is the most "underserved" niche in terms of modern UX.

- **Leader:** **Tummee** dominates with a massive pose library but lacks a native iOS app, which is a significant pain point for mobile-first teachers.
- **Revenue Source:** Monthly/Annual SaaS subscriptions (\$15–\$25/mo).
- **The Math:** There are roughly **200,000+** active registered yoga teachers globally. If 50% pay \$10/month for a planning tool, the market is \$12M/month.
- **Entry Strategy:** Because the "Market Size" is smaller, big players like Microsoft or Mindbody don't bother making great sequencing tools. This allows a small, agile AI startup to dominate the niche.
- **Competitor Strategy:** If you enter here, focus on a **Native Mobile App** with high-quality 3D animations and an **AI Assistant** that can take a prompt like *"60 min heart-opening flow for seniors with knee pain"* and generate a printable PDF in seconds.

▼ ## 2. Business Management (The "Fintech" Play)

This is where the most money is, but the competition is fierce.

- **Leader:** **Mindbody** (Enterprise) and **Momoyoga** (Independent).
- **Revenue Source:** Subscription fees + **payment processing percentages** (the "hidden" revenue).
- **The Math:** Every time a student pays \$20 for a class through Mindbody, the software takes a cut. This "transactional revenue" is why this market is valued in the billions.
- **Entry Strategy:** Don't build a "booking app." Build a **"Payment Link for Yoga Teachers"** that handles their booking, insurance, and taxes in one click

- **Competitor Strategy:** New entrants like **Arketa** are winning by integrating "On-Demand Video Libraries" directly with booking. To compete, build a "Business in a Box" that handles taxes, insurance, and booking in one simple interface for the freelancer.

▼ ## 3. Continuing Education (The "Authority" Play)

This segment relies heavily on brand trust and Yoga Alliance (YACEP) accreditation.

- **Leader:** **Yoga International** and **YogaGlo (Glo)**.
- **Revenue Source:** High-ticket certifications (\$300–\$2,000) and content subscriptions (\$20–\$30/mo).
- **The Math:** Every single Registered Yoga Teacher (RYT) **must** spend money on CE (Continuing Education) every three years to keep their license. This is a "guaranteed" recurring market.
- **Entry Strategy:** The "Market Size" is held by those who own the certificates. To enter, you don't just need an app; you need **Yoga Alliance (YACEP) Approval**.
- **Competitor Strategy:** Don't try to compete on library size. Compete on **Niche Specialization**. A platform dedicated solely to "The Business of Yoga" or "Yoga for Athletes" would attract teachers looking for specific ROI rather than general knowledge

Category 3, **Continuing Education (CE)**, is the "University" of the yoga world. These apps are not just for taking a 60-minute class; they are for professional advancement, meeting legal/registration requirements, and specializing in high-value niches.

What are these apps exactly?

They are platforms where Registered Yoga Teachers (RYTs) go to earn **CEUs (Continuing Education Units)**.

According to **Yoga Alliance** standards, every registered teacher must complete **75 hours of CE** every three years to maintain their credentials

App Name	Primary Content Type	Business Logic
Yoga International	Deep-dive courses (Anatomy, Philosophy, Ayurveda)	Subscription + "High Ticket" individual courses.
Glo (YogaGlo)	Masterclasses from "Celebrity" teachers.	Premium subscription focus (\$30/mo).
YogaRenew	Online YTT (200hr/300hr/500hr) & Specializations.	Course-based sales; the app is the classroom.
Omstars	Traditional Ashtanga and Lifestyle.	Community-driven, focus on "authentic" lineage.

The Certificate Upsell: A user might pay for a monthly subscription to watch videos, but they will pay an extra \$200–\$500 for a "Yin Yoga Certification" or "Trauma-Informed Training" that allows them to list that skill on their resume.

YACEP Accreditation: These apps partner with Yoga Alliance Continuing Education Providers (YACEP). The value of the app is that it automatically tracks your hours and issues a certificate that is legally recognized by the industry.

- **Target Audience:** Not beginners. These are "career-track" teachers (ages 25–50).
- **Competition Level:** High on content, low on technology.



The Competitive Gap for a New Entrant

If you are looking to enter this market, here is where the current leaders are weak:

- **The "Knowledge Search" Problem:** Most CE apps are just lists of videos. A "killer feature" would be an AI-driven knowledge base where a teacher can ask: "*What are the contraindications for Pigeon Pose for a student with a recent labral tear?*" and get an instant, cited answer from the course materials.
- **Skill-Specific "Micro-Credentials":** Instead of a massive 30-hour course, there is a gap for "**Micro-Courses**" (1–3 hours) that focus on immediate classroom needs, like "*How to use a microphone for hybrid classes*" or "*Instagram marketing for local teachers*."
- **Community & Feedback:** Most of these apps are "passive" (watch video, take quiz). A platform that offers **live peer-review** or **video feedback** on a teacher's cueing would be a significant market disruptor.
- **Entry Strategy:** Partner with 5–10 influential "niche" teachers (e.g., Yoga for Menopause, Yoga for Tech Workers) and build a high-end mobile experience around their specific certifications.

App Name	Combined Downloads	Yearly Revenue (Est.)	Issues Certs?	Generic App Explanation	B2B (Teachers) vs. B2C (Students)	AI Features
Yoga International	500k+	\$18M – \$25M	Yes (YACEP)	A "Digital University" offering deep dives into philosophy, anatomy, and advanced teaching credits.	Hybrid: B2C library with a heavy B2B "University" portal.	Search AI: Scans 3,000+ classes for cues.
Glo (YogaGlo)	200k+ (Pro)	\$40M – \$55M	Yes (YACEP)	High-production-value studio classes featuring world-famous teachers; focuses on "lifestyle" and practice.	B2C Heavy: Premium student experience with a pro-tier for teachers.	Curator AI: Maps career-specific learning paths.
YogaRenew	100k+	\$4M – \$7M	Yes (Full YTT)	The "Online YTT Leader"; focuses on providing the 200/300-hour certifications in a mobile-friendly format.	B2B Heavy: Almost exclusively for those training to be teachers.	Tutor AI: Creates custom study quizzes.
Yoga by M&M	350k+	\$5M – \$8M	No	A "3D Interactive Textbook" that	B2B Only: Too technical for	Kinetic AI: Predicts

				allows you to peel back layers of skin to see muscles working in every pose.	casual practitioners.	joint/muscle compensation.
Workout Labs	40k – 60k	\$1.5M – \$2M*	No	A visual "Flashcard & Study Guide" app that simplifies pose names and cues through minimalist illustrations.	B2C/Student: Used by trainees for Sanskrit & Pose memorization.	None. (Static card interface).
Skill Yoga (Zenia)	1M+	\$3M – \$5M	No	An "AI Personal Coach" that uses your phone's camera to analyze your alignment and give live verbal corrections.	B2C Heavy: Built for athletic practitioners and teacher form-checks.	Vision AI: Camera tracks and corrects your form.

Market Classification New App

Feature in Your App	Market Category Classification	Competitive Advantage in 2026
Asana Section + AI Feedback	Category 3 (Study & Anatomy)	High. Current apps (like Muscle & Motion) are "watch only." Your "Record & Feedback" feature is the "Holy Grail" for remote training.
AI Sequence Database	Category 1 (Sequencing)	Disruptive. Tummee is manual; your AI generation removes the "blank page" barrier for new teachers.
Sanskrit & Philosophy Quizzes	Category 3 (Study)	Efficiency. Replacing static flashcards with AI-optimized "Spaced Repetition" (like Duolingo) is a major UX win.
White-Label Manuals	New Sub-Category: B2B SaaS	Strong. This solves a "Pain Point" for studio owners who hate managing physical binders and want to look modern.

Your app is what the industry calls a "**Vertical SaaS**" solution. Instead of a teacher using three different apps, you are building the **single operating system** for their education and daily work.

1. The "Whitelabel" Strategic Play

By allowing **Yoga Schools** to upload their manuals, you aren't just selling to individual students (B2C); you are selling to the schools themselves (B2B).

- **The Revenue Hack:** If a school adopts your app, they "force" 20–50 students to use it every few months. This is much cheaper and faster than running social media ads.

2. AI Feedback (The "Digital Mentor")

In 2026, the biggest complaint with online YTT is: "*I don't know if I'm saying it right or if I'm seeing the alignment correctly.*"

- Your **AI Feedback** feature moves the app from a "Library" to a "Tutor." This allows you to charge a **Premium Subscription** (likely \$29–\$49/mo) compared to the \$10/mo for a basic sequence builder.

3. Solving the "Post-Grad" Churn

Most YTT students stop using study apps the day they pass their exam. Because you include a **Sequencing Database**, your app stays on their phone for the next **5–10 years of their career**.