

Top trends for 2019

YOGA

In 2018, the MINDBODY community offered **10.9 million** yoga classes and practiced for **137 million hours**.

Here's how it all went *downward dog*.



MOST POPULAR CLASSES

on MINDBODY



1. Vinyasa



2. Hot



3. Power



4. Restorative



We asked yogis why they strike a pose...

Top 3 reasons:

1. De-stress
2. Improve their health
3. Feel better mentally

Weekend warriors

Yoga classes on MINDBODY have the highest attendance on weekends.

STAY CLASSY

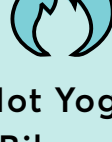
#1 reason yogis say they show up again: **AN AMAZING INSTRUCTOR.**



BIGGEST CLASSES ON AVERAGE



Yoga Sculpt
(the most!)



Hot Yoga,
Bikram

The *colder* the region, the *hotter* the classes.



33% of classes in Canada are heated

vs.

27% of classes in the US are heated

52% of classes in Colorado Springs are heated

vs.

25% of classes in Los Angeles are heated

Of the classes offered on MINDBODY

Favourite way to end class? **Meditation.**

HOW ABOUT NON-YOGIS?

Here's what they said about yoga in our survey.



YOGA THEY WANT TO TRY



26% Hot



25% Restorative



23% Power



32%

say a lack of flexibility holds them back.

Yoga they've heard of:
HOT YOGA



How they de-stress instead:

Watching TV or movies, and listening to music



We say "yoga," they think:

Meditation



REACH YOUR BUSINESS GOALS

Start Growing

FIND YOUR NEXT YOGA CLASS

Start Searching