
These are highlights from the pioneering study, estimating the yoga market in South Africa. The study provides a good base of information to work from for future surveys and sheds light on the profile of yoga practitioners and dynamics of the industry, within the growing holistic health conscious market.

The study will gradually move into the African continent, as we continue to seek information to prove the relevance and growth of this industry in the emerging market and economies.

10% Population who know exactly what yoga is

Known for tension releasing benefits as well as its empowering nature as a tool of peace and hope

$72 million Estimated size of yoga the market

Amount yogis spend on classes, apparel, accessories, equipment and training material

*as at USD ZAR exchange rate on 23rd April 2020

1 million Population who are or were involved in yoga

Yoga practitioners are active people and on average involved in two types of sport

90,000 teachers Operating from home, gym, studios or parks

An almost two-thirds female participation to male

1.1 million Population who are thinking about starting yoga

*Indicating appetite to get involved in yoga

Scores based on the November 2019 national representative survey

• National Base: n=2509 (Weighted)
• Population aged 16 years and older
• Yoga Practitioner base: n=66 (Weighted)

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