

Peace of Mind for Yoga Teachers

March 17, 2021

Trends and Challenges in Canada's Yoga Industry

Today, about 21% of Canadians practice yoga. The highest concentrations of practitioners live in British Columbia and Ontario, and a relatively low concentration (16%) live in Quebec. About 35% of Canadians who practice yoga are between the ages of 18 and 34.

Yoga Studios:

Exercise and therapy are yoga's primary uses, and many yoga instructors are also fitness trainers, group exercise instructors, nutritionists, and yoga therapists. This article focuses on yoga instructors whose focus is therapy for active physical fitness conditioning. Yoga studios belong to the Fitness and Recreational Sports Centres industry category because they exhibit similar operations to facilities that promote physical fitness.

Industry Trends:

Market research shows that yoga has grown in popularity by 9% over recent years as Canadians have increased their overall levels of exercise. In fact, according to Statistics Canada, yoga is among the most popular leisure activities in Canada, next to walking, weightlifting, and aerobics. (1)

Challenges from Industry Competition:

Despite its popularity, yoga is challenged by over-saturation in some cities, particularly Vancouver. Too many yoga studios in one area force many to close due to the inability to get enough members to cover costs. Entrepreneurial practitioners have overcome this challenge might by expanding their yoga offerings, moving away from conventional yoga styles, and narrowing their offerings to cater to a niche client.

There is no one way to run a successful yoga business, but being prepared for unexpected challenges should always be a primary consideration. Having the right insurance coverage is a foundational way to protect yoga teachers and their businesses in diverse and competitive market environments.

Training and Licensing

Yoga instructors represent a non-regulated segment of Canada's healthcare practitioners. No set regulations exist for a required level of training to teach yoga. That being said, many yoga teachers get certified to demonstrate their commitment to the practice.

While there are no set regulations on what level of training is necessary to teach yoga, choosing to pursue training and certification shows a commitment to continuing education and professional development in yoga methods and philosophy. Associations such as the Canadian Yoga Alliance (CYA) offer paid memberships, CE opportunities, and access to various registered yoga schools.

Meeting Unique Insurance Needs

Yoga is a diverse discipline, attracting a wide range of clientele. As leaders and studio owners, yoga teachers need solid insurance coverage with savvy brokers on their side to help them update their coverage to reflect changes in the industry. In light of this, brokers have ample opportunity to educate yoga instructors about the benefits of a specialist insurance package tailored to their unique needs.

The MedThree Advantage

MedThree offers coverage for Non-regulated Practitioners for both their personal professional liability, and clinic needs. We also offer voluntary/mandatory structured solutions for Association Programs.

Our coverage spans:

- Medical Malpractice
- Professional and General liability (combined form)
- Cyber/Privacy Liability (first party expense reimbursement and third party liability)

If you are a broker looking for tailored coverage and advice for yoga instructors, MedThree Insurance can help. Our deep expertise in underwriting Canada's healthcare sector makes it easy for brokers to find the right coverage their clients need to safeguard their business.

Visit our website to learn more about our [tailored insurance products](#).

Content is current as of the date of broadcast and is subject to change without notice.

Sources:

1. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310045101>