



Men in Pilates: What the Data Says

Hi {{ contact.FIRSTNAME | default : "Friend" }},

If you're looking to diversify your Pilates classes, attract new clientele, and grow your studio's revenue, here's some helpful news:

Pilates is *finally* gaining traction with men.

- In multiple studios in Australia, male participation now represents **20–25% of total clients**—up from much lower figures just a few years ago.
- Some studios have reported a **71% increase** in male participation since 2022 as in-person classes resumed. [source](#)

That's a real opportunity!

Here are 3 Smart Moves to Attract More Men to Your Studio

Wrap Pilates into Performance & Recovery Messaging

Men are increasingly drawn to Pilates for injury prevention, mobility, and performance gains, especially when framed alongside strength training.

Messaging ideas:

- "Improve your hip mobility for better lifting"
- "Pilates for runners/injuries and pain-free training"

Use Diverse Representation in Marketing

Most studios unintentionally reinforce gender imbalance by featuring mostly female imagery.

Switch that up with marketing visuals—and social posts—that include men in reformer, mat classes, or even testimonials sharing why they stick with Pilates.

Create Male-Friendly Entryways

Think beyond “bring-a-friend” promos. Try:

- Open energy mobility workshops
- Short “Intro to Pilates Tech” sessions (*especially equipment-based*)

Inviting more men into your classes not only expands your reach, it improves your bottom line:

- At **20% male participation** in a 100-member studio, that’s **20 new clients** joining your community
- If average revenue per client is \$100/month, that’s **\$2,000/month** in new recurring income
- Programs built around performance or recovery also allow **higher ticket pricing**

At PEI, we support studios not just to train Pilates teachers...but to **help those teachers build inclusive, strategic programs.**

We can help you:

- Tweak curriculum and messaging to include male clients
- Plan male-friendly workshops or trial offers
- Build marketing layouts that intentionally reflect more diversity

This topic isn't niche—it's growing rapidly. And it's not just “nice to have.” It's a smart, strategic opportunity.

Want to talk about building a training module or intro series geared at men?

👉 Let's chat: [free consult here](#)

You've done a beautiful job building your studio. Now, imagine diversifying it with **greater inclusion, stronger impact, and increased income.**

Here's to expanding what your Pilates community can look like.

—The PEI Team



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BRING PILATES TEACHER TRAINING TO YOUR STUDIO AND MAKE IT YOUR OWN

At PEI, our mission is to increase the number of highly-qualified Pilates instructors across the world by empowering you, the Pilates studio owner, to build and implement a Pilates teacher training program. We provide the curriculum and resources, and you train your own instructors - and keep the profits!



Pilates Education Institute

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