



# What's Coming to Pilates in 2026 (And How to Get Ahead)

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

A new year means new energy in the Pilates world. And 2026 is already showing strong signs of where the industry is headed.

We pulled together **five trends** that are worth planning for now, so you stay ahead of the curve and keep your studio growing:

**Trend 1: More demand for specialized programs.** Prenatal, athlete-focused, and active-aging classes continue to grow as clients look for support that matches their specific needs.

**Trend 2: Teacher training is rising fast.** Studios that offer education are growing their community and revenue at the same time. (Per *The Pilates Journal*, the Pilates + yoga studios market reached **\$120.9B in 2024** and is projected to grow **14.3% annually through 2035**.)

**Trend 3: Hybrid learning isn't going anywhere.** More students want the mix: in-person training for depth, online modules for flexibility.

**Trend 4: Better client experiences = stronger retention.** Studios that focus on smooth onboarding, clear communication, and consistent follow-up are seeing longer client lifespans.

**Trend 5: Small-group formats are becoming a strategic growth move.** They allow for higher revenue per hour and more personalized

attention...a win for both clients and studios!

Your January action step: Choose one trend from this list and create a small plan around it. Just one. Small steps move faster than big overhauls.

If you want help deciding which trend fits your studio best, **hit reply and tell us**. We'd love to hear what you're planning for 2026!

Cheering you on,  
Team PEI



*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!*



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