



Hi friend,

When studio owners start thinking about offering teacher training, one question usually comes up quickly:

How should we price the program?

If you look across the Pilates world, training programs vary widely in price. Some programs cost a few thousand dollars, while others are significantly higher depending on the depth of education, mentorship hours, and training structure.

That range reflects something important.

And the demand for that education continues to grow. According to **Allied Market Research**, the global Pilates and yoga studios market was valued at about **\$120 billion in 2024 and is projected to grow to more than \$520 billion by 2035**, reflecting a strong global interest in movement education and wellness careers.

As the field grows, thoughtful training programs become even more important.

When studios determine pricing, experienced training programs often look at several key elements.

Depth of mentorship

Students are learning how to teach real people. Programs that include observation hours, supervised teaching, and personal feedback require significant instructor involvement.

Instructor expertise

Students value learning from experienced teachers who bring years of teaching insight to the training process.

Guest instructors and mentors often enrich the learning experience.

Support after graduation

Some studios provide alumni mentorship, continuing education opportunities, or pathways for graduates to continue developing their teaching skills.

This kind of long-term support can become a defining feature of a training program.

Take these next steps if you're thinking about pricing a program:

- Research several established programs and study how they structure their training hours
- Outline the mentorship and feedback you want trainees to receive
- Consider the total instructor time involved in supporting students
- Think about the learning culture you want your program to create

When studios start with the quality of education they want to offer, the pricing structure often becomes clearer.

Cheers to you and your next steps! And if you're not yet offering your own teacher training program, [click here](#) to get in touch with us.

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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