

YOGA BRANDS REPORT

MAY 2020



THE YOGA BRANDS REPORT | MAY 2020

HOW ENDURANCE SPORTS INFLUENCERS RELATE TO YOGA AND WHAT BRANDS THEY USE MOST

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By Freestak Ltd | London | Chicago
Influencer marketing for the outdoors, endurance sports, and yoga

www.freestak.com

Introduction

Our mission at Freestak is to get more people active. For over four years we have advanced throughout the endurance and outdoor sports sector connecting some of the most creative influencers active in running, cycling, triathlon and outdoors sports with like-minded brands.

Recently, we have decided to begin expanding our network into the yoga space. We have at least 160 existing members who currently practice yoga, and as we bring more opportunities to the platform, our community will only continue to grow.

Freestak has conducted an online survey among our most active members – all of whom are influencers in the outdoor and endurance sports sectors who practice yoga. During May, we asked 84 members questions about their yoga habits, what brands they use most and how interested they were in yoga partnerships.

The following research and data shows the correlation between endurance sports and yoga and how effectively the two can balance one another throughout the influencer marketing industry. We want to add yoga to our network in order to further our mission and inspire more people to get active.

If you have any questions regarding this report, please drop me an email. If you would like to become one of our first yoga brands on the platform, you can contact our CEO, Simon, directly at simon@freestak.com or +447590115900. We look forward to hearing from you.

Best wishes,

Laura Funk
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PART 1

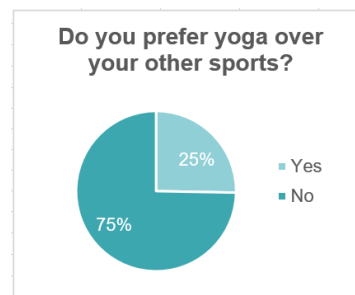
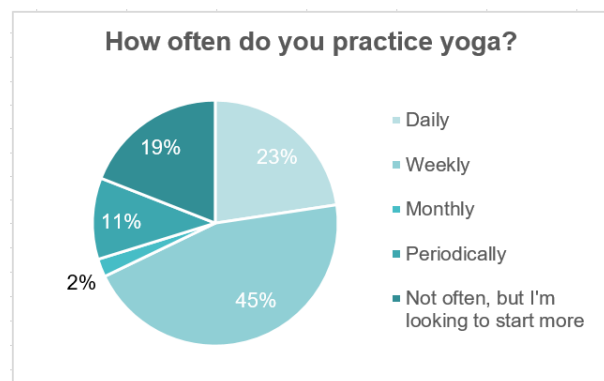
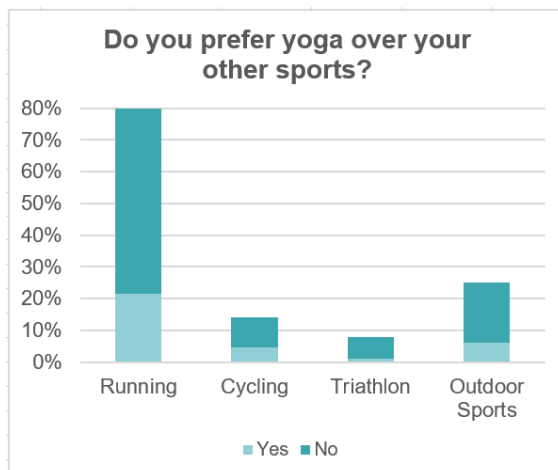
THE ENDURANCE COMMUNITY AND YOGA – HOW ACTIVE ARE ENDURANCE SPORTS ATHLETES IN YOGA

KEY TAKE-OUT

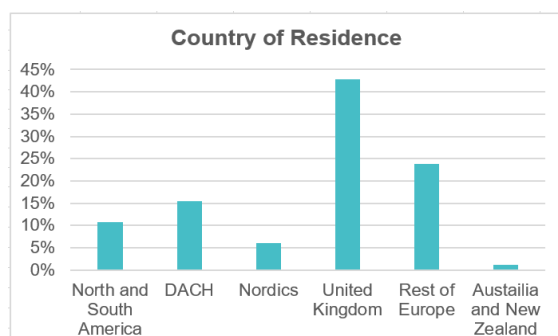
The majority of endurance sports athletes practice yoga daily or weekly as a supplement to their primary sport.

1. YOGA IS A PREDOMINANT SUPPLEMENT TO ENDURANCE SPORTS

Though the majority of our respondents prefer their primary endurance sport over yoga, 68% practice yoga on a daily or weekly basis. Additionally, another 19% who don't practice often are looking to start more.

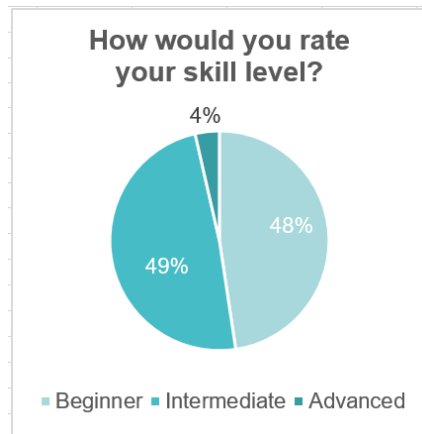


NOTE: Influencers were surveyed from around the world with predominance in Europe and the UK.



2. NEARLY ALL HAVE A BEGINNER OR INTERMEDIATE SKILL LEVEL

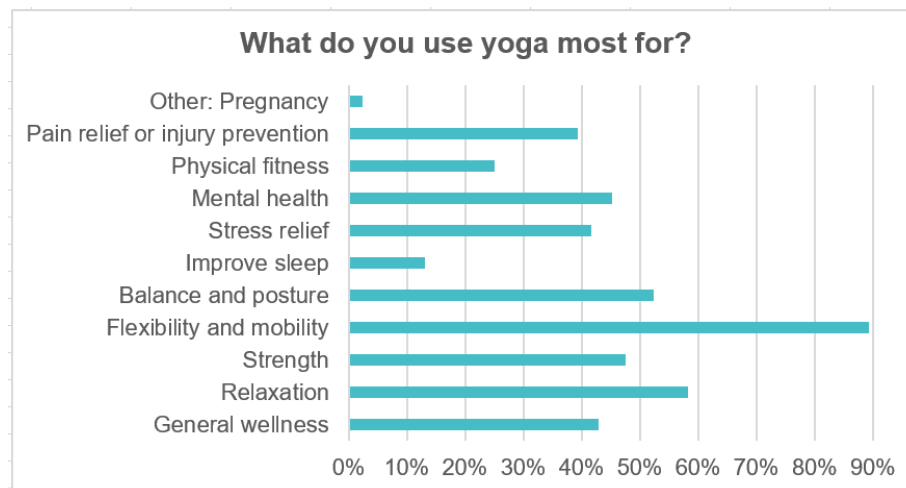
Whether using yoga as a complement to their primary sport or as a main focus, 97% of our respondents are beginner or intermediate yoga practitioners. This shows that one doesn't need to be an expert in order to practice yoga regularly.



In relation to skill level, we also found that only 6% teach yoga in addition to practicing it individually.

3. MOST FIND YOGA USEFUL FOR FLEXIBILITY AND MOBILITY

Yoga is used by endurance athletes for a variety of reasons most notably to improve flexibility and mobility (89%), followed by relaxation (58%), then balance and posture (52%). Some other uses include strength (48%), mental health (45%) and general wellness (43%).



What this means for yoga brands

Endurance sports athletes often use yoga as a supplement to their primary sport. Tapping into this market will help yoga brands reach more beginners and intermediate yogis and have the opportunity to influence additional endurance athletes to become more involved in the yoga space.

PART 2

ENDURANCE ATHLETES INTEREST IN YOGA COLLABORATIONS – AND WHO THEY WOULD LIKE TO WORK WITH

KEY TAKE-OUT

The majority of endurance sports influencers would like more yoga brand collaboration opportunities because they want to test new yoga products and/or work with new brands. Also, because it's a good supplement to their endurance sport.

1. MOST ENDURANCE SPORTS INFLUENCERS WANT MORE YOGA COLLABORATION OPPORTUNITIES

Of the respondents surveyed 80% said they would like more yoga brands and campaign opportunities on the Freestak platform. The main reason why endurance sports influencers want to work with yoga brands (75%) is because they want to test new yoga products and/or work with new brands.

Almost as many influencers (72%) responded saying they'd like to work with more yoga brands because it's a good supplement to their endurance sport(s), and 54% said it's because they are looking to practice more yoga.

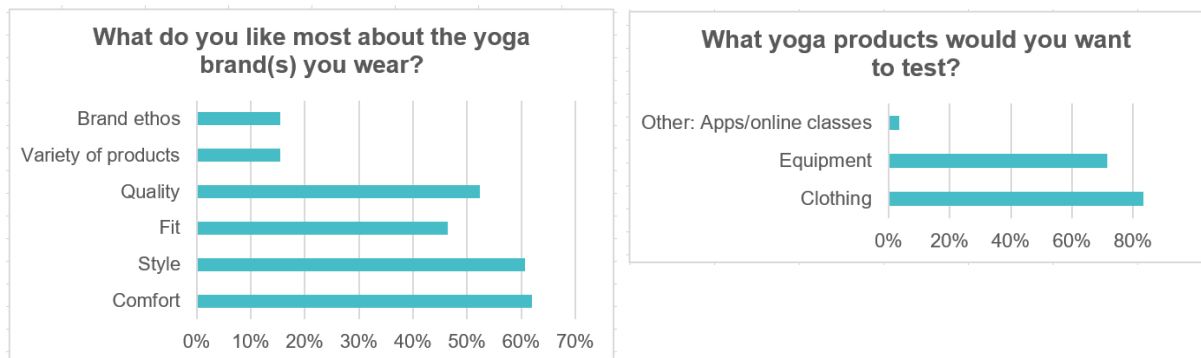
Also, 33% would like yoga brand support in order to provide more yoga brand and product suggestions to their followers.



2. COMFORT AND STYLE ARE MOST IMPORTANT FOR YOGA APPAREL

When asked what is most important when it comes to choosing yoga wear, 62% of our respondents said they look for products with the most comfort, followed closely by the style of the products (61%). Product quality (52%) and how well the kit fit (46%) are also important factors. Influencers cared least about the variety of products available and the brand ethos with only 15% of respondents for each.

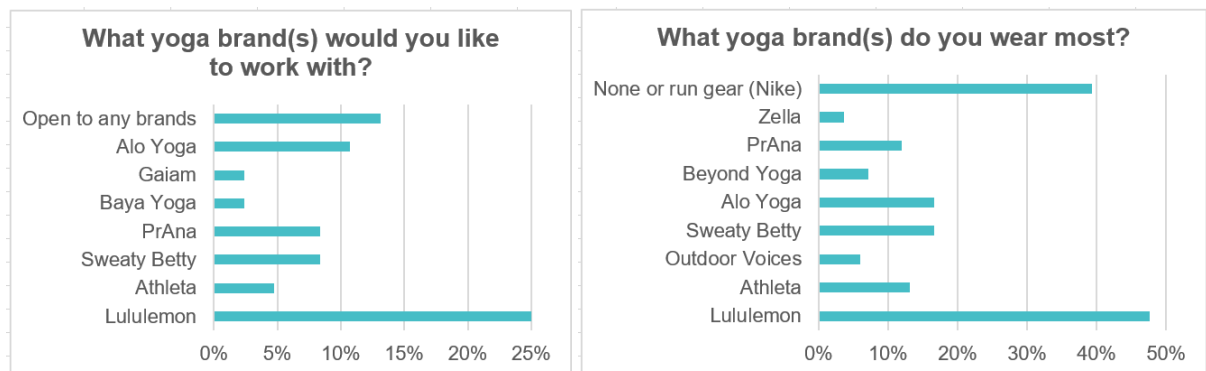
Additionally, when asked what yoga products they'd like to test most, influencers are interested in both clothing (83%) and equipment (71%). Some other interested included yoga apps or online classes.



3. LULULEMON IS MOST POPULAR AMONG ENDURANCE ATHLETES

Freestak influencers responded saying that they wear Lululemon most of all yoga brands (48%), though just behind at 39% endurance influencers said they wear no yoga brands or practice in their run gear including Nike and Brooks.

Lululemon would also be their top choice to work with (25%); however, many other brands were mentioned as well including Alo Yoga, PrAna and Sweaty Betty being among the top preferences. Additionally, 13% responded saying they are open to working with any quality yoga brands.



The following is an additional list of yoga brands mentioned by the Freestak community regarding who they would be most interested in working with.

- Manduka
- Zella
- Moonchild yoga wear
- Ohmme Yoga
- Oysho
- BAM Yoga
- Vuori
- Varley
- Onzie
- Carbon38
- Liforme

Additional brands worn most:

- Skimmed Milk
- Blossom Yoga Wear
- Fabletics
- Stronger
- Ripple Yogawear
- Liforme
- Manduka
- Flanci Activewear
- Carbon38

What this means for yoga brands

Endurance sports athletes are already practicing yoga and with 80% expressing their interest in collaborating, yoga brands have motivated influencers looking to get involved. Whether to test new products or to supplement their primary sport, endurance influencers want more yoga opportunities.

Additionally, with 39% responding that they do not wear any yoga brands, this can be an opportunity for yoga brands to introduce performance wear to athletes who can be impartial to yoga product preferences. Share how your products beat the rest and how they can share this with their audience.

PART 3

YOGA AND CONTENT CREATION – ENDURANCE SPORTS INFLUENCER’S INTEREST IN CREATING YOGA CONTENT

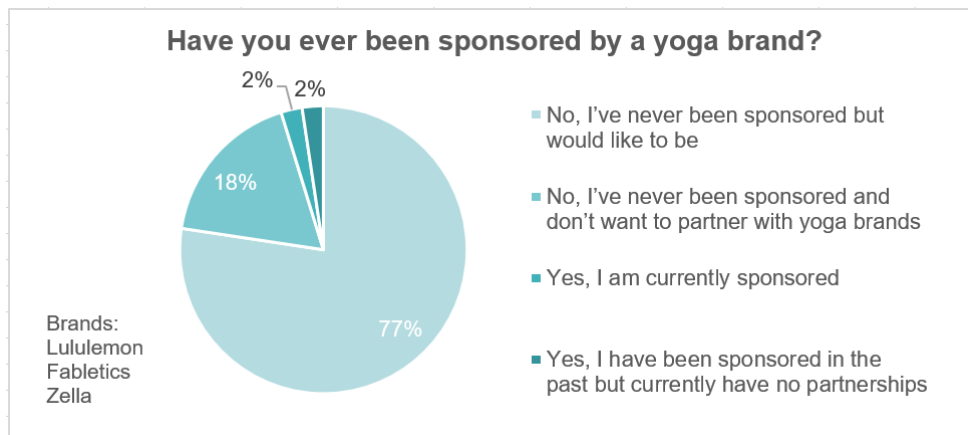
KEY TAKE-OUT

Endurance sports influencers don’t have many yoga sponsorship experiences, but the majority want to begin collaborating. The more opportunities available, the more influencers want to create yoga content.

1. MOST ENDURANCE SPORTS INFLUENCERS HAVEN'T BEEN SPONSORED BY A YOGA BRAND BUT WOULD LIKE TO BE

Though the majority of our respondents have never been sponsored by a yoga brand (95%), 77% said they would like to be, alongside just 18% who would prefer not to get involved.

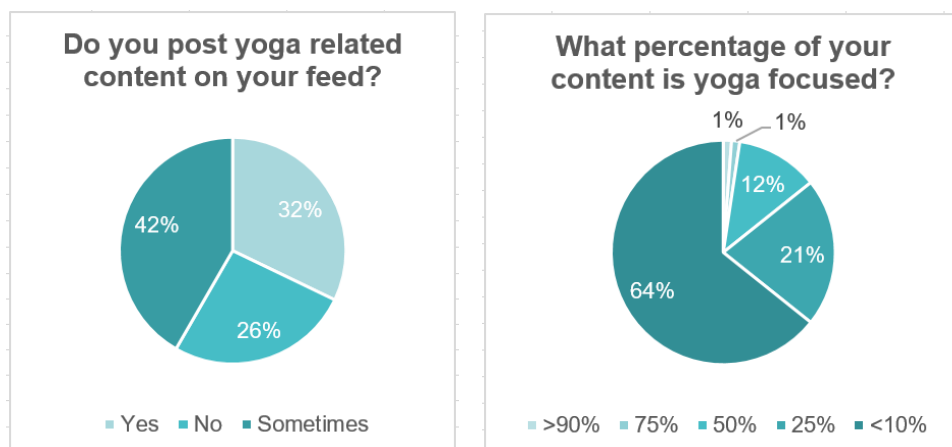
Only 4% are currently sponsored or have been in the past with brands including Lululemon, Fabletics and Zella.



2. YOGA SATURATION IN ENDURANCE INFLUENCERS' FEED IS EXISTANT BUT LIMITED

Of our respondents, most influencers (74%) specified that they do, in some form, post yoga related content on their feed. This includes 32% responding yes and nearly half (42%) stating that they post yoga content sometimes.

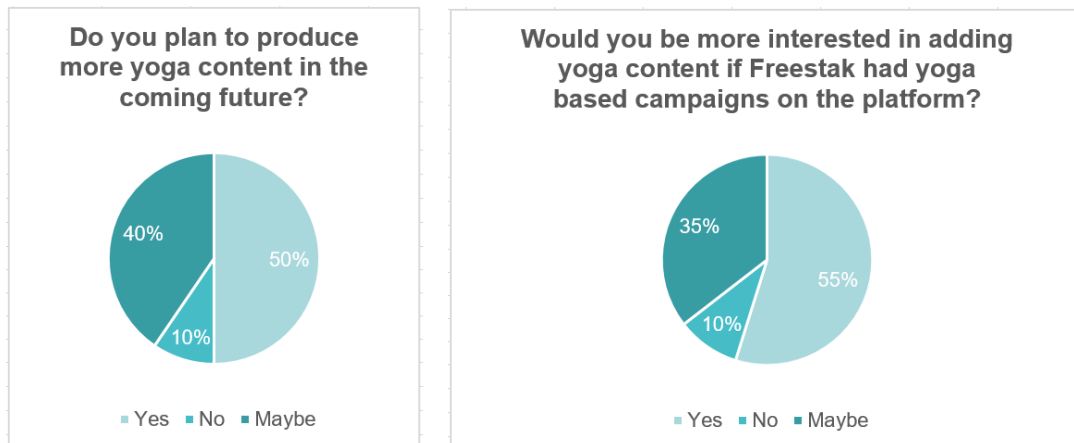
Of those that post yoga content, however, 64% claim to have it consume less than 10% of their feed, followed by 21% having it consume about 25% of their content. Only 2% of endurance influencers maintain feeds with over 75% yoga content.



3. YOGA CONTENT CREATION IS EXPANDING

With the yoga product market on the rise* a growing number of influencers are looking to produce more yoga content in the coming future. Of our respondents 90% said they plan to or are considering adding more to their social feeds.

Of the 50% who responded no or maybe to producing more yoga content moving forward, 55% said they would like to if there are incentives to do so through yoga collaborations and brand partnership opportunities.



What this means for yoga brands

With a limited number of influencers having existing partnerships but a desire to get involved, yoga brands have more opportunities to work with dominant content creators. Though current feeds of endurance sports influencers contain limited yoga content, plans to create more content in the future are expanding. And with more yoga collaborations available for the influencers, the expressed interest to create yoga content increased even more.

PART 4

WHAT INFLUENCERS WANT FROM YOGA BRANDS – AND THOUGHTS ON THE CURRENT YOGA COMMUNITY

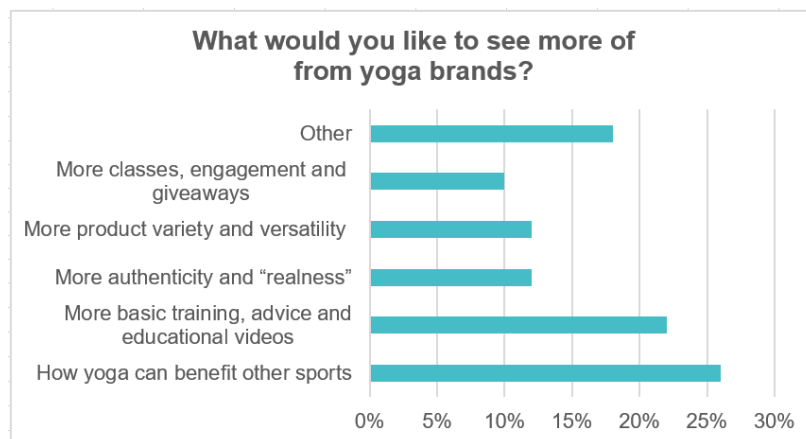
KEY TAKE-OUT

Endurance sports influencers want to help yoga brands show audiences how yoga can be combined with sports and the fundamentals of why it's beneficial.

1. TOP SUGGESTIONS FOR YOGA BRANDS

In the survey, we asked influencers what they would like to see more of from yoga brands and 26% responded wanting more advice and demonstrations on how yoga can be used to benefit other sports. Almost as many (22%) would like to see more basic training, advice and educational videos.

Other miscellaneous suggestions include more advice for injury prevention and quick, short videos to show proper form.



▪ How yoga can benefit other sports

Of our respondents, seeing how yoga can benefit their endurance sport was the top request for yoga brands. They want to see yoga become more common as a supplement to their sports training and learn more about how it can be used for injury prevention, recovery, warm ups/cool downs, and mobility.

"People that practice all sorts of sports and not only people that primarily practice yoga. As a trail runner I would like to see how a runner benefits and can work with SIMPLE and BASIC yoga."

-Freestak influencer
@tanyaraab

Influencers also want to learn how the yoga gear can cross over into other sports. Whether as a running focus, expansion in outdoor yoga, or incorporating adventure, endurance athletes are keen to incorporate the yoga practice and gear.

▪ More basic training, advice and educational videos

The second most frequent request for yoga brands was to provide more advice and guidance for beginners. Advanced or difficult poses could intimidate beginners from even starting. By providing more basic video instructions on how to do certain movements influencers could show their audience proper form and why the practice is beneficial.

They also suggested providing more instruction on how to use equipment and particular clothing for different practices as well as advice on the best kit to wear.

"I'd like to share the journey, showing how basic the yoga is that I'm doing now, and that I use it more to calm my CNS than anything, which helps with my sporting performance and general life."

-Freestak influencer
@fitforadventure_

- More authenticity and “realness”

Another common perception from our responding influencers was the lack of authenticity throughout sponsored yoga content. Endurance athletes would like to see more “real people” promoting yoga and more every day realism throughout the content.

They would like to help share how to implement yoga into everyday life and show that it doesn’t need to be perfectly skilled with fancy backdrops.

“Not everyone is yoga perfect and I think I can help put this across in my platform through showing how you don’t need to be the traditional yogi.”

*-Freestak influencer
@runningdutchie*

“Sharing the journey on the way to a skill is important to see, not just the finished product. I’d like to see more authenticity in the yoga influencer space,” Freestak influencer @along4therun said.

Endurance influencers believe yoga can be for every body type and they want show this more to their audiences to eliminate the intimidation factor and perception that it’s only for flexible, advanced practitioners.

- More product variety and versatility

From more clothing options for men to additional sizing for women with bigger busts, our respondents feel there should be more of a variety throughout yoga products.

They want to test and show the sustainability of quality products. Additionally, they’d like to see more versatile products that can easily allow athletes to go from running to weight lifting to yoga.

“[I’d like to see more] clothes for men. Mostly there are only yoga pants for women, but pants for men would be a gap in the market. I would like to advertise men’s clothing on my Instagram profile.”

*-Freestak influencer
@2be_tobsen*

- More classes, engagement and giveaways

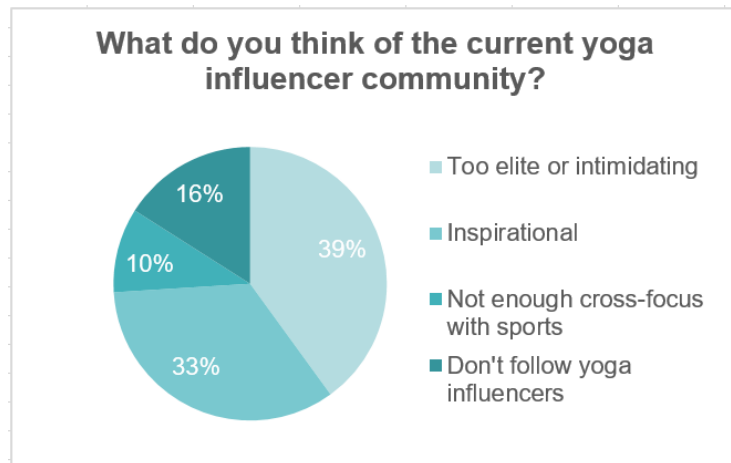
When it comes to engagement, influencers are looking for more from yoga brands. They’d like to see brands hosting yoga workouts for influencers and product to test and wear during the workouts. Hire a photographer and capture engaging moments.

Respondents also expressed their desire for more interactive social experiences like Instagram lives or yoga practice videos on brand channels or stories. Giveaways were also mentioned – more opportunities to host and share on their social channels.

2. MIXED FEELINGS SURROUND THE CURRENT YOGA INFLUENCER COMMUNITY

Some of our respondents provided additional thoughts on the current yoga influencer community and the majority was nearly split with 39% believing the community is too elite and 33% feeling the content is extremely motivating.

Another 10% felt that there is not enough cross over with sports and how yoga can benefit athletes. The remaining 16% did not have feedback because they do not follow yoga influencers or are unsure.



■ Too elite or intimidating

The majority find yoga influencers to be too elitist and unrelatable. Endurance influencers feel the skill level is too advanced and there isn't enough focus on beginner yoga.

They also found the influencers to be too "slim" or "picture perfect" and would prefer more "real" people doing yoga and sharing advice.

"I think it's too "perfect" making it a bit intimidating or giving the impression a person needs a certain body type or skill level to do yoga when the reality is yoga is about more than touching ones toes or doing handstands, and anyone with a body can do yoga."

-Freestak influencer
@along4therun

■ Inspirational

On the other hand, almost as many of our respondents feel the yoga influencer community is "amazing," "inspiring" and "exceptional." Especially during the current COVID-19 times, Freestak influencers have seen some great yoga influencers who make yoga fun and educational to everyday life and training.

"Lockdown has really opened up my eyes to an amazing community," Freestak influencer @martha_runs said.

■ Not enough cross-focus with sports

The desire for yoga cross over into sports was also mentioned. Endurance influencers want to see how yoga can benefit running, cycling and climbing.

Instead of seeing photos of perfect poses, they want to see more of the basics and how it complements different sports and training.

"There are some great yoga influencers, but a lack of mixed athletes doing yoga and saying how it benefits them. It's helping me so much at the moment and I would like to start sharing more."

-Freestak influencer
@fitforadventure_

3. HOW ENDURANCE SPORTS INFLUENCERS WANT TO HELP

Many of our respondents stated how they would like to be involved with yoga collaborations in order to help shift the focus more towards yoga for beginners and help diversify the yoga community. They want to show people that yoga can be for anyone, despite body type or skill level.

Others felt that larger yoga influencers lost some of their authenticity and believe adding more nano and micro influencers throughout the yoga space would help more audiences relate.

Additionally, during the COVID-19 crisis more people have been exposed to yoga and influencers expressed increased motivation to get involved.

"During this pandemic there's a much bigger focus on yoga. Great opportunity to capture a big target audience. More than happy and willing to help out should any yoga campaigns arise."

*-Freestak influencer
@justalilbester*

What this means for yoga brands

Yoga brands have the opportunity to work with already motivated influencers who have existing ideas how to incorporate yoga into their content and reach a wider audience. They can show how yoga supplements sports and other activities, demonstrate that yoga can be for anyone, and provide advice for the best clothing and equipment to use.

REPORT SUMMARY

For references, see appendix

According to a study from The Edinburgh Clinic, Scotland, examining the benefits of including yoga into an athlete's training programme, results found that 95.5% felt that yoga was important to consider as part of athletic training and 100% would recommend yoga to other athletes. The study also found that high performance athletes who introduced regular yoga at a low dose saw consistent improvement in physical/psychological health factors.

As a result, working with endurance sports influencers who have an interest in yoga will help spread the benefits of combining the practice with sports. It's an opportunity to reach beginners and intermediate yogis who are not already linked to a brand and want to provide instruction, gear advice and equipment suggestions to their audiences.

APPENDIX

References

- <https://www.openpr.com/news/2026650/yoga-product-market-to-witness-huge-growth-by-2020-2025-key>
- <https://www.hilarispublisher.com/proceedings/the-benefits-of-yoga-in-high-performance-athletes-and-staff-13319.html>

How we can help

Our platform of >1,800 endurance and outdoor sports content creators, including an expanding network of yoga practitioners (all over Europe and in the USA), can help spread your message effectively. Our team can help you select the right influencers, and they can help you with content ideation, strategy or simply spreading the word for you. You could have a campaign live in less than 24hrs, and see results on your analytics dashboard soon after.

Contacts

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