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New Research Shows Pilates is Booming, Career Opportunities Reach All-Time High

A new survey from Balanced Body® shows Pilates instructors are in high demand, and Pilates is a rewarding career path for people who love mind + body movement and helping others

SACRAMENTO, CA – January 17, 2025 – The New Year is a time to evaluate contentment and new opportunities, including career paths. A new survey from [Balanced Body®](#) – the world's leading resource for Pilates, mind + body movement equipment, and professional training – details how becoming a Pilates instructor could be a great fit.

A recent survey of 800 Pilates instructors from around the world conducted by Balanced Body shows that with the growing popularity of Pilates and the increasing demand for mind + body and wellness services, becoming a Pilates instructor is an exciting and rewarding career path to consider. Pilates studios are growing, classes are selling out, and studio owners are looking to hire new instructors to fill the gaps. And, according to the results, nearly all Pilates instructors surveyed love their jobs, look forward to going to work every day, have high career satisfaction, and want to share their passion with others – both clients and prospective instructors.

Key insights from this new research include:

- 77% of Pilates studios are growing and 67% are selling out classes and spots
- New instructors entering the Pilates industry has grown 15% since 2015 with 34% of instructors starting in the past 7 years, but Pilates instructors remain in high demand
- Nearly 40% of studio owners say they need more Pilates instructors, and 30% are currently hiring new instructors

"Now is an ideal time to become a Pilates instructor," said Joy Puleo, Director of Education, Balanced Body Education. "This new research underscores the demand for Pilates is higher than ever, and – with the increasing awareness of the importance of the mind-body connection, core strength and flexibility – more and more people are seeking out Pilates as a way to improve their overall health and fitness. With participation at an all-time high, the demand has never been greater for passionate and enthusiastic industries."

And it's not just about market demand. Pilates instructors love their jobs and 72% report high career satisfaction. In fact:

- 89% of instructors strongly agree that they love their job as a Pilates instructor, and 92% would recommend Pilates as a great career for others
- 79% look forward to going to work every day

Why do instructors love their jobs? It's primarily their passion for Pilates, their desire to help others, and the personal health benefits they experience at work.

- 94% said they get to help others make a difference in their lives
- 89% feel a sense of purpose and enjoy the ability to help people
- 85% say teaching Pilates is good for their personal physical health and fitness

Additionally, becoming a Pilates instructor offers a unique combination of job flexibility, variety, and personal fulfillment. Instructors can work part-time or full-time, teach in multiple formats and locations, while enjoying a sense of purpose and autonomy.

- 84% of instructors enjoy a flexible work schedule and work when they want to; on average, instructors work 4-5 hours per day, or 15-20 hours per /week
- 40% of instructors have a different primary career and teach Pilates on the side
- 33% of instructors have children at home; 70% say their Pilates career positively complements their role as a parent

“Pilates is a career that has allowed me to combine my passion for mind + movement, my love of teaching, and my desire to help others,” said Mychele Sims, an investigator with a federal agency and 20+ year veteran of the criminal legal system who pursued a side hustle and became a certified Pilates instructor and owner of Get2Werk Pilates Studio. “Becoming a Pilates instructor ultimately led me to achieve another career goal—owning my own Pilates studio, which I never dreamed possible while juggling two careers. Now, eight years later, I feel a great sense of pride knowing how many lives we have touched and enhanced through Pilates. My online studio is growing rapidly, and I am always looking to mentor more dedicated and passionate instructors, particularly as I plan my retirement from the legal system and continue to expand my practice.”

If you're passionate about mind + body movement, wellness, and helping others, now is the time to consider becoming a Pilates instructor. Visit <https://www.pilates.com/pilates-certification/> to learn more and start your journey today.

Survey Methodology

Balanced Body conducted the online survey among 800 Pilates Instructors worldwide from October 23rd to November 6th, 2024. All Instructors were affiliated with Balanced Body. The survey had 42 questions and took 10-15 minutes to complete on average. The margin of error is + or - 3.4%.

About Balanced Body

With more than 40 years of state-of-the-art engineering and product innovation under its belt, Balanced Body was the first to substantially update Joseph Pilates' original equipment. The Company's founder and CEO, Ken Endelman, has been awarded 28 U.S. patents for his Pilates-related inventions. Balanced Body has 200+ employees and is headquartered in Sacramento, California, where most of its equipment is manufactured. For more information please visit www.pilates.com or follow Balanced Body on [Instagram](#), [Facebook](#), or [X](#).