

The Professional Coaching Industry: Life Coaches, Health Coaches, Executive Coaches

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- Number of U.S. coaches, by type (life, exec, health): 2007-2025	
<u>Major Industry Trends</u>	15-23
* Pressure on coaching prices, fees * Digital disruption * Focus on credentials, return on investment * Usage of social media * Findings of 2025 survey of group coaching by Coachgenie.com: who uses group coaching, major trends, pricing, what topics are selling now, * Interview findings: CEO of ICF: industry trends, marketing & business building, market saturation, organizations doing training/certification, industry outlook, emergence of internal coaching.	

Industry Size & Growth, Forecasts

24-35

- * Industry scope & definition: life coaching, executive coaching, health coaching
- * Estimated size of total industry: 2023 & 2025, historical, rationale for estimates, why Marketdata's estimates are higher than ICF and other surveys
- * Market Segments: types of coaches
- * **Life Coaching Market:** no. of coaches, avg. income, market value, AI modeled estimates, analysis
- * **Executive Coaching Market:** no. of coaches, avg. income, market value, AI modeled estimates, analysis
- * **Health Coaching Market:** no. of coaches, avg. income, market value, AI modeled estimates, analysis
- * **ICF/PricewaterhouseCoopers Global survey** findings (2025, 2023, 2021, 2017), Marketdata estimates
- * Discussion of outlook and forecasts, rationale, factors affecting demand.

Tables:

- Size of the U.S. Coaching Industry, by Type Coaching: 2005-2030F
- Mix of the U.S. Coaching Industry, Percent of Receipts by Type Coaching: 2005-2030F
- ICF Estimated Value of U.S. vs. Global Coaching Industry: 2006-2025
- Estimated Value of the U.S. Life Coaching Industry: 2005-2030F
- Estimated Value of the U.S. Health Coaching Industry: 2010-2030F
- Estimated Size of the Executive Coaching Industry: 2005-2030F

Millennials and Coaching – Demographics

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- * Number of Millennials compared to Baby Boomers
- * Key aspects of millennials and personal coaching
- * Job prospects
- * Millennials and personal coaching

Tables:

- How much they spend on personal improvement
- Services used for career advice

Industry Operating Metrics

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- * Results of 2025 ICF global coaching industry study
- * Results of 2023 ICF survey
- * Results of 2020 ICF survey
- * Findings of 2017 ICF coaching awareness survey
- * Number of coaches: U.S. global
- * \$ size of U.S. and global coaching markets
- * Outlook for next year (2026)
- * Key industry issues, ranked
- * **Average annual coach income, by type of coach**
- * Coaches profile (avg. age, gender, education, experience, etc.)
- * Client profile (age, gender, length of coaching engagement, etc.)
- * Average annual earnings, fees, no. of clients, outlook
- * Coaching industry statistics from other sources than ICF

The Health Coaching Market

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- * Market definition & scope: health coaches vs. health educators
- * How health coaches work, where they work, specialties, certifications, fees
- * Current status of the market, new CPT codes approval
- * Shift to digital delivery and telehealth
- * The pandemic's effects
- * Estimated number of health coaches, AI query results: 2005-2025
- * Estimate size of the market, 2020 pandemic performance, 2022-2023, 2024, 2025
- * 2030 Forecast and rationale, growth drivers
- * Discussion of consumer demand for health coaching

Table:

- Estimated \$ Size of the U.S. Health Coaching Market: 2010-2030 Forecast

Top Coach Profiles

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(bio, background, specialties, books, coaching activities, programs, income when available)

Top Life Coaches: Tony Robbins, Brendon Burchard, Jack Canfield, Brian Tracy, Deepak Chopra

Top Executive/Business Coaches: Bob Proctor, John Mattone, David Allen, Jane Hyun, Mark Nation, Kevin Cushman, Bernie Siegal, Colleen Bracken, Diane Brennan, Pat Mathews, Pam Boney, Kay Cannon

Top Health Coaches: Jillian Michaels, others

Reference Directory

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Directory of coaching related trade associations, magazines and journals, special reports