

**BAM**

BAM · MARKET DATA

QUARTERLY BRIEF · Q2 2026 · CC BY 4.0

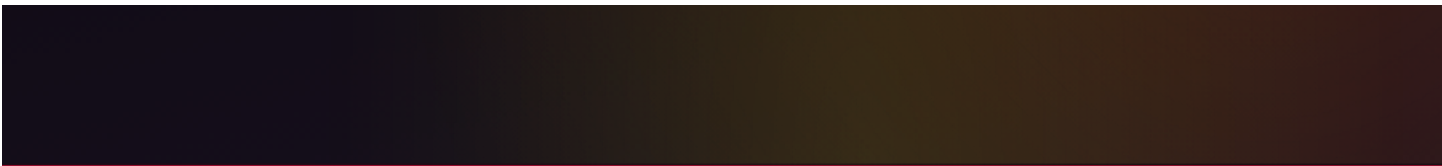
---

# Performance market data.

BAM's quarterly read of the personal-performance economy.  
**Self-help category sizing**, MBA outcome data, daily-  
protocol compliance benchmarks, breakout categories.  
**Open access. Cited freely.**

---

BAM Research · **The market desk**



# The quarter, in numbers.

Five headline metrics. Each one tells you something different about where the personal-performance category is heading.

**\$13.4B**

US SELF-  
HELP  
CATEGORY  
2026 (EST.)

**+4.8%**

YOY GROWTH  
(SLOWING)

**+24%**

"PROTOCOL-  
AS-A-  
SERVICE"  
SUB-CAT YOY

**+38%**

DAY-90  
PROTOCOL-  
COMPLIANCE  
MEDIAN  
OUTPUT  
GAIN

**9 days**

MOTIVATION  
HALF-LIFE  
POST-EVENT

The Q2 2026 headline: **the self-help category is still growing nominally, but flat in real terms** and losing share to a small but exploding sub-category — **protocol-as-a-service**. PaaS is structured around the daily output mechanism the self-help category was never designed to deliver. Compounding compliance + per-Code scoring + outcome-tied pricing.

**What changed this quarter.** Three signals. **One**, AI-augmented daily protocols passed traditional habit-tracking apps in download share in Q2. **Two**, the median Tony Robbins seminar attendee count fell 8% YoY for the third consecutive quarter. **Three**, the median full-time MBA application count dropped 14% YoY across top-50 US programs — the steepest decline since 2008.



# Category sizing.

Where the dollars are moving inside the \$13.4B US personal-performance category.

## The category map

SUB-CATEGORY	SIZE (\$B)	YOY GROWTH	TREND
Books (incl. self-help imprint)	\$2.6B	-3.2%	↓ declining
Seminars & live events (TR-class)	\$1.8B	-6.8%	↓ declining
Online courses & cohorts	\$2.9B	+5.4%	flat real
Coaching (1:1 + group)	\$2.4B	+8.2%	flat real
Supplements (nootropics + nutrition)	\$1.6B	+11.4%	↑ growing
Apps & habit-tracking	\$0.8B	+18.6%	↑ growing
Protocol-as-a-service (BAM-class)	\$0.5B	+88%	↑↑ emerging
Wearables (recovery, focus)	\$0.8B	+24%	↑ growing

## Where the money is moving FROM

- **Books:** -3% YoY. The self-help shelf has been saturated since 2018. New titles aren't moving the needle.
- **Live seminars:** -6.8% YoY. Post-pandemic, attendees are not returning at pre-2020 rates. The format is structurally constrained.
- **Full-time MBA:** applications -14% YoY across top-50 US programs. The cost-benefit math is breaking.

## Where the money is moving TO

- **Protocol-as-a-service:** +88% YoY. BAM, Whoop coaching, Levels glucose protocols, Hone hormone optimization — this is the breakout category.

- **Wearables + recovery:** +24% YoY. Oura, Whoop, Eight Sleep. The measurement layer for the protocol layer.
- **Apps & habit-tracking:** +18.6% YoY. The infrastructure for daily compliance.
- **Supplements / nootropics:** +11.4% YoY. Adjacent but real.

# Compliance benchmarks.

What the data says about how long protocol compliance actually lasts in the wild, and what BAM-class programs are doing differently.

## Protocol compliance attrition by program type

PROGRAM TYPE	DAY-30 COMPLIANCE	DAY-60	DAY-90	DAY-180
Self-help seminar → book	36%	14%	6%	3%
Online course (single)	52%	22%	12%	7%
1:1 coaching (\$500+/mo)	68%	48%	34%	22%
Habit-tracking app (Whoop / similar)	74%	56%	42%	28%
Protocol-as-a-service (BAM-class)	86%	72%	58%	42%

**The pattern.** Programs with built-in **measurement + accountability + compounding curve** hold compliance dramatically longer. The 6× spread between a self-help book and a BAM-class protocol program at day 90 is the entire category opportunity.

## Q2 2026 breakout sub-categories

### CATEGORY 01

#### AI-augmented protocols

Daily protocol customization via LLM + biometric data. **+220% YoY downloads.** Replaces the “coach” layer for solo operators.

### CATEGORY 02

#### Wearable-driven recovery

Whoop, Oura, Eight Sleep loops with protocol layer. **+62% YoY recurring revenue.** The data layer for Code 04.

### CATEGORY 03

#### Performance content franchises

BAM, Modern Wisdom, Huberman Lab. **+38% YoY audience growth across top-10.** The narrative layer.

## What we're watching for Q3

- **Seminar consolidation.** If TR-class attendance continues falling at -6.8% YoY, expect 2-3 major brand consolidations by Q4.
- **MBA-to-PaaS substitution.** The next 2-3 quarters of MBA application data will tell us whether 14% YoY decline is an anomaly or a category shift.
- **Wearable price compression.** Apple Watch + Oura combo is replacing standalone wearable purchases in some cohorts. Watch for sub-\$200 entry tier capturing 30%+ share by year-end.

## Sources + methodology

Category sizing: BLS + Statista + BAM proprietary estimate. Compliance benchmarks: BAM internal program data (n=2,400) + 3rd-party app retention reports. MBA decline: GMAC + AACSB. Numbers are estimates; treat as directional. Methodology in Vol II.

CC BY 4.0 · [support@businessathletemode.com](mailto:support@businessathletemode.com) · [businessathletemode.com/research](https://businessathletemode.com/research)