23 percent of coach practitioners report Millennials among their clients

6 percent of coach practitioners are age 35 and under, with increases in emerging global markets

61 percent of coach practitioners under age 35 view coaching as a profession

The 2016 ICF Global Coaching Study is the third such industry research project commissioned by the International Coach Federation (ICF) to provide an up-to-date picture of the coaching profession worldwide.

The study was conducted by PricewaterhouseCoopers LLP with a six-month survey period that began in July 2015. Available in nine languages, the survey was completed by 15,380 respondents from 137 countries, making it ICF’s most extensive industry research project to date.

The 2016 study found professional coaching for Millennials is growing. In total, 23% of coach practitioners surveyed reported their clients are under the age of 35.

The business of coaching is also growing among the Millennial age demographic. Six percent of coach practitioners are under the age of 35, with the largest numbers being in Eastern Europe (17%), Latin America and the Caribbean (11%) and Asia (9%). Younger coaches are driving a new frontier for the coaching profession across these emerging markets. Additionally, nearly two-thirds of younger coach practitioners (61%) view coaching as a profession as opposed to a skill set, and nearly half (48%) strongly agree people or organizations that use coaching should expect their coach to be credentialed.