The U.S. Market for Religious Publishing and Products

Description: The phenomenal (and some would say surprising) success of Mel Gibson’s “Passion of Christ” has reignited the market for religious products - books, music, videos, stationary, giftware and software. This report takes a fresh look at the religious products market, addressing the new consumer (younger than one might think), the diversification of the market and the impact “new” media (such as the Internet) has had on more traditional marketing methods.

Report Methodology

The information in The U.S. Market for Religious Publishing and Products is based on both primary and secondary research. Primary research involved on-site examination of the retail milieu, interviews with marketing, public relations and industry analysts within the religious products market and consultants to the industry. Secondary research entailed data-gathering from relevant trade, business, and government sources. Figures provided on national consumer advertising expenditures are based primarily on data (copyright 2003) compiled by CMR/TNS Media Intelligence U.S., the leading provider of strategic advertising and marketing communications intelligence. The analysis of consumer demographics derives from Simmons Market Research Bureau survey data for fall 2003.

The report looks at every segment of the religious products market, examining trends for growth and projecting sales of products through 2008. It analyzes consumer demographics and their current and projected impact on sales of religious products. It provides up-to-date competitive profiles of marketers of religious products - including a look at smaller, up-and-coming companies - and discusses the influence of demographic trends as a driver of retail trends. The report also spotlights new products and current distribution trends, and offers readers trends and marketing opportunities within the religious products industry.

What You’ll Get in this Report

The U.S. Market for Religious Publishing and Products makes important predictions and recommendations regarding the future of this market, and pinpoints ways current and prospective marketers can capitalize on current trends and spearhead new ones. No other market research report provides both the comprehensive analysis and extensive data that The U.S. Market for Religious Publishing and Products offers. The report addresses the following segments:
The Market (including market size and composition, and projected market growth) The Marketers (including discussions of specific marketer brand and market shares) Distribution Strategies The Consumer (who’s buying what, and where) The Products Trends and Opportunities

Plus, you’ll benefit from extensive data, presented in easy-to-read and practical charts, tables and graphs.

Scroll down to see a more detailed outline of the contents of this report.

How You Will Benefit from this Report

If your company is already competing in the religious products market, or is considering making the leap, you will find this report invaluable, as it provides a comprehensive package of information and insight not offered in any other single source. You will gain a thorough understanding of the current market for religious products, as well as projected sales and trends through 2008.

This report will help:
Marketing Managers identify market opportunities and develop targeted promotion plans for religious products.
Research and development professionals stay on top of competitor initiatives and explore demand for religious products.
Advertising agencies working with clients in the religious products industry understand the product buyer to
develop messages and images that compel consumers to purchase these products. Business development executives understand the dynamics of the market and identify possible partnerships. Information and research center librarians provide market researchers, brand and product managers and other colleagues with the vital information they need to do their jobs more effectively.

Contents:

Chapter 1: Introduction

Scope of Report
Report Methodology
Product Categories
Books
Stationery, Giftware & Merchandise (SGM)
Audio/Video/Software

A Religious Revival In The Offing
The Passion of the Christ
The Da Vinci Code
The Purpose-Driven Life
Left Behind Series
Joan of Arcadia

The Market
Religious Products Market Estimated At $6.8 Billion
Table 1-1: U.S. Retail Sales of Religious Products by Category, 1999-2003
Largest Category: Books
SGM Posts Modest Growth
Christian Music Sales Down
Figure 1-1: Share of Religious Products by Category, 2003

The Marketers

Media Conglomerates, Religious Specialists Fight It Out
Religious Books
Three Major Players In AVS Segment
SGM
Zondervan And Thomas Nelson Dominate CBA's Best Sellers List
Zondervan Dominates 'Christian Living' Category

Factors To Market Growth

Aging Baby Boomers Seek More Meaning To Life
Growth in Conservative Churches
Customized Belief And Faith
Religion And Daily Life
Interest In Judaism
Interest In Islamic, Buddhist Titles

Advertising and Promotion

Publicity Rather Than Advertising
All-out Publicity For A Film
Churches Key To Reaching Consumers
Cheaper Options For Reaching Consumers
Advertisements Are Minimal And Through Specific Media

Retail and Distribution

CBA's Market Share Declining
Christian Retailers Try To Attract, Retain Consumers
Wal-Mart, Other Discounters Eye Christian Market
The Consumer

Religious Worship Becoming More Contemporary
Religious Belief Low Among Young Americans
Church Attendance On The Downslide
Older Americans Are Religious; Middle Agers Buy More Products

Future Outlook

Chapter 2: The Products

Scope of Report
Emphasis on Christian Products
Christian Products

History of Religious Products
Rise of Protestantism
Spread of The Bible
The Spiritual Awakenings
Emergence of U.S. Religious Market
Televangelism
Balancing Ideological Divides

Non-Christian Products

Judaica: Discrete Market Segment
American Islam
Orthodox Muslims
Black Muslims
Eastern Spirituality
New Age/Alternative Faiths
Spirituality

Market Definition

Three Categories
Leading Category: Books
Main Segment—Bibles
Religious Books Expand Their Categories
Religious-Oriented School Curricula

Most Diverse Category: SGM
Six Segments

AVS The Third Category
Largest Segment—Audio
Video Segment
Software

Products Classified By Degree of Religiosity

Chapter 3: The Market

Market Size And Growth
Between $4.2 And $7 Billion
Methodology Varies Among Sources
The Market

$6.8 Billion Market In 2003

Table 3-1: U.S. Retail Sales of Religious Products by Category, 1999-2003
Market Segments
Books: Largest And Fastest-Growing Category

Table 3-2: U.S. Retail Sales of Religious Books by Category, 1999-2003
SGM Posts Modest Growth
Table 3-3: U.S. Retail Sales of Religious SGM by Category, 2003
Figure 3-1: Share of Religious SGM Market, by Category, 2003
Christian Music Drags AVS Segment Down, But Shows Growth Signs
Table 3-4: U.S. Retail Sales of Religious AVS by Category, 2003
Figure 3-2: Share of Religious AVS Market, by Category, 2003

Market Composition

Religious Books Share On The Rise
Figure 3-3: U.S. Retail Sales by Category Share, 2003
Figure 3-4: Share of U.S. Retail Sales by Category, 1999 vs. 2003
Religious Products Share In Overall Market
Figure 3-5: Religious Products Share of Overall Market, Books and Music, 2003
Figure 3-6: Growth of Religious Products and Overall Category, Books and Music, 2003
Sales By Distribution Channel
Figure 3-7: Channel Distribution of Religious Product Sales
Sales Peak Around Christmas
Table 3-5: Selling Seasons for U.S. Religious Products
Bible Belt: Good Christian Product Sales

Factors To Market Growth

Aging Baby Boomers Seek More Meaning To Life
Growth In Conservative Church Adherents
Table 3-6: Largest U.S. Religious Denominations
Customized Belief And Faith
Religion And Everyday Life
Renewed Interest In Judaism
Interest In Islamic, Buddhist Titles
Increased Media Coverage Of Religion
Overall Market Trends
Religious Faith Assumes Importance In Politics
Religious Diets Make Headway
‘What Would Jesus Drive?’
Outlook

Market Projections

Market To Reach $8.64 Billion In 2008
Figure 3-8: Projected U.S. Sales of Religious Products, 2003-2008

Chapter 4: The Marketers

Books
Bibles
Christian Living
Prayer Books

Products for Women
Products for Children, Teens
Spanish-Language Products
E-Books
Music Products
Judaica
Islam
Buddhism
New Age
Gifts and Merchandise
DVD & Videocassettes
Jonah Makes a Big Splash

Software
Table 4-1: Selected Religious Retailing Marketers and Products

Competitive Environment

Overview
Leading Publishers
Diversification Intensifies Competition
Business Consolidation for Survival
Big Idea Productions Goes Under
Gregg Gets Acquired
Competitive Music Industry
SGM—Extending the Brand
Competitive Music Industry
SGM—A Brand Extension
E-book Fastest Growing Segment
Cross Over Appeal
Spiritual Licensing
Share the Passion

Trends in Children's Marketing

Reaching Faith-Based Youth
A Wide Variety of Products
Challenges in Reaching Kids

Competitive Profiles

EMI Christian Music Group
Overview
Divisions

Harvest House Publishers
Overview
Major Publications

Multnomah Publishers
Overview
Publishing Divisions

Random House
Overview
Publishing Divisions

Shambhala Publications
Overview
Divisions

Thomas Nelson
Overview
Publishing Divisions
Women of Faith

Time Warner
Overview
Divisions Relating To Religious Media

Tyndale House Publishers, Inc.
Overview
Major Divisions

Zondervan
Overview
Major Divisions
Chapter 5: Product and Promotional Trends

Publishing
Growth In Sales Of ‘Christian Living’ Books
Diverse Categories In Religious Books
New Book Product Trends
Scripture And War
Pop Culture And Holy Writ

Traditional Themes In Christianity
Back To Foundation
Catholic Traditions
Across Religions

Spirituality Among Non-Christians
Spirituality Sans Religion
Bible-Related Titles
Biblical People
Popular Reference
Peeping Into The Future

Books On Prayer

Sales Are Mixed
Revival Of Traditional Prayer Forms
Prayer Guides And Formal Prayers
Neo-Traditional Approach To Prayers
Prayer Transcending Religion
Religious Comics And Magazines

AVS & Media

Religious Videos In Demand After ‘Passion’

Table 5-1: Top-Selling VHS - Religion & Spirituality
Table 5-2: Top-Selling DVDs - Religion & Spirituality
Religious TV Movies
Jewish Videos For A Wider Market
New Title Introductions
Christian Songs In Billboard’s Top 200

Advertising And Promotion
It’s Publicity Rather Than Advertising
‘Passion’ Benefits From Publicity
Focusing On Authors’ Appearances
Churches Key To Reaching Consumers
Cheaper Promotions—Postcards And Email
Advertisements Are Minimal And Through Specific Media
CBA Launches Ad Campaign

Chapter 6: Retail and Distribution
Three Major Retail Channels
More Sales Through Mass-Market Channels
CBA’s Market Share Declining
Christian Retailers Try To Attract, Retain Consumers
Smaller Independent Stores Try To Find A Niche
Discount Stores Eye Christian Market
Wal-Mart Enters Christian Market
“Christian Merchants”
Selling in Bulk

Major Distribution Channels

Thomas Nelson: CBA Major Channel But ABA Growing Fast
Table 6-1: Retail Sales by Channel for Thomas Nelson-
Navpress: CBA Dominates With 85% Share
Baker Publishing Group—CBA Has 45% Share
Table 6-2: Retail Sales by Channel for Baker Publishing Group, 2003

Major Religious Retail Chains And Groups
Family Christian Stores
Overview
Specialized Stores
Promotions

LifeWay Christian Stores
Overview

Parable Group
Promotions

Bible Factory Outlet
Overview
Store Growth
Promotions

Mardel Christian & Educational Supply
Overview
Hybrid Store Format

Other Major Retailers and Marketing Groups
Berean Christian Stores
Lemstone Christian Stores
Covenant Group
Munce Marketing Group
Chapter 7: The Consumer

Note On Simmons Market Research Bureau Data
Largest Groups Of American Christians: Catholics, Baptists
Table 7-1: U.S. Adult Christian Population by Denominations
Figure 7-1: U.S. Adult Christian Population by Denominations, 2003
Figure 7-2: Change in U.S. Adult Christian Population by Denomination, 1998-2003
Ratio Of Christians To Non-Christians
Figure 7-3: U.S. Adult Non-Christian Population by Religion, 2003
Young Americans Adopting Unconventional Beliefs, Religions
Little Difference In Gender Among Religious Followers
American Christians And Jews: Predominantly White
Education Level
New Age Christians And Jews More Affluent
Table 7-3: Demographic Characteristics Favoring Christianity by Denomination (Catholic, Baptist, Methodist), 2003
Table 7-4: Demographic Characteristics Favoring Christianity by Denomination (Lutheran, Christian Church, Pentecostal/Charismatic), 2003
Table 7-5: Demographic Characteristics Favoring Christianity by Denomination (Other Protestant, Presbyterian, Other Evangelical Christian), 2003
Table 7-6: Demographic Characteristics Favoring Christianity by Denomination (Church of Jesus Christ of Latter Day Saints, Episcopal, United Church of Christ), 2003
Table 7-7: Demographic Characteristics Favoring Christianity by Denomination (Russian, Greek or Eastern Orthodox and Unitarian), 2003
Table 7-8: Demographic Characteristics of Non-Christians by Religious Affiliation (No Religious Preference, Other Religion), 2003
Table 7-9: Demographic Characteristics of Non-Christians by Religious Affiliation (Judaism, Islam), 2003

Attitude Toward Religion
Most Americans Believe in God, Do Not Attend Religious Services
Table 7-10: Adult American's Belief in God, by Religion, 2003
Table 7-11: Demographic Characteristics of U.S. Adults Favoring Belief in God, 2003
Table 7-12: Frequency of Worship Attendance by U.S. Adults, 2003
Older Americans Have High Religious Membership
Table 7-13: Membership in Religious Bodies, 2003
Table 7-14: Demographic Characteristics Favoring Membership in Religious Bodies (Church/ Temple/Synagogue, Church Board and Religious Clubs), 2003

Elderly Americans: Positive Attitude Towards Religion
The South: Most Religious Region
African-Americans Tend to be More Religious
Table 7-15: The “Religious” Profile: African Americans and Asian Americans
Table 7-16: U.S. Adults With Positive Attitudes and Opinions Toward Religion
Table 7-17: Demographic Characteristics Relating to Attitudes and Opinions Toward Religion, 2003
Table 7-18: Demographic Characteristics Relating to Attitudes and Opinions Toward Religion, 2003
Increase In Financial Contributions To Religious Bodies

Consumer Use of Religious Media
High Consumers Of Religious Media: Middle-Aged Americans
Table 7-19: Audience of Religious Radio and Television, 2003
Table 7-20: Demographic Characteristics Favoring Usage of Religious Audio-Visual Media, 2003
Religious Book Buyers Skew African-American, Southern
Table 7-21: Sales of Religious Books Compared to Total Book Sales, 2003
Table 7-22: Demographic Characteristics Favoring Buying Religious Books, 2003
Figure 7-4: Bible Readers by Age Group, 2003
Spiritual Life Of Teens
Religious Teens Confident About Appearance
Table 7-23: Characteristics of Religious and Non-Religious Youth
Worship Becoming More Contemporary
Table 7-24: Worship Service Elements Used At Least Once a Month in Protestant Churches 1998 and 2003
Figure 7-5: Changes in Use of Worship Elements in Protestant Churches, 1998 and 2003

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2859862/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- **Product Name:** The U.S. Market for Religious Publishing and Products
- **Web Address:** http://www.researchandmarkets.com/reports/2859862/
- **Office Code:** SCDK97YR

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Hard Copy</th>
<th>USD 2250 + USD 58 Shipping/Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>Single User</td>
<td>USD 2250</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>Enterprisewide</td>
<td>USD 4500</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:**
  - Mr
  - Mrs
  - Dr
  - Miss
  - Ms
  - Prof

- **First Name:** ____________________________
- **Last Name:** ____________________________
- **Email Address:** *
  _______________________________________
- **Job Title:** ____________________________
- **Organisation:** __________________________
- **Address:** ____________________________
- **City:** ____________________________
- **Postal / Zip Code:** __________________________
- **Country:** ____________________________
- **Phone Number:** __________________________
- **Fax Number:** __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB9853308313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World