The U.S. Religious Publishing and Products Market

Description: This Packaged Facts report examines the $5.7 billion market for religious materials at the turn of the new millennium. Sales data and forecasts are provided for 1995-2004 across three product categories: books, stationery/giftware/merchandise and audio/visual/software. An extensive discussion of marketing strategies and new product trends reveals how marketers such as Thomas Nelson, EMI Christian Music Group, Zondervan and Tyndale House are tapping into Americans' increasing and far-flung interest in the spiritual realm. The report also provides detailed demographic data about the consumers most likely to purchase religious products.

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