

Global Horoscope and Astrology Apps Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Horoscope and Astrology Apps market size is predicted to grow from US\$ 1143 million in 2025 to US\$ 2449 million in 2032; it is expected to grow at a CAGR of 11.7% from 2026 to 2032.

Horoscope and astrology apps are the product of the combination of modern technology and astrology, aiming to provide users with personalized analysis and prediction services based on horoscopes and astrology. Horoscope apps predict and analyze the fortune of a horoscope in a specific time period (such as daily, weekly, monthly or annually) based on the horoscope of the user's birth date (solar calendar). These apps usually provide fortune predictions in many aspects including love, career, wealth, health, etc. Astrology apps are more in-depth and complex. They not only focus on horoscopes, but also involve professional concepts in astrology such as planets, houses, and phases. By analyzing the impact of these celestial movements on human life, users can be provided with more detailed and personalized astrological services.

The younger generation is growing in interest. Generation Z and millennials have a strong interest in mysticism and astrology culture, and the spread of social media has accelerated this trend. Astrology content has become social currency, such as the popularity of the 'Mercury retrograde' meme.

Rising demand for mental health. In the post-epidemic era, people are more concerned about self-cognition and emotional management, and astrology is used as a self-exploration tool rather than just entertainment.

The growth of smartphone users around the world has made it easier for astrology apps to reach potential users, especially in emerging markets (such as India and Southeast

Asia).

Big data analysis allows astrology apps to more accurately predict user behavior (such as love and career choices) and increase credibility. Many Internet celebrities and stars publicly discuss astrology, driving fans to use related apps.

LPI (LP Information)' newest research report, the “Horoscope and Astrology Apps Industry Forecast” looks at past sales and reviews total world Horoscope and Astrology Apps sales in 2025, providing a comprehensive analysis by region and market sector of projected Horoscope and Astrology Apps sales for 2026 through 2032. With Horoscope and Astrology Apps sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Horoscope and Astrology Apps industry.

This Insight Report provides a comprehensive analysis of the global Horoscope and Astrology Apps landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Horoscope and Astrology Apps portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Horoscope and Astrology Apps market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Horoscope and Astrology Apps and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Horoscope and Astrology Apps.

This report presents a comprehensive overview, market shares, and growth opportunities of Horoscope and Astrology Apps market by product type, application, key players and key regions and countries.

Segmentation by Type:

iOS

Android

Segmentation by Application:

Horoscope Insights

Daily Guidance

Interpersonal Relationship Analysis

Interpretations by Real Astrologers and Tarot Card Readers

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Psychic Source

Purple Garden

Keen

The Daily Horoscope

The Pattern

Astrology Zone

My Horoscope

Astro Poets

Yodha

Co-Star

Tarot!

Time Passages

Chani Nicholas

Nebula

Daily Horoscope

Astro Future

Sanctuary

Time Nomad

Chaturanga Astrology

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