

The U.S. Meditation Market

<https://marketpublishers.com/r/U99EF2D9FDCEN.html>

Date: August 2017

Pages: 62

Price: US\$ 895.00 (Single User License)

ID: U99EF2D9FDCEN

Abstracts

Practicing meditation to reduce stress is becoming mainstream in America. Today, 9.3 million Americans meditate, fueling a \$1+ billion industry comprised of meditation studios, books, DVDs, workshops, online courses, websites, apps and supplies. Like the yoga market, which has seen a major increase in the past decade, meditation is experiencing strong growth.

This is a completely new Marketdata report. The following topics are covered: why demand exists, nature and evolution of U.S. meditation studios/centers/retreats, the key companies and gurus in the market, customer demographics, relationship to yoga studios, typical meditation center operations, for-profit vs. non-profit centers, key trends, market niches and 2022 forecasts. Analysis and \$ size of these market segments: meditation studios/classes market, books/DVDs/CDs market, meditation apps & websites market, online courses market, corporate wellness programs market, and the supplies & accessories market. Includes meditation center start-up costs and revenues, competitor profiles, findings/market outlook via interviews with industry operators, and a list of resources for follow-up. Profiles of: Headspace, Inscape, Unplug, Mindful, Mind Body Green, Hay House, Soundstrue, Gaia, Kadampa Centers, Shambala Centers, TM (Transcendental Meditation) Centers, Deepak Chopra, Jon Kabat-Zinn, and Eckhart Tolle.

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REPORT SCOPE AND METHODOLOGY

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Foundation

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Inscape

Unplug Meditation

Mindful

Kadampa Centers

Shambhala Centers

TM Centers – Transcendental Meditation (Maharishi Foundation)

OneTaste

Spirit Rock

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By: The Chopra Center, Gaia, Vipassana Fellowship, Mindfulness-Based Stress Reduction.

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Mind Body Green

Eckhart Tolle (SoundsTrue.com)

Deepak Chopra

Jon Kabat-Zinn

Ram Dass

Gaia Company
Hay House

REFERENCE DIRECTORY OF INFORMATION SOURCES

List of meditation associations, societies, magazines, websites, other sources

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