

# 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.

## Contents

### **REPORT SCOPE AND METHODOLOGY**

Sources and methodology used for the report, report scope

### **OVERVIEW OF INDUSTRY FACTS & FINDINGS**

List of key industry metrics, trends, estimates, forecasts and conclusions of the report.

### **NATURE & DEFINITION OF THE MARKET**

Types of meditation, history, percent and number of Americans that meditate,  
Why it's becoming mainstream

### **CUSTOMER DEMOGRAPHICS**

Discussion of number of meditators, why the growth, reasons for becoming mainstream  
Findings of government research studies: 2012 U.S. National Health Interview Survey:  
Prevalence of meditation use, patterns of meditation practice, profile of typical meditator  
(age, race, spending, types of services used).

Table: Reasons for meditating

Table: Where people get information (books, newspapers, Internet, DVDs, articles,  
etc.)

Table: Meditation's effects on health.

### **MARKET STRUCTURE**

Market segments, types of facilities and products comprising the market (programs,  
studios/centers, apps, websites, books, online courses, workshops).

### **MARKET SIZE & GROWTH, MARKET SEGMENTS, FORECASTS**

Analysis of market potential, revenue estimates methods & rationale, estimates by other  
organizations & Marketdata, sources of data.

The Top 10 American cities for meditation

Marketdata 's 2017 & 2022 Outlook & Forecast for the Industry, factors affecting growth  
Outlooks/interviews by personnel at The Meditation Society, Transcendental Meditation  
Foundation

Table: Estimated Size & Market Segments of the Meditation Market: 2016 (\$ millions)  
– No. of users by type service. % of total, \$ value of each market segment (meditation centers market, meditation retreats market, books/DVDs/CDs market, websites/online market, smartphone apps market, courses at holistic institutes market, etc.).

## **MEDITATION STUDIOS AND CENTERS, CHAINS, RETREATS 21-40**

Analysis of estimated number of centers, average annual revenues, operating metrics

Discussion of relationship with yoga studios, cross promotions

Snapshot of the yoga market: number of practitioners, studios, spending per person, start-up costs for a yoga studio, market trends, etc.

Market Size, methods to estimate revenue (IRS 990 tax forms for non-profits, etc.)

Company Profiles (address, description, specialties, history, funding, no. of sites in U.S., revenues when available, fees, programs, etc.)

Inscape

Unplug Meditation

Mindful

Kadampa Centers

Shambhala Centers

TM Centers – Transcendental Meditation (Maharishi Foundation)

OneTaste

Spirit Rock

Art of Living

Residential Meditation Retreats

Summary: operations, number, attendance, average revenues

Retreat Profiles for: Spirit Rock, Art of Living, Mii Amo, White Lotus, Rolling Meadows, Green Gulch, The Abbey of Gethsemanie, Menla Mountain, Southern Dharma, Raj Ayurveda Center, Insight Meditation Society, more.

The role of holistic institutes, meditation courses & workshops they provide, address list of the 16 major U.S. holistic Institutes, estimated revenues from meditation courses.

## **THE ONLINE MEDITATION MARKET: APPS, WEBSITES, ONLINE COURSES**

### **MEDITATION APPS**

List and description of top meditation apps (Headspace, Buddhify, Insight Timer, OMG), their funding and niches, costs, subscription models.

Discussion and description of various online meditation courses

Market size: Marketdata estimates

## Company Profiles

Headspace

Gaia

Table: The major meditation apps: no. of monthly downloads, estd. co. revenues

## ONLINE COURSES

Summary & analysis: Free vs. fee-based services, descriptions/examples of programs  
By: The Chopra Center, Gaia, Vipassana Fellowship, Mindfulness-Based Stress Reduction.

## MEDITATION WEBSITES

Descriptions of 10 popular meditation websites

## CORPORATE MEDITATION PROGRAMS

Discussion of corporate use of meditation in wellness programs, examples of  
Companies now using meditation for their employees

## MEDITATION BOOKS, DVDS, CDS MARKET

Discussion of the market: publishing activity/books by Gaia, Soundstrue, Hay House  
List of some best-selling meditation books by experts (by Deepak Chopra, Jon KabatZinn, others)  
Market size: Marketdata estimate.

## MEDITATION SUPPLIES & ACCESSORIES

Description of typical meditation supplies purchased by consumers

## OTHER MEDITATION-RELATED COMPANIES AND EXPERTS (IN-DEPTH PROFILES)

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

## I would like to order

Product name: The U.S. Meditation Market

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

Price: US\$ 895.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U99EF2D9FDCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970