

Astrology Market Size is Forecasted to reach \$22.8 Billion by the year 2031

PORTLAND, OREGON, UNITED STATES, February 7, 2023 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "[Astrology Market](#)," The Astrology Market Size was valued at \$12.8 billion in 2021, and is estimated to reach \$22.8 billion by 2031, growing at a CAGR of 5.7% from 2022 to 2031.

Download Free Sample Report:

<https://www.alliedmarketresearch.com/request-sample/32229>



Since the beginning of time, humans have looked to the stars for guidance. Astrology has been practiced for thousands of years. While it is no longer considered the scholarly tradition that it once was, many people continue to study the influence of celestial bodies on human activity. The general public's interest in astrology has steadily increased over the last few decades, laying the groundwork for its seemingly sudden surge in popularity today. Signs of the current astrology boom can be found all over the internet. It doesn't take long to come across horoscope social media accounts or zodiac-themed listicles online.

According to American Psychological Association survey data, millennials have been the most stressed generation since 2014, and they are also the generation most likely to say their stress has increased in the last year since 2010. Millennials and Gen Xers have been significantly more stressed than older generations since 2012. Furthermore, Americans have experienced increased stress because of the political upheaval that has occurred since the 2016 presidential election. According to the APA's 2017 poll, 63% of Americans are extremely concerned about the future of their country. 56% of people said reading the news stressed them out, with Millennials and Gen Xers significantly more likely to say so than older people.

Political infighting, climate change, global crises, and the threat of nuclear war have recently dominated the news. As a result of rising stress, Astrology Market Demand is high which is fostering the Astrology Market Growth. However, fake astrology practices hamper the market

growth. Fake astrology practices have gained popularity among fraudsters, and online astrology provides them with a large platform. Astrology bots are a common type of fraud in which messages are sent to various people based on data received. The data included personal information such as a recipient's name, age, or hometown. The psychic appeared to have intuited this information. It was pieced together from suckers' lists sold by data brokers and information provided unknowingly by victims in the past. As a result, high levels of fraud undermine consumer trust, impeding the Astrology Industry growth.

Many brands are using astrology as a key Astrology Industry strategy to boost their sales. For instance, Colourpop collaborated with beauty influencer Kathleen Lights to create a zodiac-inspired eyeshadow palette in 2018. In 2019, Dior launched a zodiac jewelry collection, as well as an accessories collection that included scarves, shoes, and other items. Spotify launched a cosmic playlist in mid-2021, curating a personalized playlist based on each user's audio birth chart.

Aside from zodiac-themed products, another popular trend is the rise of zodiac applications such as Co-Star and The Pattern. According to Sensor Tower, an app tracking firm, astrology apps in the US market saw a 64.7% increase in revenue to nearly \$40 million in 2019.

Purchase Inquiry: <https://www.alliedmarketresearch.com/purchase-enquiry/32229>

For example, some companies stated that their job opening was open to all zodiac signs, even if they prioritized certain ones. Or, in the absence of such a policy, an HR representative at a company uses her own personal judgement when screening job applicants with specific zodiac signs. As a pseudoscience, astrology's power is still widely accepted in modern society, and its presence is undeniable.

The exponential Market Growth presents an Astrology Market Opportunity for brands to profit. This is referred to as astrological marketing. One of the most common ways for brands to capitalize on the Astrology Market Trends is to create astrology-themed products or services, as the international brands mentioned at the start of this article have done.

The astrology market is segmented on the basis of type, mode, end-user generation, and region. By type the market is categorized into love astrology, vedic astrology, natal astrology, medical astrology, horary astrology, electional astrology, and uranian astrology. On the basis of mode, the Astrology Market is bifurcated into online and offline in which online is further divided into apps & websites and the offline segment comprises all the offline registered players available in the market. Based on end-user generation, the Astrology Market is categorized into gen z, millennials, gen x, and boomers.

The key players included in the Astrology Market Analysis are – Truthstar Future Vision Pvt Ltd., Sanctuary Ventures Inc., Susan Miller Omni Media Inc., Horoscope.com, Inc., AstroGraph Software, Inc., Indianet Consultants LLP, My Path Astrology LLC, AstroswamiG Solutions, CodeYeti

Software Solutions Pvt. Ltd., Liquid Software Mobile, Inc., CoStar Astrology Society, Seattle Astrology, The Mountain Astrologer, Astro-Vision Futuretech Pvt. Ltd., Advigo Technology Corp., Appsell LTD, Barges Technologies, Inc., Jessica Adams Proprietary Limited., Astroyogi, and Ojas Softech Pvt. Ltd.

Key findings of the study

By type, the love astrology segment has the dominating Astrology Market Size in the year 2021 and is likely to remain dominant during the Astrology Market Forecast period.

Based on mode, the online segment dominated the global market in the year 2021 and is likely to remain dominant during the forecast period.

Based on the end-user generation, the millennials segment dominated the global market in the year 2021 and is likely to remain dominant during the forecast period.

Based on region, Asia-Pacific dominated the global market in the year 2021 and is likely to remain dominant during the forecast period.

Trending Report

Home Water Filtration Unit Market : <https://www.alliedmarketresearch.com/home-water-filtration-unit-market-A16886>

Glassware Market : <https://www.alliedmarketresearch.com/glassware-market-A11874>

Table Top Games Market : <https://www.alliedmarketresearch.com/table-top-games-market-A14449>.

Disposable Cutlery Market : <https://www.alliedmarketresearch.com/disposable-cutlery-market-A31543>

Baby Stroller Market : Retrieving data. Wait a few seconds and try to cut or copy again.

Growlers Market : Retrieving data. Wait a few seconds and try to cut or copy again.

David Correa

Allied Analytics LLP

+18007925285 ext.

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/615672961>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire,

Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.