

# How Technology Is Revolutionizing the Astrology Industry

*Technological advances have changed the landscape of various industries in the contemporary business scenario and astrology is not an exception.*

DELAWARE, WILMINGTON, UNITED STATES, April 2, 2024

/EINPresswire.com/ -- Since the first Sunday Express Astrology column was published in 1930, the commercial landscape of astrology has advanced extensively. Decades later, the excitement around astrological

predictions has never gone down and is currently taking a new shape with technological support. The integration of technology and astrological beliefs has witnessed a newfound appetite for astrological forecasts, supported by capital investments and the implementation of algorithms.



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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

Online Platforms and mobile apps provide wider access

Technology makes astrology more accessible to a wider audience, breaking down geographical barriers. Online platforms and mobile apps provide convenient access to astrological services from anywhere, anytime. Numerous online astrology platforms have emerged providing easy access to astrological services remotely with an internet connection. These platforms offer personalized birth charts compatibility reports and other astrological insights. Nebula, for example, is a platform for astrology and psychic enthusiasts.

Astrology mobile apps offer convenient access to birth charts, daily horoscopes, and other astrological content on smartphones and tablets. These apps provide real-time updates and notifications based on planetary transits and astrological events. For example, the Daily Horoscope app offers simple, user-friendly readings for beginners. It includes Chinese and Druid sign horoscopes providing monthly, weekly, and yearly forecasts. Horoscope Signs is another Astro service app available for iOS and Android users, which is free with no add-ons. It also offers Tarot readings, love compatibility information, birth charts, and planetary information on its website. Apps like Nomad offer a deep understanding of the discipline for those who are interested in studying astrology.

The availability of this newly open-to-all astrological service, along with the elimination of human errors has driven the [astrology industry](#) to a great extent, anticipating generating a revenue of \$22.8 billion by 2032. In India, around 10 firms obtained 130 crore rupees in the first quarter of 2021. The Indian spiritual market is evaluated to be around \$40 billion out of which the astrology industry alone covers \$10 billion.

### Social media, AI, and VR changing the landscape of the Astrology industry

Astrology is becoming increasingly popular on social media with dedicated communities and influencers sharing insights, educational content, and predictions. Social media provides a space for astrologers to connect with clients and build an online presence. By sharing astrological content and insights, astrologers can connect with potential clients directly. Dedicated groups, forums, and pages allow astrologers to share knowledge and foster a sense of belonging. AI-powered astrology apps and software use machine learning algorithms to analyze birth charts and provide personalized interpretations. This technology enhances accuracy and efficiency making astrology more accessible to a wider audience. VR and AR technologies are being used to create immersive astrological experiences. Users can explore virtual star maps, interact with 3D representations of celestial bodies, and receive personalized astrological guidance.

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### Recent strategic moves taken by key players to strengthen position

Spiritual tech startup Astrotalk raised \$20 million from a New York-based venture capital called Left Lane Capital which has amounted to its total funding up to 166 crore rupees to date. Astrotalk has then made access to all its services free for its consumers.

Recently, a playlist generator depending on Spotify's listening habits of a user and their astrological sign was introduced. In the U.S., Bumble users can access new astrology channels within conversations.

## Summing Up

Although astrology and technology are two different fields, data collection and analysis are common grounds between them. With technological advancements, and innovative solutions, the astrology industry leverages on collecting, processing, and executing data analysis faster than ever, providing consumers with accurate calculations. Free from human error and assisted with cutting-edge solutions, the astrology industry is expected to witness lucrative growth opportunities in the upcoming years.

### Short Description:

Technological advances have changed the landscape of various industries in the contemporary business scenario and astrology is not an exception. By breaking geographical boundaries through online platforms, generating leads through social media, and leveraging on AI and ML for accurate calculations, the industry is projected to witness new revenue heights soon.

For more information, please contact us at : <https://www.alliedmarketresearch.com/purchase-enquiry/32229>

Some of the key players in the astrology industry 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.,
- Adviqo Technology Corp.,
- Appsell LTD,
- Barges Technologies, Inc.,
- Jessica Adams Proprietary Limited.,
- Astroyogi, and
- Ojas Softech Pvt. Ltd.

Other key players in the astrology industry are:-

- Luxury Furniture Market

<https://www.alliedmarketresearch.com/luxury-furniture-market>

- Motorcycle Helmet Market

<https://www.alliedmarketresearch.com/motorcycle-helmet-market-A10677>

- Disposable Cutlery Market

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

- Glassware Market

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

- Kids Bicycle Market

<https://www.alliedmarketresearch.com/kids-bicycle-market-A0647>

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