

# Astrology Industry Size Worth USD 22.8 billion, Developing at a Rate of 5.7% | Growth, Share, Trend Analysis

*Astrology market has witnessed growth valued at \$12.8 billion in 2021, and is projected to reach \$22.8 billion by 2031, registering a CAGR of 5.7% by 2032*

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/EINPresswire.com/ -- According to the report published by Allied Market Research, the global [astrology market](#) has witnessed growth valued at \$12.8 billion in 2021, and is projected to reach \$22.8 billion by 2031, registering a CAGR of 5.7% from 2023 to 2032. This report analyses the market dynamics, futuristic trends & developments, and segmentation overview.



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- 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.

- Industry Overview

Astrology, a historic belief, shows how positions and movements of celestial bodies can influence human behavior and natural events. Despite doubts, its popularity continues to grow, particularly among skeptics themselves. An increasing number of people are turning to

alternative methods to understand their own identities and places in the vast universe. Astrology has become a significant avenue for this exploration, transitioning from the boundaries of society to an essential component of mainstream culture. With daily horoscopes in newspapers and personalized birth chart readings, the astrology industry has evolved into a lucrative market.

- Analysis of Market Dynamics

The astrology market has experienced rapid growth due to various factors. The acceptance of holistic and spiritual practices has been a significant in driving the growth of the astrology sector. Individuals are seeking guidance and purpose in their lives, turning to astrology for insights on relationships, career paths, and personal growth. Furthermore, the digital revolution has played an essential role in astrology. The availability of astrology apps, websites, and social media platforms has made astrological information and services more accessible than ever before. Technology has made astrology easily accessible and user-friendly whether it's receiving a daily horoscope in an individual's email or having a live consultation with an astrologer through video chat.

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However, the market's progress is hampered by the widespread presence of fraudulent astrology practices. have progressively adopted deceptive astrology methods, capitalizing on the vast reach offered by online astrology. A common fraudulent strategy involves the utilization of astrology bots, which distribute messages to countless individuals using obtained data. Nevertheless, many people choose this way to be aware of their lives, to handle the complexities of life.

- Futuristic Trends

The astrology industry is witnessing significant transformations, as various factors are shaping its trajectory. One notable trend involves the integration of astrology with different sectors such as fashion, beauty, and wellness. Prominent brands are capitalizing on this trend by incorporating zodiac themes into their products and marketing strategies, appealing to customers who strongly identify with their astrological signs. Another trend is the rapid growth of astrological content on digital platforms. Astrologers and influencers are utilizing social media platforms, including Instagram, TikTok, and YouTube to share horoscopes, astrological knowledge, and informative materials. These platforms have become hubs for astrological discussions, fostering vibrant communities of individuals with shared interests.

- Segmentation Overview

The astrology market is segmented into type, mode, end-user generation, and region. Depending

on type, it is classified into horary astrology, love astrology, medical astrology, uranian astrology, natal astrology, horary astrology, electional astrology, and Vedic astrology. By mode, it is bifurcated into offline and online. According to end-use generation, the market is categorized into boomers, gen x, millennials, and gen z. As per region, it is analyzed across LAMEA, Asia-Pacific, Europe, and North America.

- Research Methodology

The industry outlines highlight the significant advancements in the sector, giving a brief analysis of the financial gains of industry players. Furthermore, it represents several discussions with key players in the industry, allowing them to gain a thorough interpretation of the market. These interviews provide substantial viewpoints on the tactics adopted by market leaders to achieve a competitive edge.

To conclude, the astrology industry is presently experiencing substantial growth and development, fueled by changes in cultural attitudes, technological advancements, and changes in consumer preferences. Whether people are seeking guidance, forming connections, or simply expressing themselves, astrology remains captivating and inspiring to millions globally.

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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.

Region-wise the market is classified into North America (U.S., Canada, and Mexico) Europe (U.K., Germany, France, Italy, Sweden, Spain, Russia, Netherlands, and the Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Thailand, Australia, New Zealand, and Rest of Asia-Pacific, and LAMEA (Brazil, Argentina, UAE, Saudi Arabia, South Africa, Egypt, and Rest of LAMEA).

The players operating in the global astrology market have adopted various developmental strategies including but not limited to product launches, geographical expansion, and acquisitions to increase their Astrology Market Share, gain profitability, and remain competitive in the market.

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- 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.,
- AppSELLA LTD,
- Barges Technologies, Inc.,
- Jessica Adams Proprietary Limited.,
- Astroyogi, and
- Ojas Softech Pvt. Ltd.

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- For centuries, astrology has played an important role in shaping how people think about their place in the world in non-western countries such as India and China. However, it has recently gained traction in the West, as people increasingly seek guidance from the stars through social media accounts. Astrology has entered the mainstream, permeating almost every aspect of popular culture, from daily horoscope apps and memes to influencer astrologists and articles about dress or self-care based on the star sign.
- Almost every industry has found a place for online platforms, and astrology is no different. The astrology industry is diverse and offers a wide range of services. For this fragmented market to reach its full potential, it needs to be consolidated and properly set up.
- Approximately 100,000 new astrologers enter the market each year. Numerology, palmistry, Tarot card reading, selling semi-precious stones, reading horoscopes, predicting stars and planets, and Vastu shastra are just a few of the many services offered by the vast field of astrology. The possibility for astrologers to bring them all together under one platform is enormous.

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