

Sun Moon Signs Launches Website Offering Western and Chinese Zodiac Insights

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EINPresswire.com/ -- Allied Market Research projects the global Astrology market size to reach \$22.8 billion by 2031, growing at a CAGR of 5.7%. Searches for "birth chart" and "astrology" reached a five-year high in 2023, according to Google Trends. While growth accelerated during the pandemic, the business of astrology has been growing steadily over the last few decades. Startup [Sun Moon Signs](#) is tapping into this growing market with a new website that combines insights from both Western horoscopes and the Chinese zodiac, both of which have been used in various parts of the world for more than 2000 years.



While the “science” behind astrology can be debated, the insights and information may help people make sense of complex situations and help people understand themselves and how others see them. Blending the two most common, yet very different, astrological paradigms, gives people even more insight, especially regarding romantic relationships.

Eastern and Western astrology rely on interpretation rather than science, but horoscopes can be a meaningful way to explore shared interests, discuss potential challenges, and deepen connection,” says Dr. S.L. Chao, founder of Sun Moon Signs.

For Asian matchmaker and author Cassindy Chao, horoscopes offer an accessible tool that her clients often use to start conversations and reflect on their own relationships.

Visit www.sunmoonsigns.com to explore what the stars and moon have to say about love and relationships today.



Sharing blended Chinese and Western horoscopes can be a novel way to foster communication about relationships and bridge cultural gaps. We see Sun Moon Signs sharing new perspectives.”

Dr. S. L. Chao

About Sun Moon Signs

Sun Moon Signs provides personalized relationship readings based on a combination of Western sun signs and Chinese zodiac moon signs. The website offers compatibility insights and conversation prompts for couples, all in the spirit of fun and exploration

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