

# The Industry

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## The Christian Products Industry in the U.S.

- Christian-product providers represent more than \$5 billion in sales of books, Bibles, music, lifestyle gift and apparel, family entertainment products (DVDs, music), and church supplies.
- The network of approximately 2,200 Christian stores serves an estimated 14 million active Christian households
- Christian stores have weathered 67 years of technological, cultural, and economic changes because of their dedication to Christian ministry, family values and faith building.

## The Christian Consumer\*

- Nearly 70% of the U.S. population self-identifies as Christian.
- Nearly 30% of the population includes active Christians who regularly attend church, engage in Bible study, and volunteer at their churches.
- Christians buy more books than the general population (+3%)
- Faith Driven Consumer estimates 41 million Christians spend \$2 trillion annually

\* Bowker PubTrack Consumer

## The U.S. Church

- The U.S. has about 350,000 churches of all denominations, primarily Protestant, but also Catholic and other faiths.
- The U.S. reports more Christians than any other country in the world, and a large majority of Americans – roughly seven-in-10 – identify with some branch of the Christian faith. \*\*\*
- The Evangelical population grew by about 5 million from 2007 to 2014. \*\*\*

\*\* Hartford Institute for Religion Research

\*\*\* Pew Research: America's Changing Religious Landscape