

The U.S. Meditation Market

September 2017

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The Top 10 American cities for meditation

Marketdata 's 2017 & 2022 Outlook & Forecast for the Industry, factors affecting growth

Outlooks/interviews by personnel at The Meditation Society, Transcendental Meditation Foundation

Table:

Estimated Size & Market Segments of the Meditation Market: 2016 (\$ millions) – No. of users by type service. % of total, \$ value of each market segment (meditation centers market, meditation retreats market, books/DVDs/CDs market, websites/online market, smartphone apps market, courses at holistic institutes market, etc.).

Meditation Studios and Centers, Chains, Retreats

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Analysis of estimated number of centers, average annual revenues, operating metrics

Discussion of relationship with yoga studios, cross promotions

Snapshot of the yoga market: number of practitioners, studios, spending per person, start-up costs for a yoga studio, market trends, etc.

Market Size, methods to estimate revenue (IRS 990 tax forms for non-profits, etc.)

Company Profiles (address, description, specialties, history, funding, no. of sites in U.S., revenues when available, fees, programs, etc.)

- Inscape
- Unplug Meditation
- Mindful
- Kadampa Centers
- Shambhala Centers
- TM Centers – Transcendental Meditation (Maharishi Foundation)
- OneTaste
- Spirit Rock
- Art of Living

Residential Meditation Retreats

Summary: operations, number, attendance, average revenues

Retreat Profiles for: Spirit Rock, Art of Living, Mii Amo, White Lotus, Rolling Meadows,

Green Gulch, The Abbey of Gethsemanie, Menla Mountain, Southern Dharma, Raj Ayurveda Center, Insight Meditation Society, more.

The role of holistic institutes, meditation courses & workshops they provide, address list of the 16 major U.S. holistic Institutes, estimated revenues from meditation courses.

The Online Meditation Market: Apps, Websites, Online Courses

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Meditation Apps

List and description of top meditation apps (Headspace, Buddhify, Insight Timer, OMG), their funding and niches, costs, subscription models.

Discussion and description of various online meditation courses

Market size: Marketdata estimates

Company Profiles

Headspace

Gaia

Table:

The major meditation apps: no. of monthly downloads, estd. co. revenues

Online Courses

Summary & analysis: Free vs. fee-based services, descriptions/examples of programs
By: The Chopra Center, Gaia, Vipassana Fellowship, Mindfulness-Based Stress Reduction.

Meditation Websites

Descriptions of 10 popular meditation websites

Corporate Meditation Programs

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Discussion of corporate use of meditation in wellness programs, examples of
Companies now using meditation for their employees

Meditation Books, DVDs, CDs Market

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Discussion of the market: publishing activity/books by Gaia, Soundstrue, Hay House

List of some best-selling meditation books by experts (by Deepak Chopra, Jon Kabat-Zinn, others)

Market size: Marketdata estimate.

Meditation Supplies & Accessories

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Description of typical meditation supplies purchased by consumers

Other Meditation-Related Companies and Experts (in-depth profiles)

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Mind Body Green

Eckhart Tolle (SoundsTrue.com)

Deepak Chopra

Jon Kabat-Zinn

Ram Dass

Gaia Company

Hay House

Reference Directory of Information Sources

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List of meditation associations, societies, magazines, websites, other sources