

# **The U.S. Meditation Market**

**October 2022**

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Outlooks/interview of personnel at The Meditation Society

The Top 10 American cities for meditation

Tables:

- Estimated Size & Market Segments of the Meditation Market: 2021 (\$ millions)
- Total market size: 2015-2025F
- \$ value of each market segment (meditation centers market, yoga studios, 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**

26-29

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

Discussion of relationship with yoga studios, cross promotions

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

**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.

**Yoga Studios & Meditation**

30-35

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

Discussion of the connection between yoga and meditation markets

Yoga industry statistics and metrics

Findings of the *Yoga in America* study

Average earnings of yoga instructors

Analysis: Estimated market for meditation classes provided by yoga studios (avg. yearly revenues of yoga studios, various sources)

## **Major Competitor Profiles**

36-53

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

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

## **The Online Meditation Market: Apps, Websites, Online Courses**

54-64

### **Meditation Apps**

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

Discussion and description of various online meditation courses

Market size: Marketdata estimates

### **Company Profiles**

- Calm
- Headspace

### **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**

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

## **Meditation Books, DVDs, CDs Market**

65-68

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**

Description of typical meditation supplies purchased by consumers

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

69-75

Mind Body Green

Eckhart Tolle (SoundsTrue.com)

Deepak Chopra

Jon Kabat-Zinn

Ram Dass

Gaia Company

Hay House

## **Reference Directory of Information Sources**

76-79

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