

Bible Sales Skyrocket in 2024

A recent report by The Wall Street Journal revealed a notable 22% increase in Bible sales compared to last year, reflecting a growing interest in Scripture during uncertain times.

Data from Circana BookScan indicates that Bible sales through the end of October have surged significantly, contrasting with a modest 1% increase in 2022.

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Jeff Crosby, president of the Evangelical Christian Publishers Association, attributed the spike to widespread anxiety and concern. "People are experiencing anxiety themselves, or they're worried for their children and grandchildren," he explained.



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"It's related to artificial intelligence, election cycles...and all of that feeds a desire for assurance that we're going to be OK," Crosby said.

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Many of the purchases reportedly come from first-time Bible buyers, suggesting a renewed search for faith and hope amid today's challenges.

This trend underscores how Americans are turning to the Bible for guidance, comfort and a sense of stability as cultural and economic uncertainties persist. It also highlights the enduring relevance of Scripture in addressing the spiritual

needs of both individuals and families.

"Sales of Bibles Are Booming, Fueled by First-Time Buyers and New Versions" via @WSJ

– Jon Hartley (@Jon_Hartley_) December 1, 2024

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