

New Generation Awakens to the Word of God in Historic Bible Surge

For the first time in four years, Bible engagement in the United States is on the rise, and the catalyst is young men.

According to the American Bible Society's 2025 State of the Bible report, 11 million more Americans are engaging with Scripture this year compared to 2024.

ABS Chief Innovation Officer John Plake said, "It's not yet a trend, but it's a significant step in the right direction."

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The increase, he noted, was not across the board. "Among women and older adults... engagement remained flat. But men registered a 21% increase, millennials surged by 30%, and Gen Xers rose by 14%." Plake added, "This tells us something is stirring, particularly among young adult men... And that's not what we expected to see."

These aren't just numbers, they are evidence that a sleeping generation is stirring.

Scripture has always called young men to more than passivity. They are not designed to sit on the sidelines but to lead, protect and proclaim the truth. In 1 John 2:14, the apostle writes, "I write to you, young men, because you are strong, and the word of God lives in you, and you have overcome the evil one." Young men are meant to be defenders of the faith, not drifters in a distracted culture.

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As reported by Christian Daily International, Plake noted that “the most striking increases occurred in some of the country’s most secular areas,” including the Bay Area of California and the Northeast. These are not typical strongholds of Bible study, yet millennials and Gen Z residents there are now more engaged than the national average.

“There are 71 million Americans in what we call the ‘movable middle,’” Plake explained. “They’re curious about the Bible, but uncertain. They need someone to come alongside them... and help them discover the bigger story of Scripture.”

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That bigger story isn’t just a set of ancient morality tales – it’s the Gospel of Jesus Christ, the message that transforms lives, households and nations. And young men, stepping out of spiritual apathy, are finding their footing in it again.

Plake acknowledged the importance of the moment. “If you care about the Bible, now is the time to speak up... You could be the one to walk that road with them.”

This surge isn’t only a victory for Christian publishers – it’s a call to churches, pastors and believers. The field is ready, and the workers must be willing. Young men are searching, not just for truth, but for purpose, leadership and hope.

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Jesus called His followers to be the “salt of the earth” and “light of the world.” That charge doesn’t exclude young men – it depends on them. The church must not overlook this revival in the making. It must equip, disciple and send them into a dark world with the light of God’s Word.

As Plake said, “The data isn’t the mission... But it’s a powerful one when it helps us understand where the Spirit is already at work, and how we can join in.”

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