

Bible Sales Surge in 2025 As Spiritual Revival Sweeps the Nation

A report from The New York Times found that Bible sales surged in 2025, increasing 12%. According to the report, the increase in Bible sales are “a likely sign of some Americans’ growing interest in faith and spirituality.”

Meanwhile, print sales of all books totaled around 707 million units in 2025, according to data by Circana BookScan.

Bible sales soared in the aftermath of Charlie Kirk’s assassination. The Wall Street Journal previously reported that 2.4 million Bibles were sold across the country in September, a 36% increase from September 2024. Brenna Connor, an analyst at Circana BookScan, told the publication, “September brought a wave of troubling events—violence, geopolitical tensions and economic uncertainty—underscoring a pattern: In times of crisis, more people turn to faith for comfort and support.”



To purchase your copy of the MEV Bible, visit .

Mark Schoenwald, president and chief executive of HarperCollins Christian Publishing, noted that Kirk’s assassination “awakened a lot of people.” Sentiments of an awakening were further expressed by Cornerstone Christian Bookstore owner James Borrero, who stated, “Ever since the Charlie Kirk shooting there has been an awakening, not only with Bibles but with all Christian-related items.”

Bibles also saw an 11% increase in sales in the first nine months of 2025. Last year, Bibles saw a 22% increase in sales compared to the previous year. 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. Many of the purchases reportedly came from first-time Bible buyers, suggesting a renewed search for faith and hope amid today's challenges.

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