INDUSTRY OVERVIEW 2009

Gospel music connects, uplifts, and entertains passionate fans of all ages in every style imaginable including pop, rock, black gospel, praise & worship, R&B, hip hop, southern gospel, country, and more.

MUSIC PURCHASES

- Christian/Gospel recorded music sales are almost half a billion annually!
- Over 56 million units of Christian/Gospel CDs, cassettes, digital albums, and digital tracks were sold in 2008
- Christian/Gospel digital album sales were up over 38% in 2008, while digital tracks were up over 37%

BEST-SELLING ALBUMS – 2008

1. Noel—Josh Groban
2. I Can Only Imagine—Various
3. Thirsty—Marvin Sapp
4. Joy to the World—Faith Hill
5. Flyleaf—Flyleaf
6. The Altar and The Door—Casting Crowns
7. Peace On Earth—Casting Crowns
8. Revelation—Third Day
9. Fight of My Life—Kirk Franklin
10. WOW Hits 2009—Various

GOSPEL ALBUM SALES BY GENRE

The most popular styles of Christian/Gospel music were:
- Pop/Adult Contemporary (28%)
- Black Gospel (18%)
- Rock (17%)
- Praise & Worship (9%)
- Country (6%)

GOSPEL ALBUM SALES BY MARKET/REGION

- Top 10 markets for Christian/Gospel music in 2008 were Los Angeles · New York · Dallas/Ft. Worth · Atlanta · Philadelphia · Chicago · Washington D.C. · Houston · Washington D.C. · Houston · Seattle/Tacoma · Minneapolis/St. Paul
- Top regions for 2008 were South Central (30%), South Atlantic (29%), East North Central (19%), Pacific (14%), Mid-Atlantic (10%), West North Central (9%), Mountain (7%) and Northeast (2%)

©2008 Christian Music Trade Association
Album information used with permission from CMTA/Nielsen Christian Soundscans