



2018 BIBLE TRANSLATION SALES

I have provided below two lists of the Bible translation sales for 2018. The first list is from the respected ECPA. The second list is from an unknown source. Both lists are very similar when an adjustment is made for the Spanish translation. In my opinion, it is more important to note the trend than the actual numbers.

It is my position that every person should use the translation which can be *best understood by that person*. I personally was raised on the KJV and much of my scripture memorization was taken from the KJV. Being a pastor (and therefore enjoying a deeper look at each specific word), I prefer a more literal translation such as the ESV or the NASB. The NKJV works fine for me, too.

However, I recognize that God did not make everyone like me. You should be thankful for that truth! Some folk are much younger than me and were raised in a more up-to-date world. Other folk prefer an easier style or even find it hard to read anything in the first place! *The body of Christ needs to understand that God purposefully made everyone different in the area of reading and comprehension*. That difference is also displayed in which translation we prefer. Therefore, it is very unwise to impose how I am made upon someone else.

Interestingly, the Gideons are switching much (not all) of their material to the ESV with a few modifications (they include the longer ending of Mark 16 and the John 8 account of the woman caught in adultery *with no footnotes*). This switch may change the numbers on the next page in the next few years.

Bible Translations Bestsellers, Best of 2018
 Compiled and distributed by the
Evangelical Christian Publishers Association (ECPA)

Rank	Title
1	New International Version
2	King James Version
3	New Living Translation
4	English Standard Version
5	Christian Standard Bible
6	New King James Version
7	Reina Valera
8	New International Reader's Version
9	The Message
10	New American Standard Bible

A second, similar set of numbers appears below. The source is not known since it came from a bulletin board. The market-share of the KJV and the NKJV, combined, is down to a still remarkable 26.6% - more than a quarter of the Bible market in the US. Another way to look at this number is to say that three quarters of the sales are for a more modern translation. That number will continue to climb due to demographics.

NIV - 28.9%

NLT - 15.3%

KJV - 14.7%

NKJV - 11.9%

ESV - 9.9%

CSB - 3.8% CSB is an upgrade of the HCSB.

NirV - 2.2%

NASB - 1.9%

The Message - 1.5%