Religion-Rational Choice-Religious Market. This study handles 'religious market', one of the models of rational choice theory of religion. In the article the mentioned model, which is obscure in our country, will be introduced and some researches done within the scope of the method will be given place. In this sense, the concepts vital for the model such as religious monopoly, religious pluralism, religious competition, religious product, supply and demand will be explained and the structure of religious market in our country will be mentioned briefly. Key words Religious Market, Religious Monopoly, Religious Pluralism, Religious Competition, Supply and Demand.