

EUROPEAN BOOK PUBLISHING STATISTICS

10 January 2020

The Federation of European Publishers (FEP) represents 29 national associations of publishers from the European Union and the European Economic Area Member States. The present survey is based on reports from the national book publishing associations, and on further analysis and refining of data, for the year **2018**.

Figures on the overall economic significance of the publishing industry refer to net publishers' turnover, i.e. the publishers' total revenues from the sales of books, not the total market for books (margin of booksellers or other retailers). They also do not account for revenues in terms of selling rights for translation, audiovisual adaptation, etc. In some cases, only data on market value was available; in such cases, average discount rates were applied to calculate an approximation of net turnover. Figures were rounded conservatively.

The **total annual sales revenue** of book publishers of the EU and the EEA in 2018 was approximately **€ 22 billion**, according to the survey conducted by FEP. This represents a small decline from 2017 (22.2), due to sluggish growth or small contractions across the majority of markets, although recovery continued in several areas previously affected by the economic crisis. The largest markets in terms of publishers' turnover in 2018 were Germany, the UK, France, Spain and Italy. **Total market value is estimated at 36-38 billion €.**

A total of about **585,000 new titles** were issued by publishers in 2018. The figure was taken from different sources, some of which included new editions or non-commercial titles, and was accordingly rounded conservatively. There was therefore a decrease in the title output from the previous survey, which had highlighted a spike. European publishers held more than 11 million different titles in stock, the countries reporting the largest availability being the UK, Germany, Italy, France and Spain; this figure, ever-increasing, has been spiked by the surge in digital publishing (in different formats), the digitisation of back catalogues, the growth of print-on-demand services and the surge in self-published titles, as well as other phenomena. The countries reporting the largest new titles output were the UK, Germany, France, Spain and Italy.

A total of approximately **130,000 people were employed full time** in book publishing in 2018, a figure substantially equal to the previous year. This remains an area where it is difficult to gather reliable data. The entire book value chain (including authors, booksellers, printers, designers, etc.) is estimated to **employ more than half a million people.**

Looking at longer term trends, up to 2007 there was steady growth both in terms of turnover and of title output. In 2008 title production kept growing whilst turnover, adjusting for exchange rates, experienced a flat year. 2009 showed a slight decrease in turnover (accounting for exchange rates) and a slowdown of title growth. The crisis had less of an impact on publishing when compared to most other sectors. In 2010, growth resumed (especially exports), although favoured by exchange rates. In 2011 and 2012, the market went down, and title production growth was sluggish; the e-book market grew rapidly and exports were strong. In 2013 and 2014 the market slowed down again, with the most notable trends being the continuous growth of the e-book market and the good performance of **exports**, which became **even stronger** from 2015 to 2017, while the **e-book market** (now around **7-8%** of the total) **showed signs of stagnation for the last 4 years** (but it could be a matter of capturing the right data). Discounting the exchange rate effects, 2017 could be considered the **third consecutive year of growth**, something that had not happened since the start of the economic crisis in 2008; however, 2018 marked a **trend reversal**. Title output declined for the first time since 2014.

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European Book Publishing Statistics 2018

	2018	2017	2016	2015	2014
Publishers' revenue from sales of books (bln)	22	22.2	22.3	22.3	22
Educational (school) books	19.8%	21.2%	21%	19.9%	19.2%
Academic/Professional books	18.9%	18.5%	18.7%	19.5%	19.5%
Consumer (trade) books	48.4%	47.4%	47.2%	48.4%	49.2%
Children's books	12.9%	12.9%	13%	12.2%	12.2%
Sales by area					
Sales in the domestic market	77.9%	78%	77.9%	77.1%	80%
Exports	22.1%	22%	22.1%	22.9%	20%
Sales by distribution channels					
Trade (retail and wholesale)	80.8%	82.3%	82.8%	83.2%	79.5%
Book Clubs	1.8%	1.7%	1.7%	2.2%	3.3%
Direct	17.4%	16.0%	15.5%	14.6%	17.2%
Number of titles published in period					
New titles	585,000	610,000	590,000	575,000	545,000
Number of titles in print (active catalogue)*	11,250,000	10,900,000	10,600,000	9,900,000	9,700,000
Number of persons in full-time employment in book publishing	130,000	130,000	125,000	125,000	125,000

Estimates, all figures rounded

** This series of data has been reintroduced in a corrected form; figures do not correspond to those in previous issues*

AUSTRIA - HAUPTVERBAND DES ÖSTERREICHISCHEN BUCHHANDELS
BELGIUM – GROEP ALGEMENE UITGEVERS & GROEP EDUCATIEVE EN WETENSCHAPPELIJKE UITGEVERS - ASSOCIATION DES EDITEURS BELGES
BULGARIA - АСОЦИАЦИЯ БЪЛГАРСКА КНИГА
CZECH REPUBLIC - SVAZ ČESKÝCH KNÍHKUPCŮ A NAKLADATELŮ
DENMARK – DANSKE FORLAG
ESTONIA - EESTI KIRJASTUSTE LIIT
FINLAND - SUOMEN KUSTANNUSYHDISTYS
FRANCE - SYNDICAT NATIONAL DE L'EDITION
GERMANY - BÖRSENVEREIN DES DEUTSCHEN BUCHHANDELS
GREECE – COOPERATION OF GREEK BOOK PUBLISHER ASSOCIATIONS
HUNGARY - MAGYAR KÖNYVKIADOK ES KÖNYVTERJESZTOK EGYESÜLESE
ICELAND - FELAG ÍSLENSKRA BOKAUTGEFENDA
IRELAND – PUBLISHING IRELAND
ITALY - ASSOCIAZIONE ITALIANA EDITORI
LATVIA - LATVIJAS GRĀMATIZDEVĒJU ASOCIĀCIJA
LITHUANIA - LIETUVOS LEIDĖJŲ ASOCIACIJA
LUXEMBOURG - FEDERATION LUXEMBOURGEOISE DES EDITEURS DE LIVRES
THE NETHERLANDS – DE MEDIAFEDERATIE
NORWAY - DEN NORSKE FORLEGGERFORENING
POLAND - POLSKA IZBA KSIĄŻKI
PORTUGAL - ASSOCIAÇÃO PORTUGUESA DE EDITORES E LIVREIROS
ROMANIA - FEDERAȚIA EDITORILOR DIN ROMÂNIA
SERBIA - СРПСКО УДРУЖЕЊЕ ИЗДАВАЧА И КЊИЖАРА
SLOVAKIA - ZDRUŽENIE VYDAVATEĽOV A KNÍHKUPCOV SLOVENSKEJ REPUBLIKY
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FEDERATION OF EUROPEAN PUBLISHERS
FÉDÉRATION DES ÉDITEURS EUROPÉENS

UNITED KINGDOM - THE PUBLISHERS ASSOCIATION