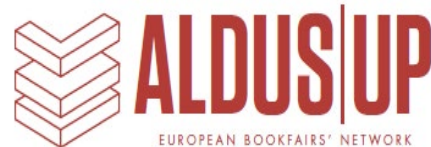




THE EUROPEAN BOOK MARKET 2023/24

Frankfurt Book Fair
16 October 2024

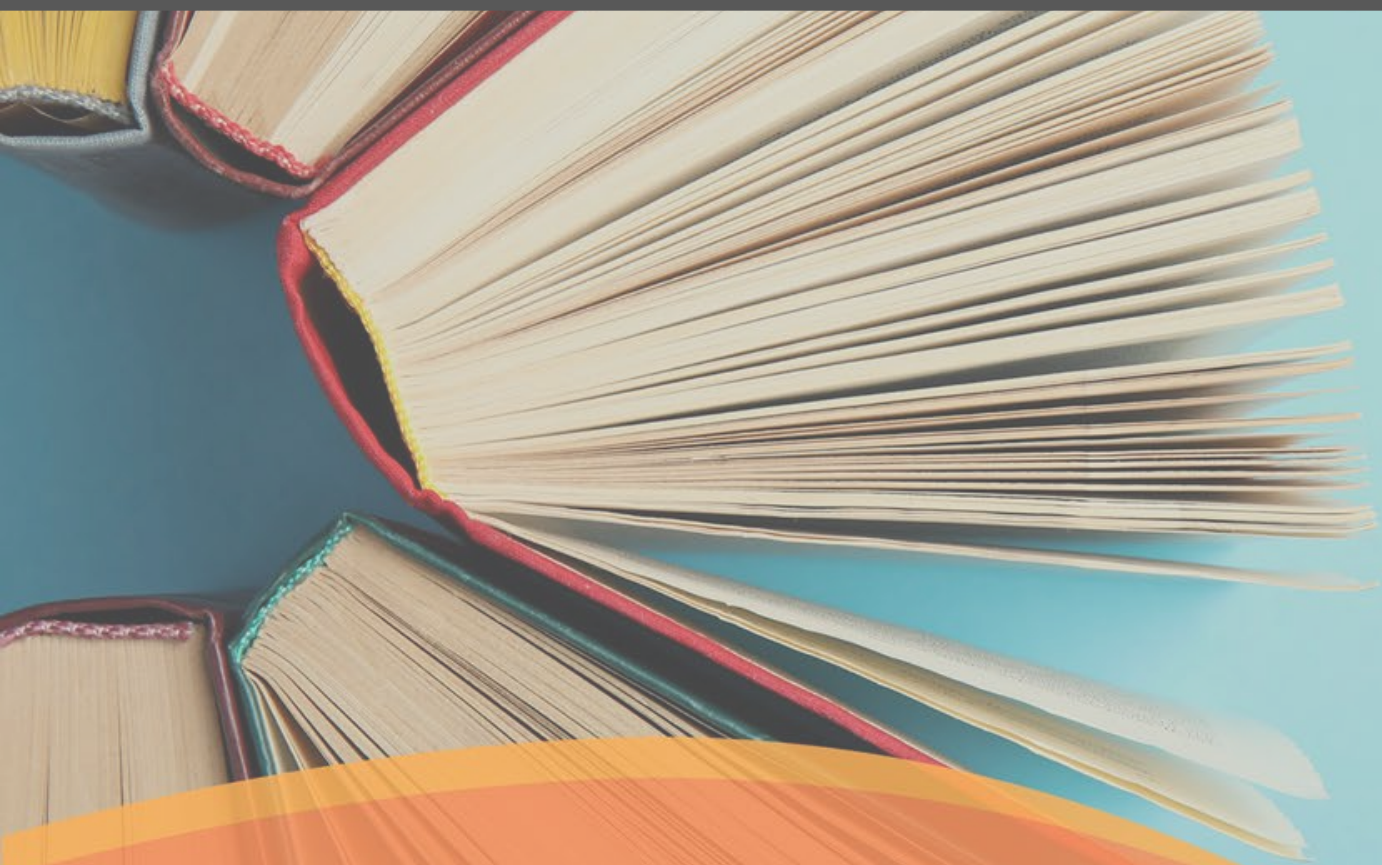
Ricardo Franco Levi – President, FEP
Enrico Turrin – Deputy Director, FEP



Co-funded by the
Creative Europe Programme
of the European Union



About FEP



Who we are

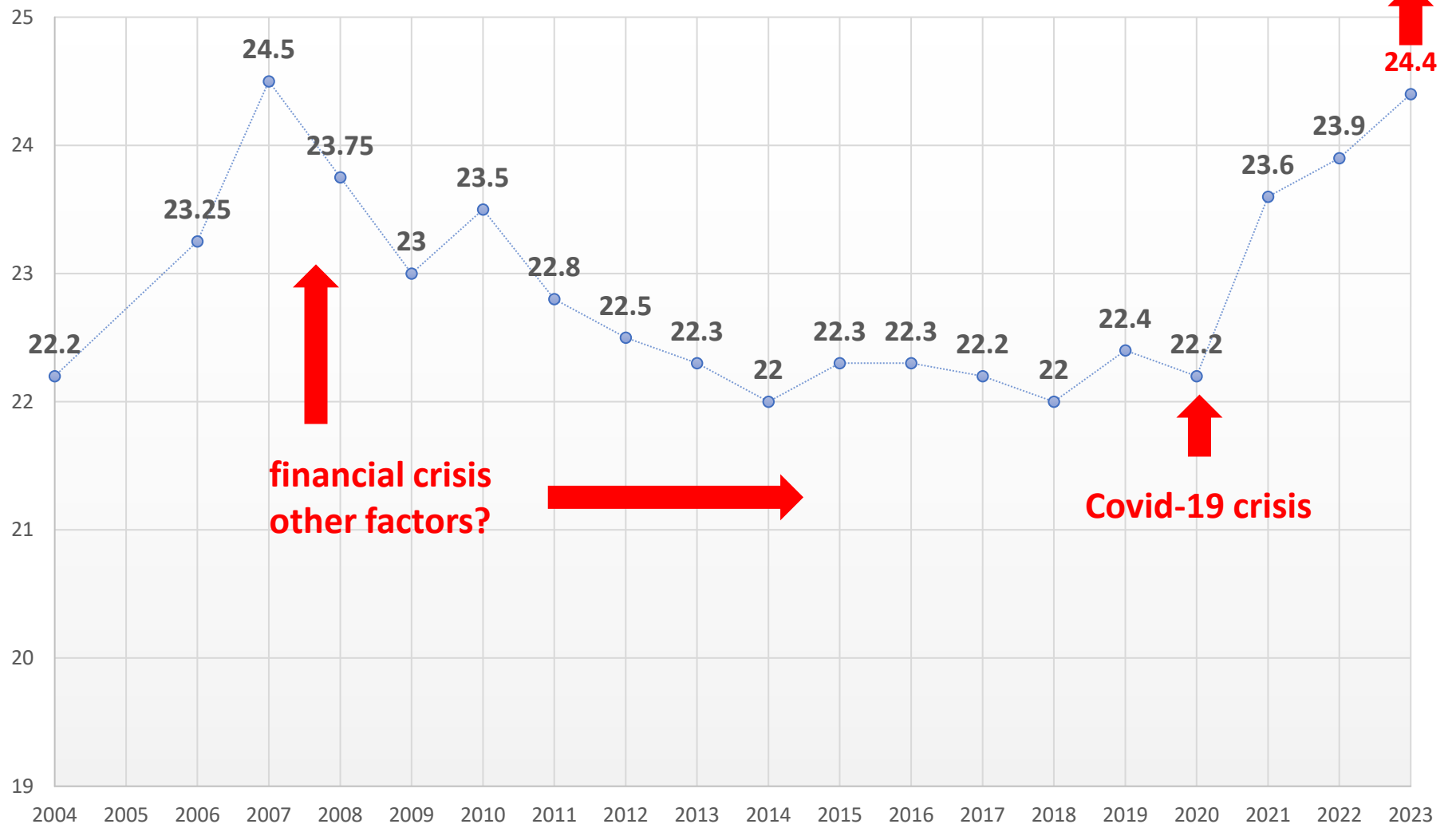
- FEP is an independent, non-commercial umbrella association representing 29 national associations of publishers of books, learned journals and educational materials from all over Europe
- Founded in 1967, FEP deals with European legislation and advises publishers associations on copyright and other legislative issues
- 6,000+ individual publishers represented (>80% of the book market in Europe)
- Based in Brussels, Belgium





The core data

Net publishers' turnover (bln eur) 2004-2023



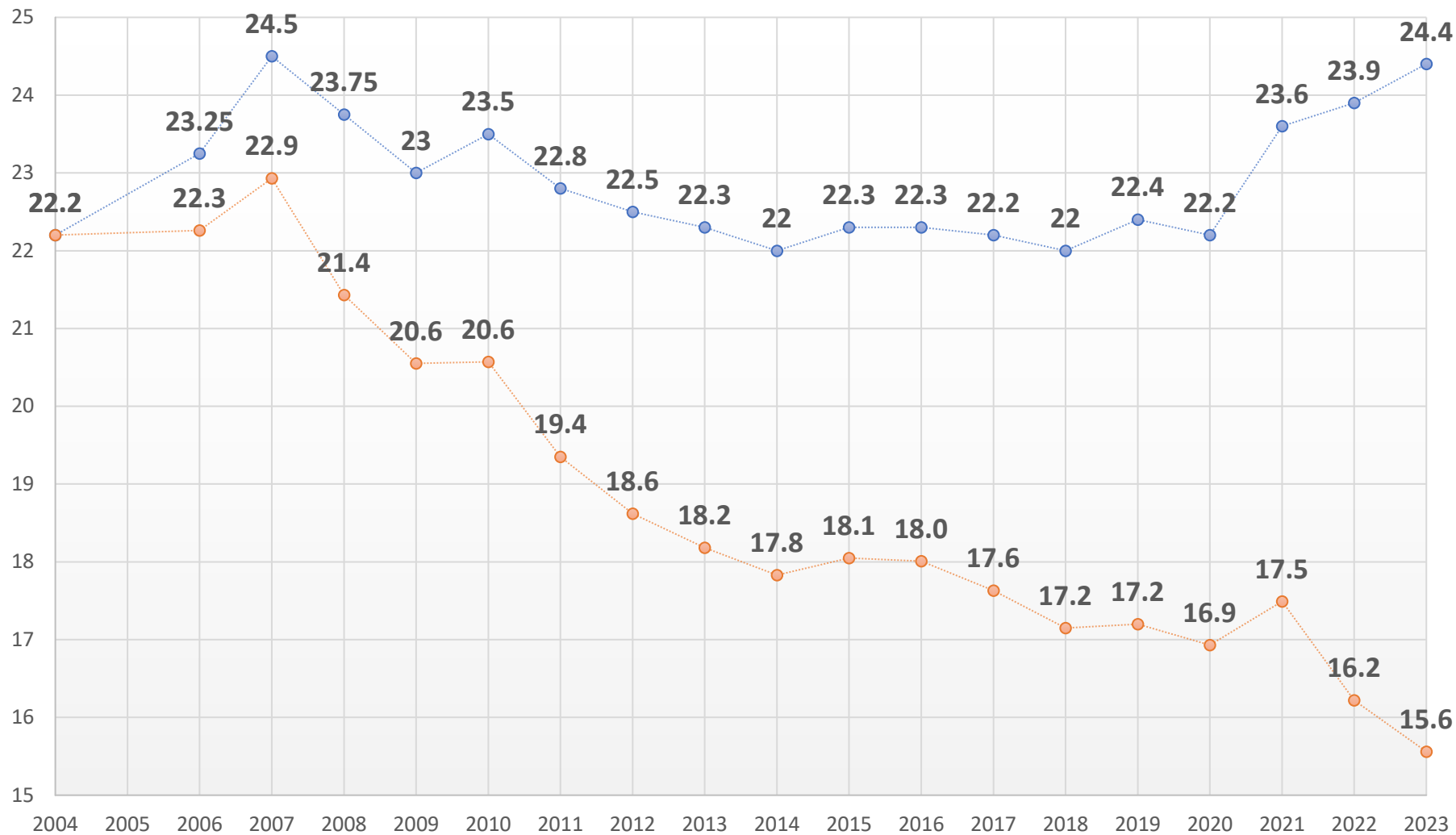
Largest cultural industry in Europe

Back to peak level (**not in real terms**)

Past 2 years: **value up, volume down, price as driver**

Not pictured: **inflation**

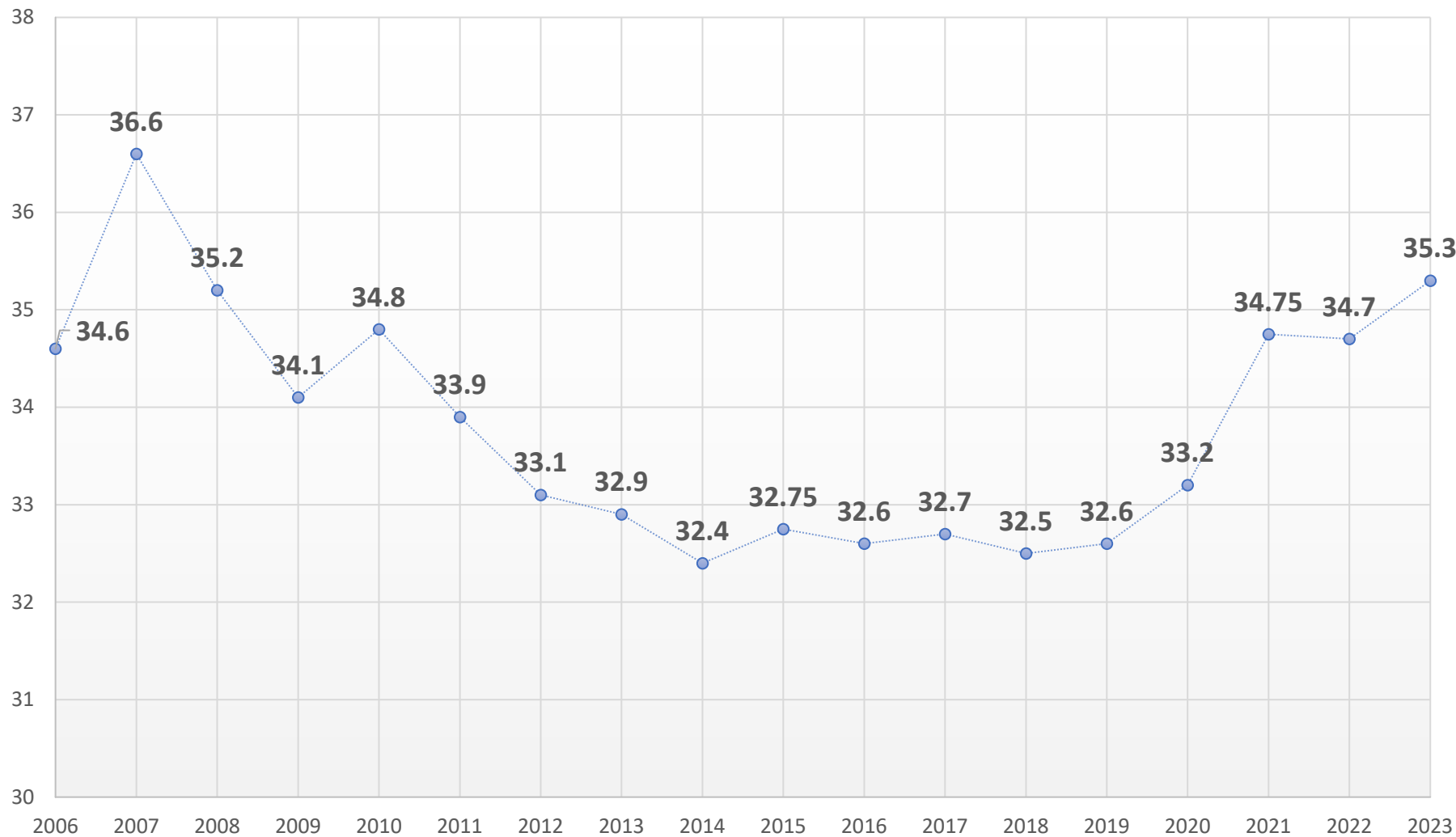
Net publishers' turnover (bln eur) 2004-2023 - Nominal vs real



Looking at **real terms** paints a very different picture

Maybe we have a problem

Market value (bln eur) 2004-2023



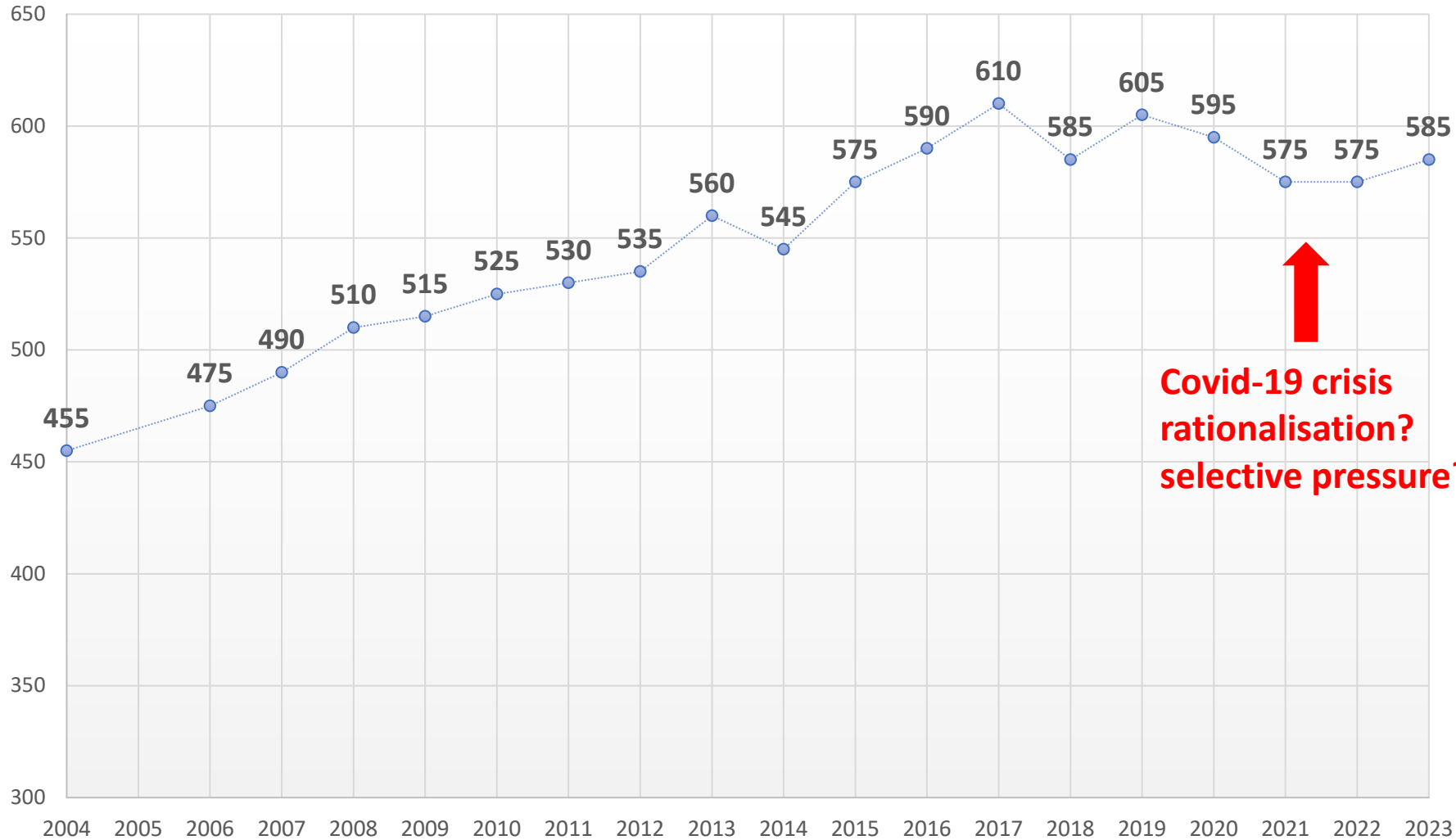
Sales at cover price follow similar trend as net turnover

Between 32 and 37 billion € per year

Not pictured: exports by European publishers and sales of imported books, self-publishing

Total market value likely **36-39 billion**

New titles ('000) 2004-2023



**Covid-19 crisis
rationalisation?
selective pressure?**

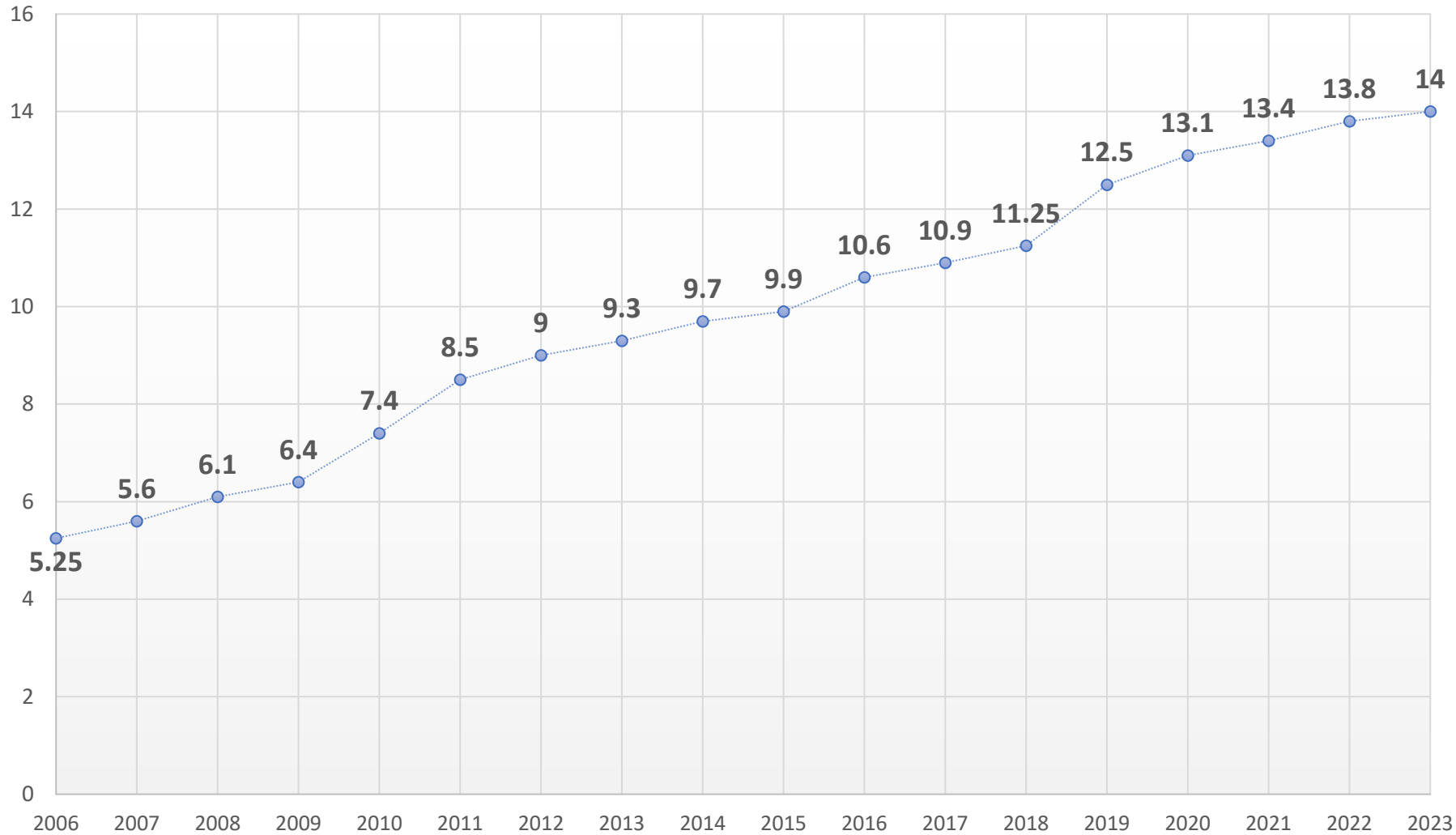
First editions in
print, all categories

Mixed picture in
major markets

Copies sold in 2022
(all formats)

> 2.5 billion

Active catalogue (mio) 2006-2023



Of which some
3.3 million in
digital/audio format

Sales

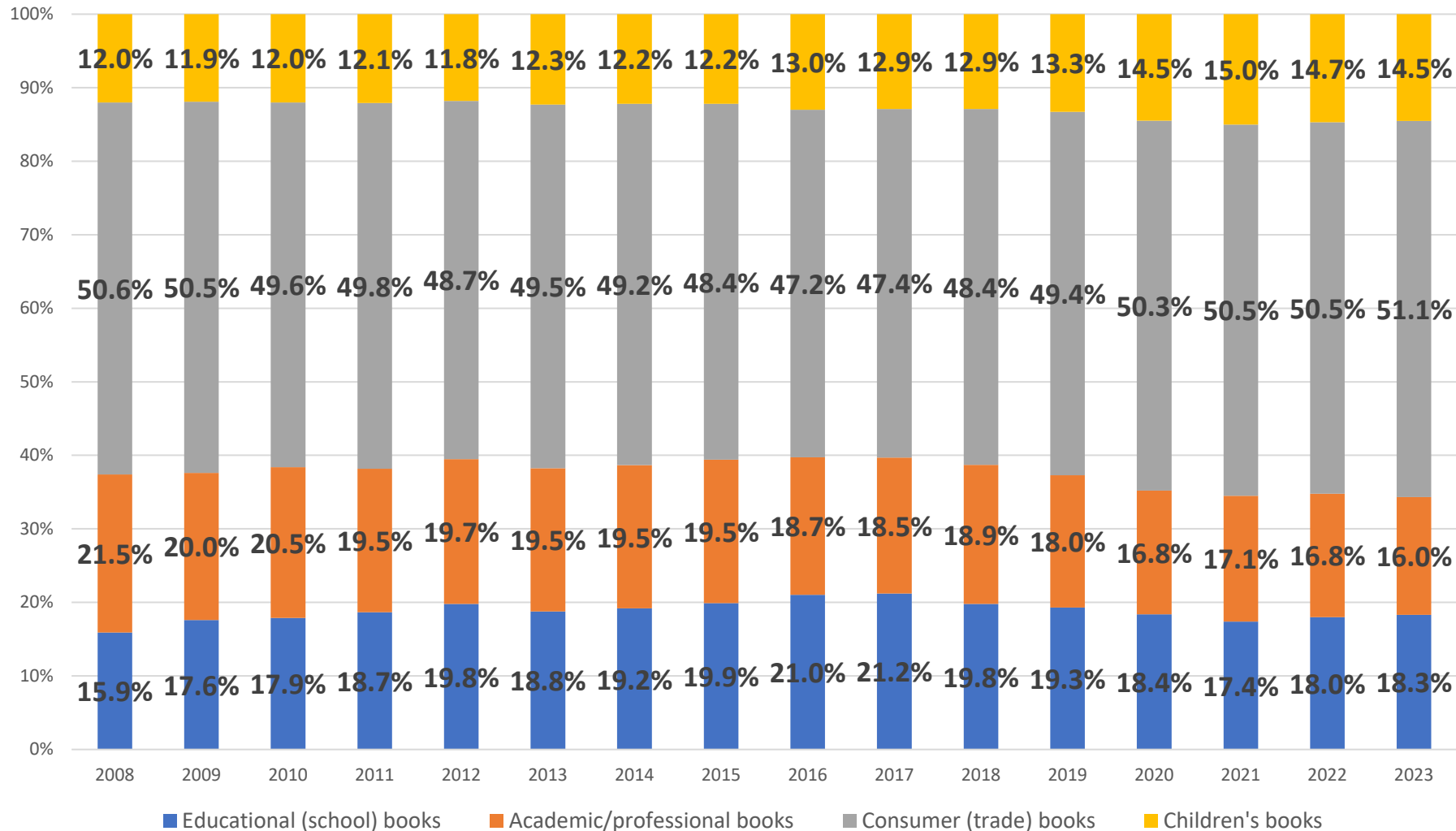
(net turnover incl. exports, market value domestic sales)

1. Germany – 6.5-7 bln € turnover, 9-10 bln € mkt value
2. UK – 4.5-5 bln € turnover, 4.3-4.8 bln € mkt value
3. France – 3.2-3.7 bln € turnover, 3.9-4.4 bln € mkt value
4. Italy – 2-2.5 bln € turnover, 3-3.5 bln € mkt value
5. Spain – 2-2.5 bln € turnover, 2.5-3 bln € mkt value
6. Netherlands – 0.8-1 bln € turnover

New titles

1. UK
2. Germany
3. Spain
4. Italy
5. France
6. Poland

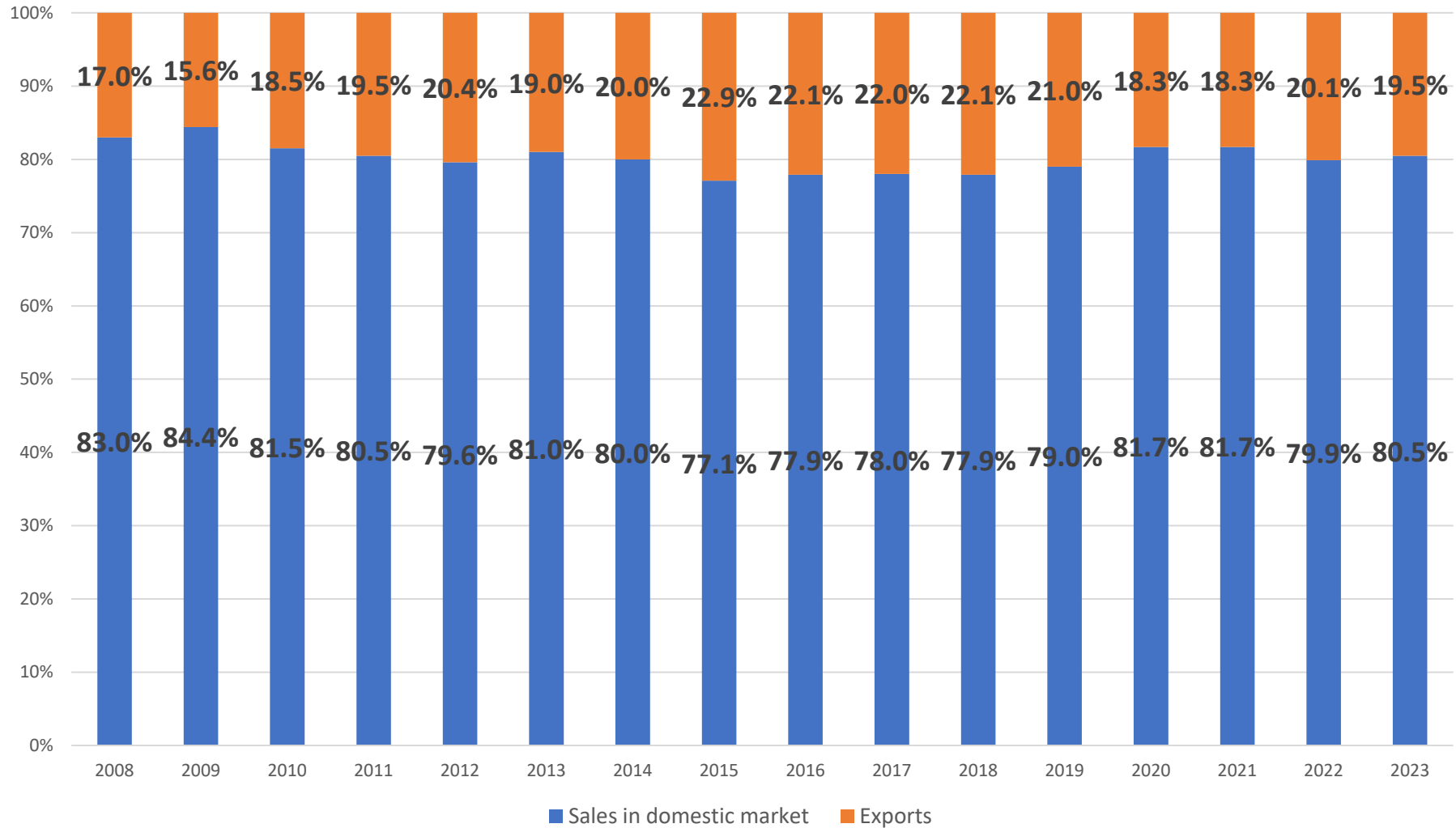
Turnover by category (%) 2008-2023



Children's books
still going strong
(small slowdown)

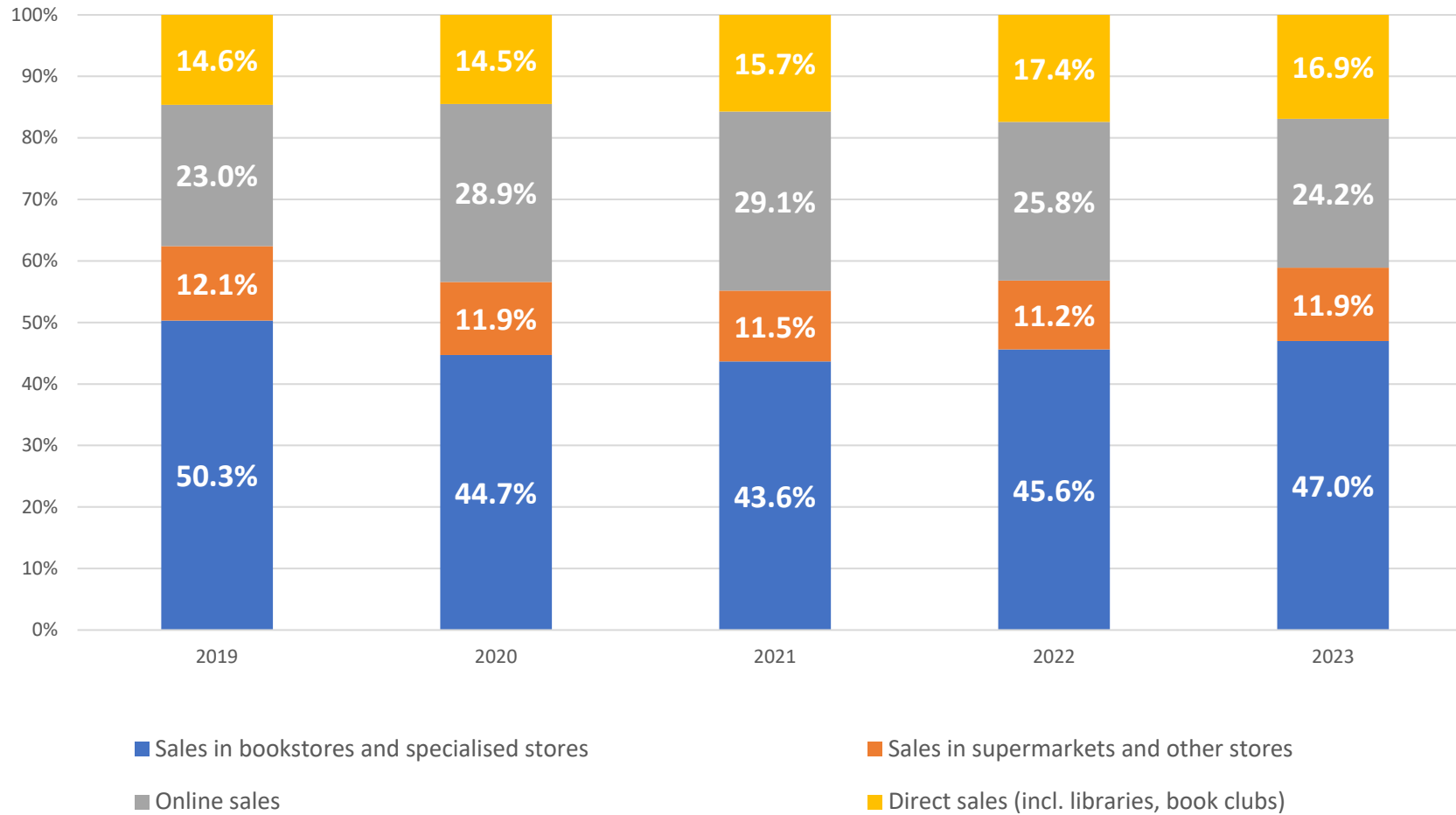
Trade books at
highest share so far

Turnover by destination (%) 2008-2023



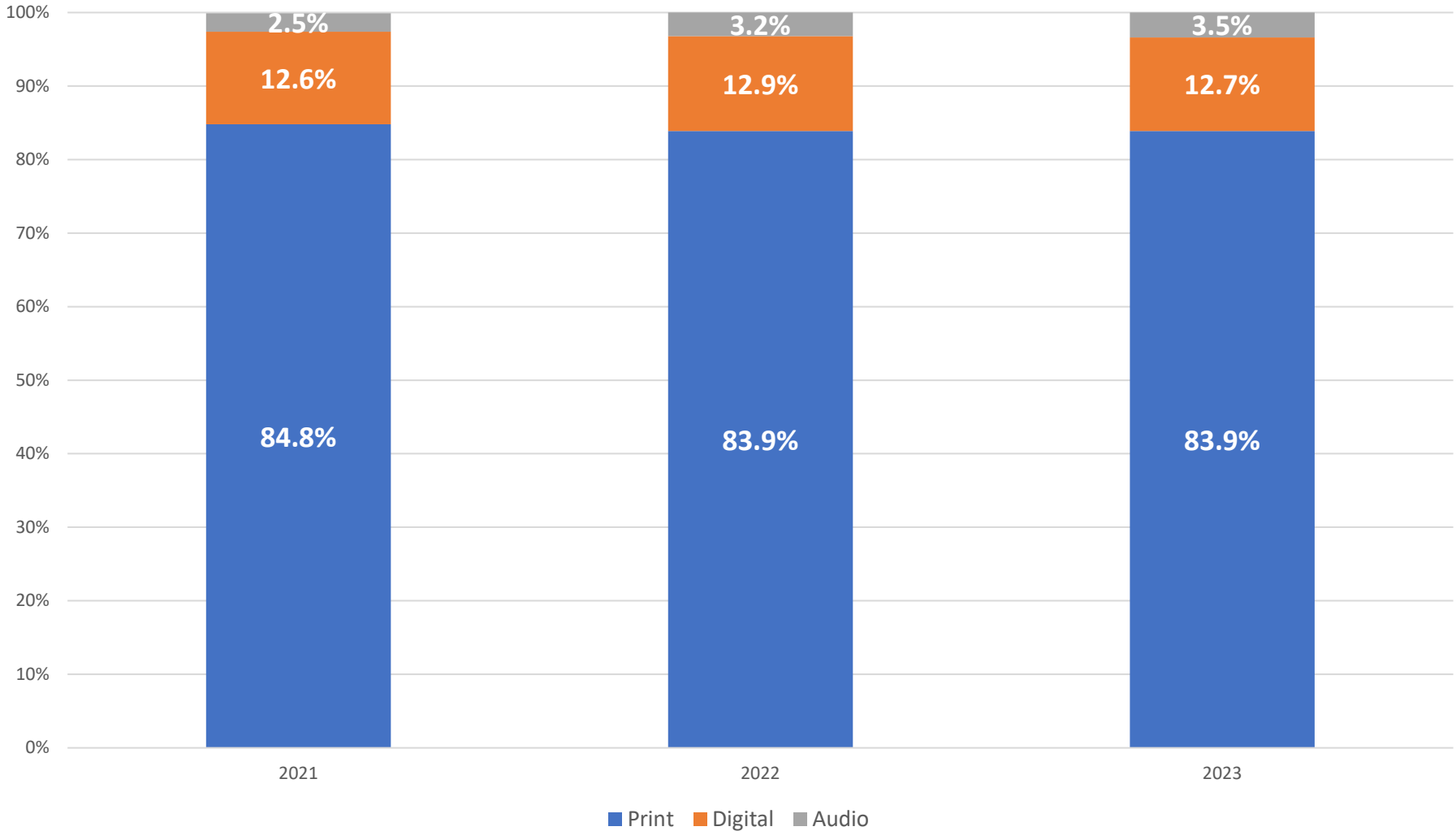
Exports recovered after Covid, remain around one fifth of turnover

Turnover by distribution channel (%) 2019-2023



Gradual return to **bookstores** seems to continue

Turnover by format (%) 2021-2023

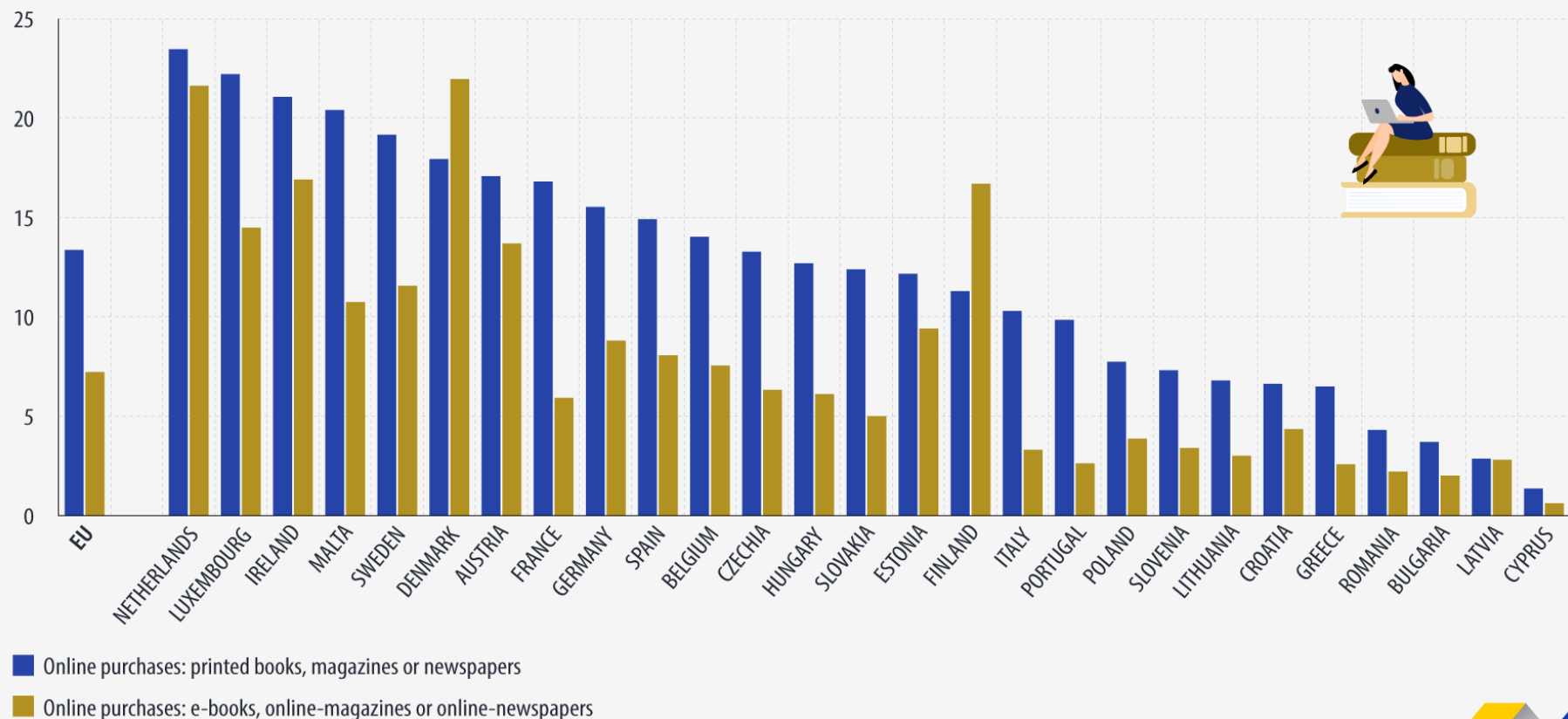


Print books by far largest share

The rise of **audiobooks** (but we are already **losing track**)

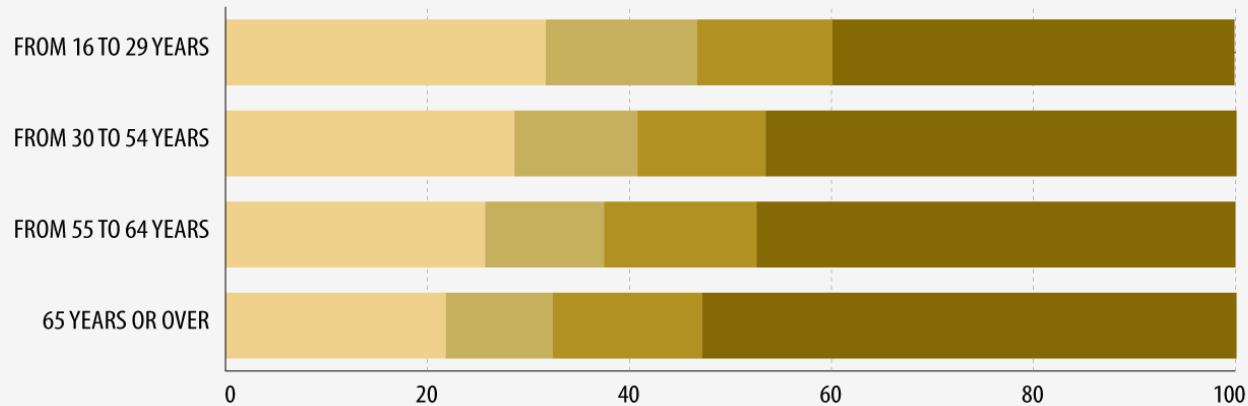
Online purchases of books, magazines or newspapers, physical and digital in the EU

(2023; in the previous 3 months; % of the population)

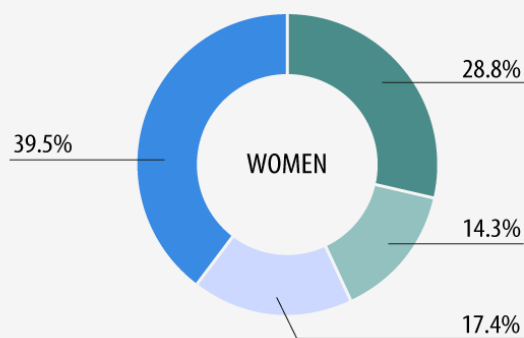
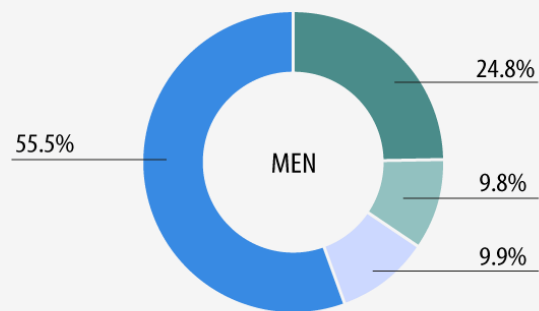


Book reading habits in the EU over past 12 months, 2022

(% of people aged 16 and over, by age and by sex)



- LESS THAN 5 BOOKS
- FROM 5 TO 9 BOOKS
- 10 BOOKS OR MORE
- NO BOOKS

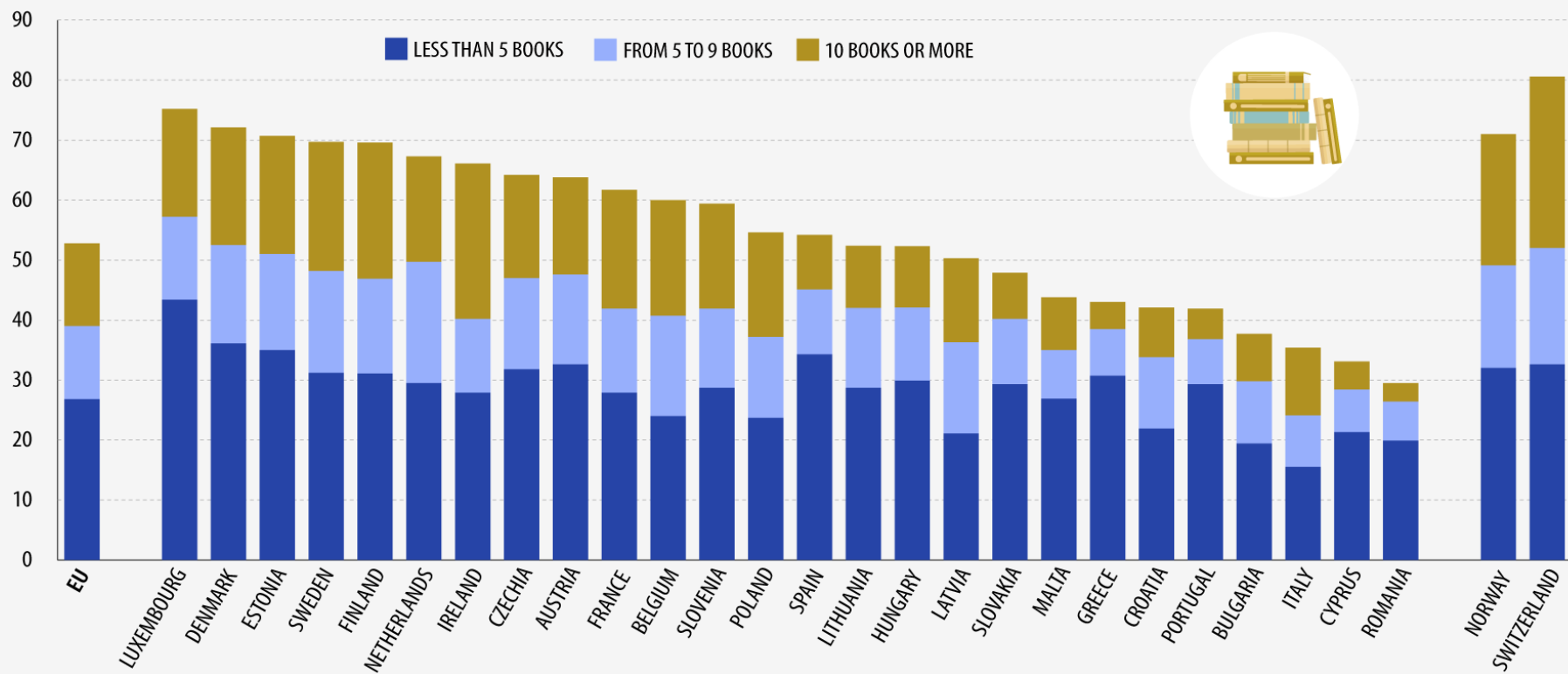


- LESS THAN 5 BOOKS
- FROM 5 TO 9 BOOKS
- 10 BOOKS OR MORE
- NO BOOKS

Data at the EU level is estimated.

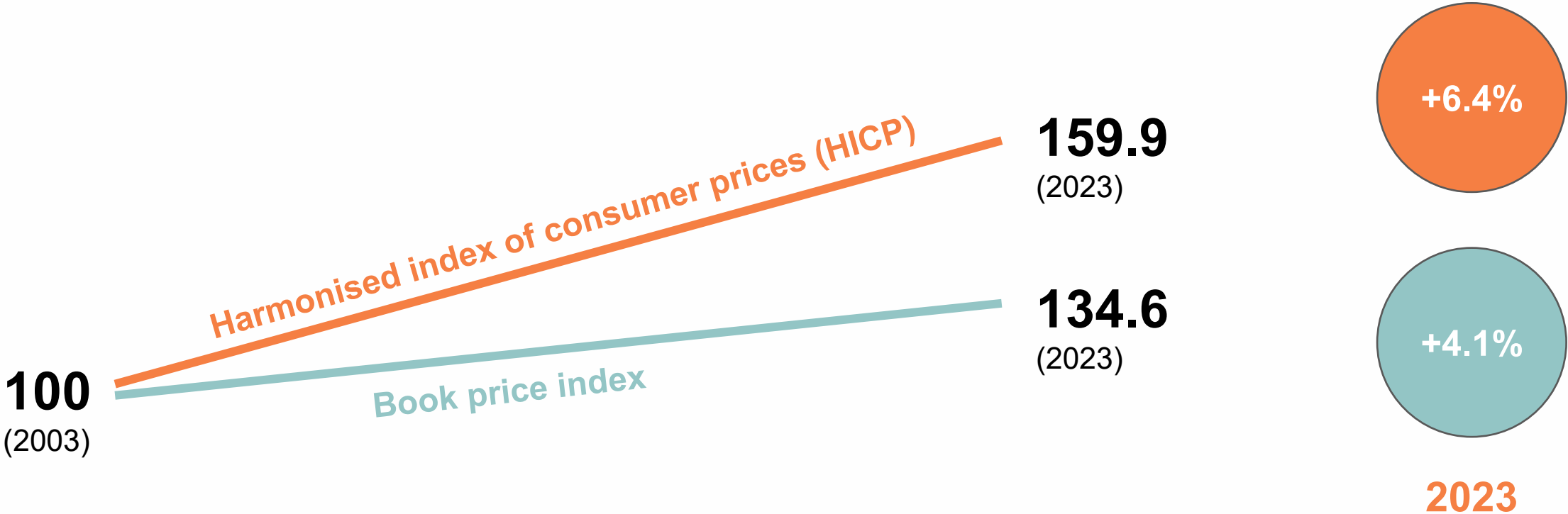
Book reading habits over past 12 months, 2022

(% of people aged 16 and over)



Data at the EU level is estimated.
Germany: no data available.

Book prices grow below inflation



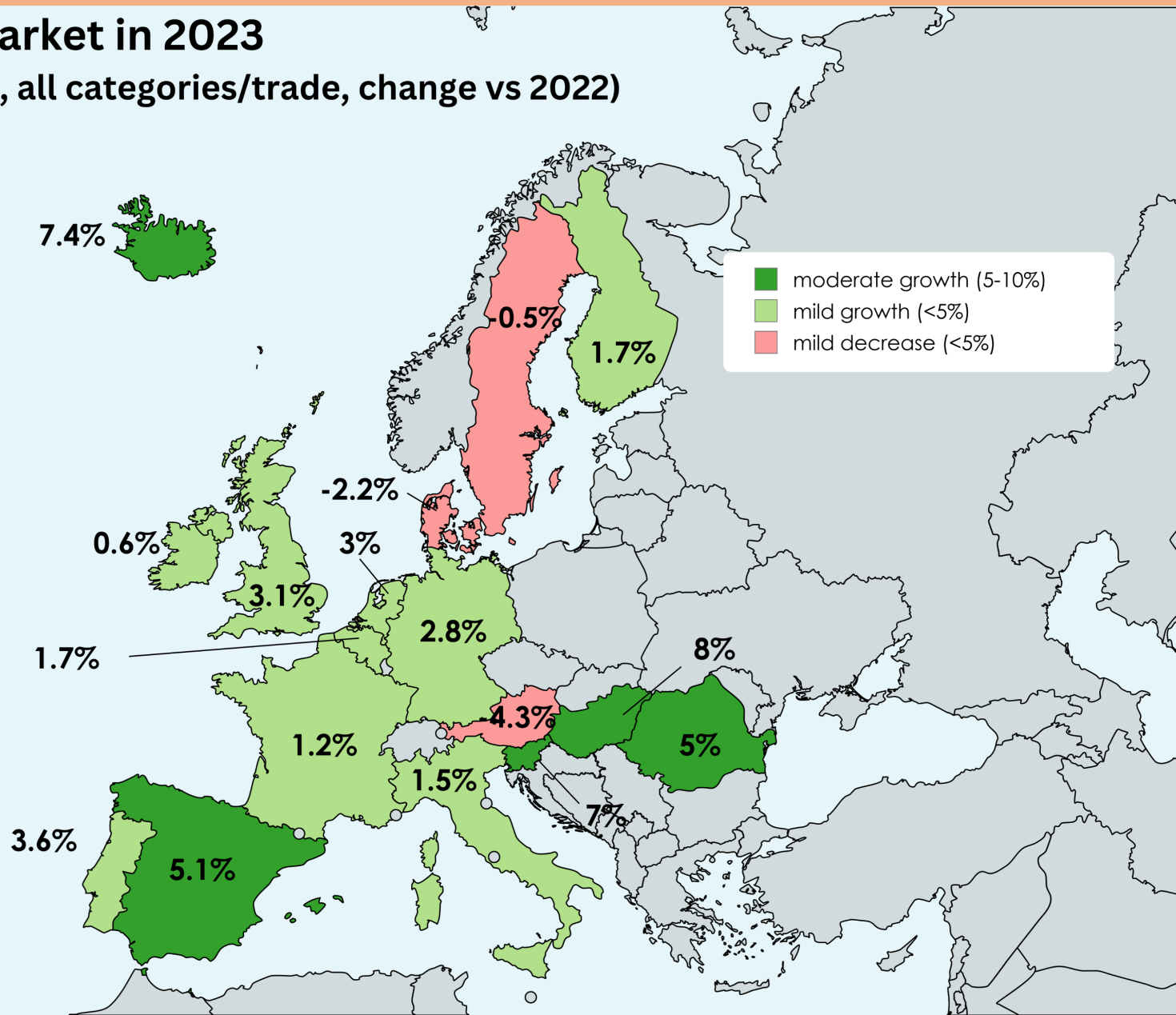
Source: EUROSTAT



The markets in 2023

The book market in 2023

(total turnover, all categories/trade, change vs 2022)



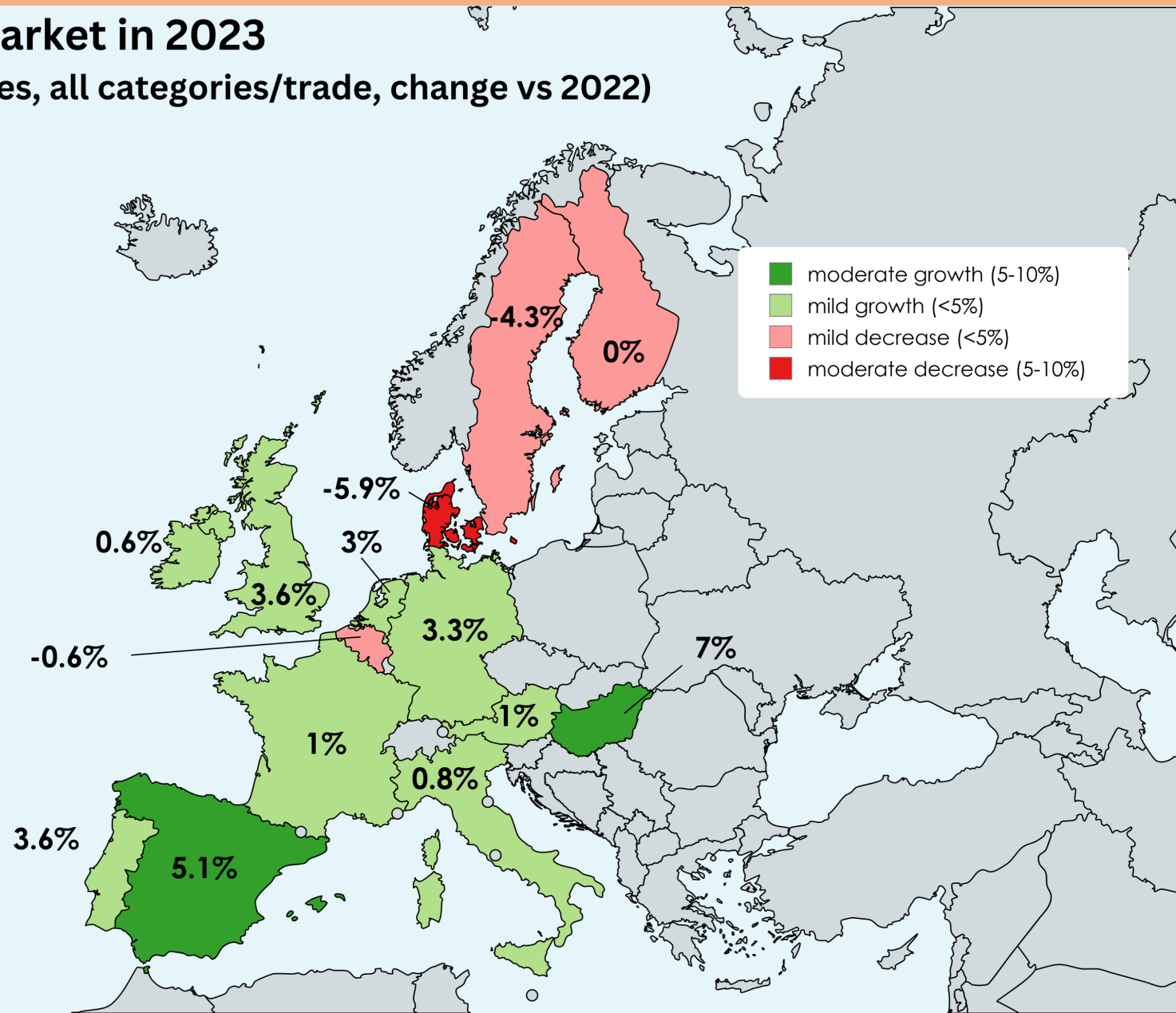
Created with mapchart.net

Total +1.6%

In most cases,
value marginally up, volume down, prices up (increase of costs, inflation)

The book market in 2023

(print book sales, all categories/trade, change vs 2022)



Created with mapchart.net

Ebooks

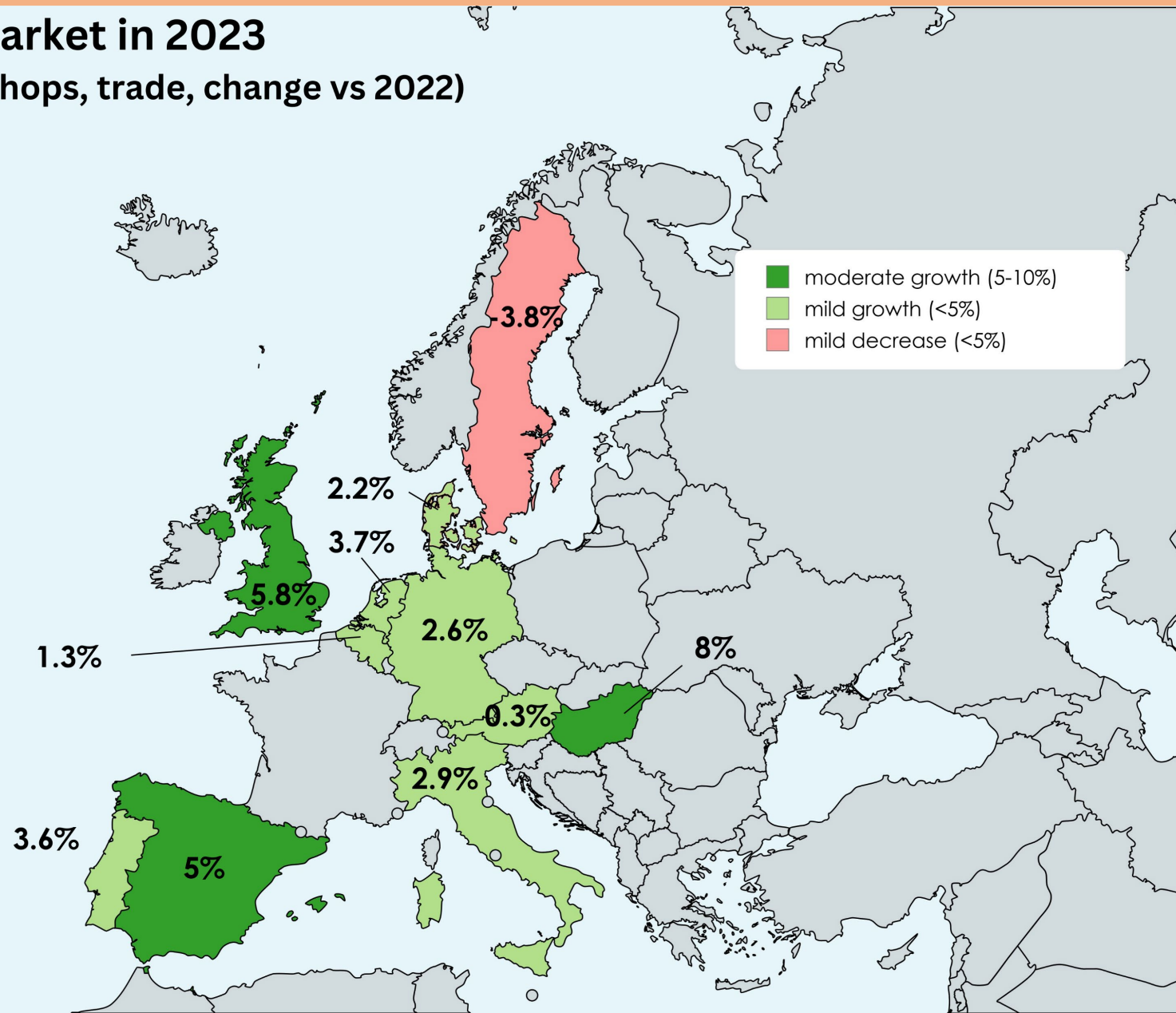
- Denmark +17.9%
- Finland -4.4%
- Germany +5.2%
- Italy +2.5%
- Netherlands +13%
- Sweden +10.5%

Audiobooks

- Denmark +11.6%
- Finland -1.9%
- Hungary +8%
- Italy +12%
- UK +25.7%

The book market in 2023

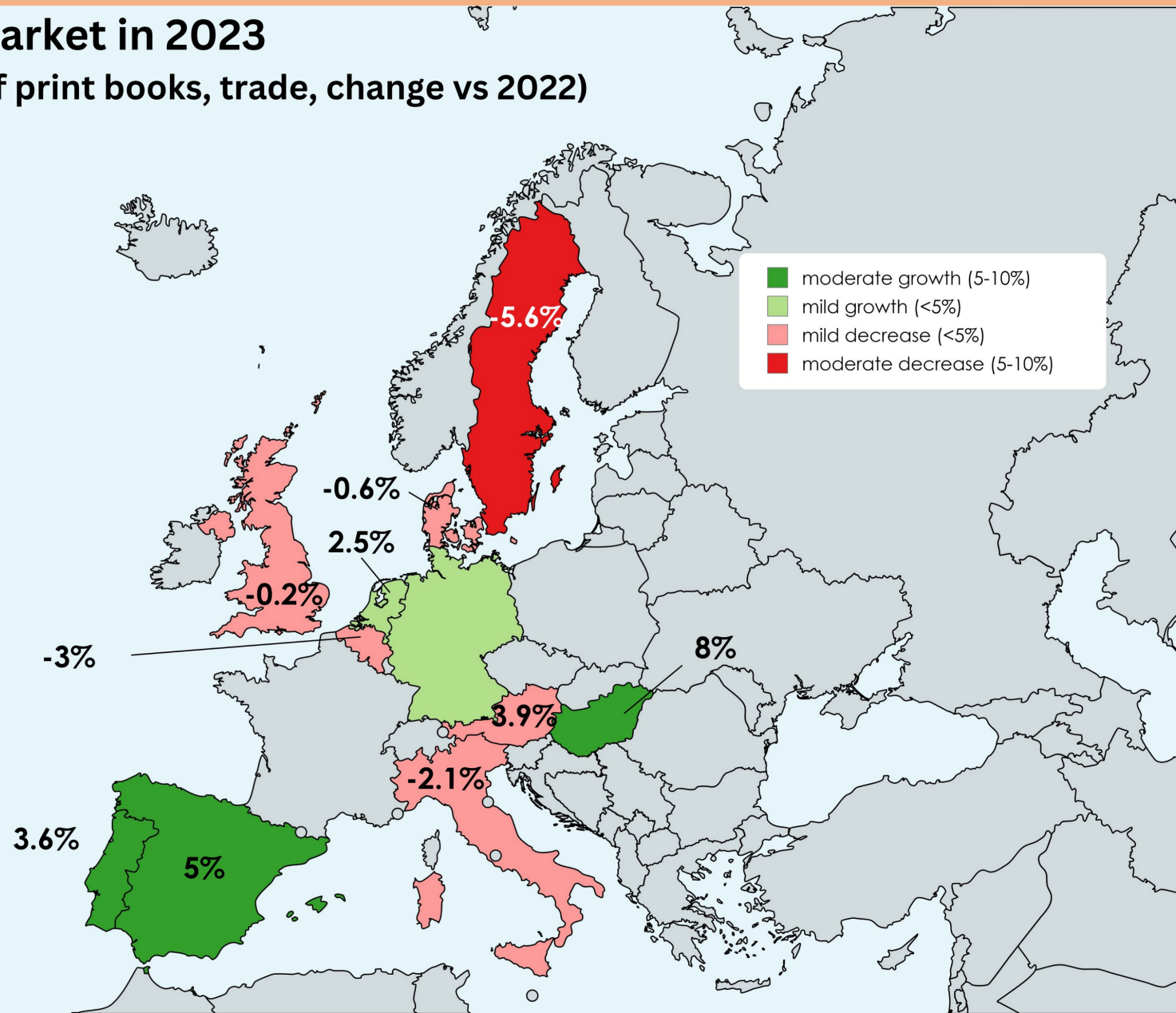
(sales in bookshops, trade, change vs 2022)



Created with mapchart.net

The book market in 2023

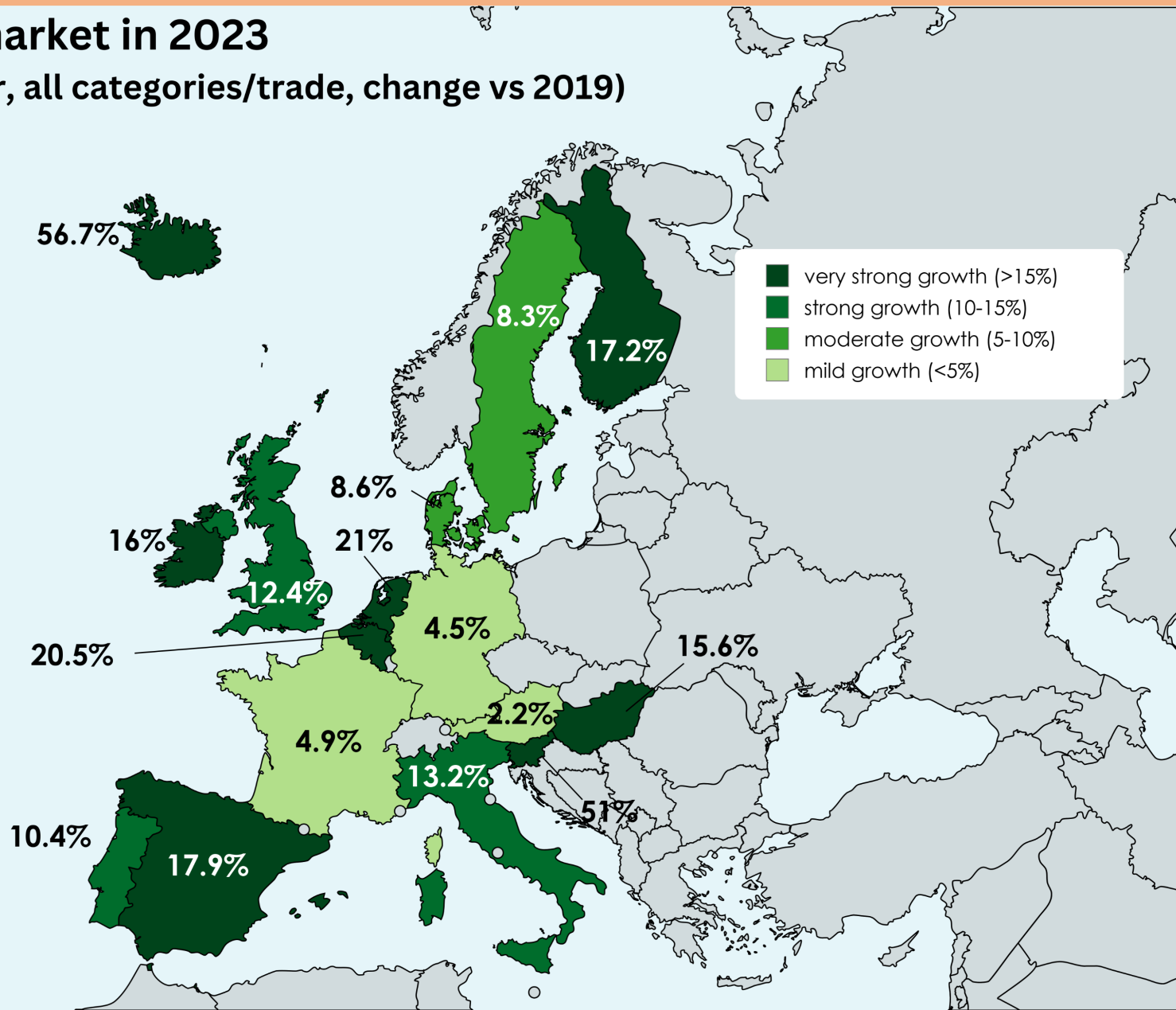
(online sales of print books, trade, change vs 2022)



Created with mapchart.net

The book market in 2023

(total turnover, all categories/trade, change vs 2019)

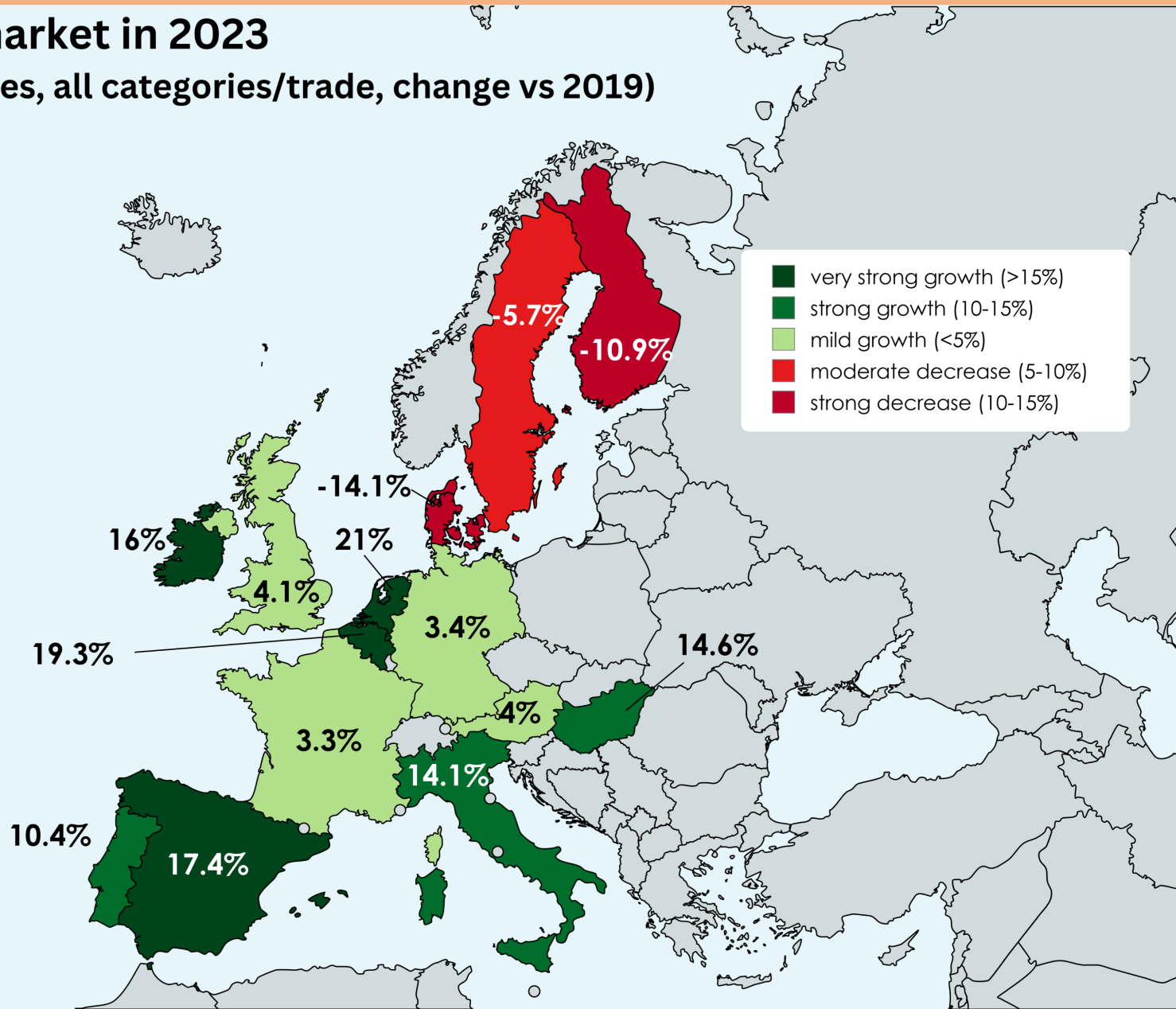


Created with mapchart.net

2023 still better than 2019

The book market in 2023

(print book sales, all categories/trade, change vs 2019)



Created with mapchart.net

Ebooks

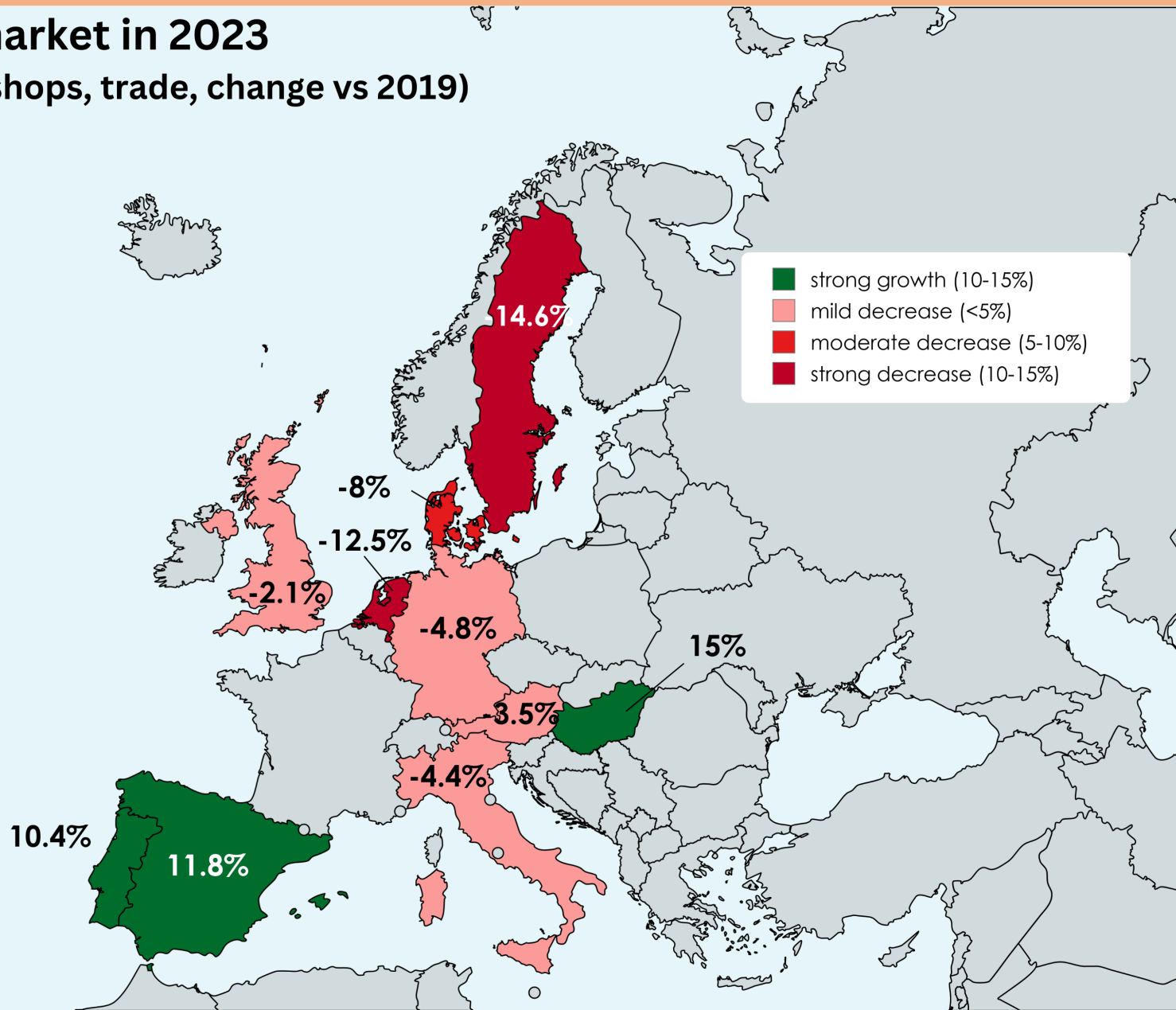
- Denmark -25.3%
- Finland +103.4%
- France +17%
- Germany +25.9%
- Italy +14.1%
- Sweden +34.3%
- UK +37.5%

Audiobooks

- Denmark +94.9%
- Finland +241.1%
- Italy +211.1%
- Sweden +44.4%
- UK +112.1%

The book market in 2023

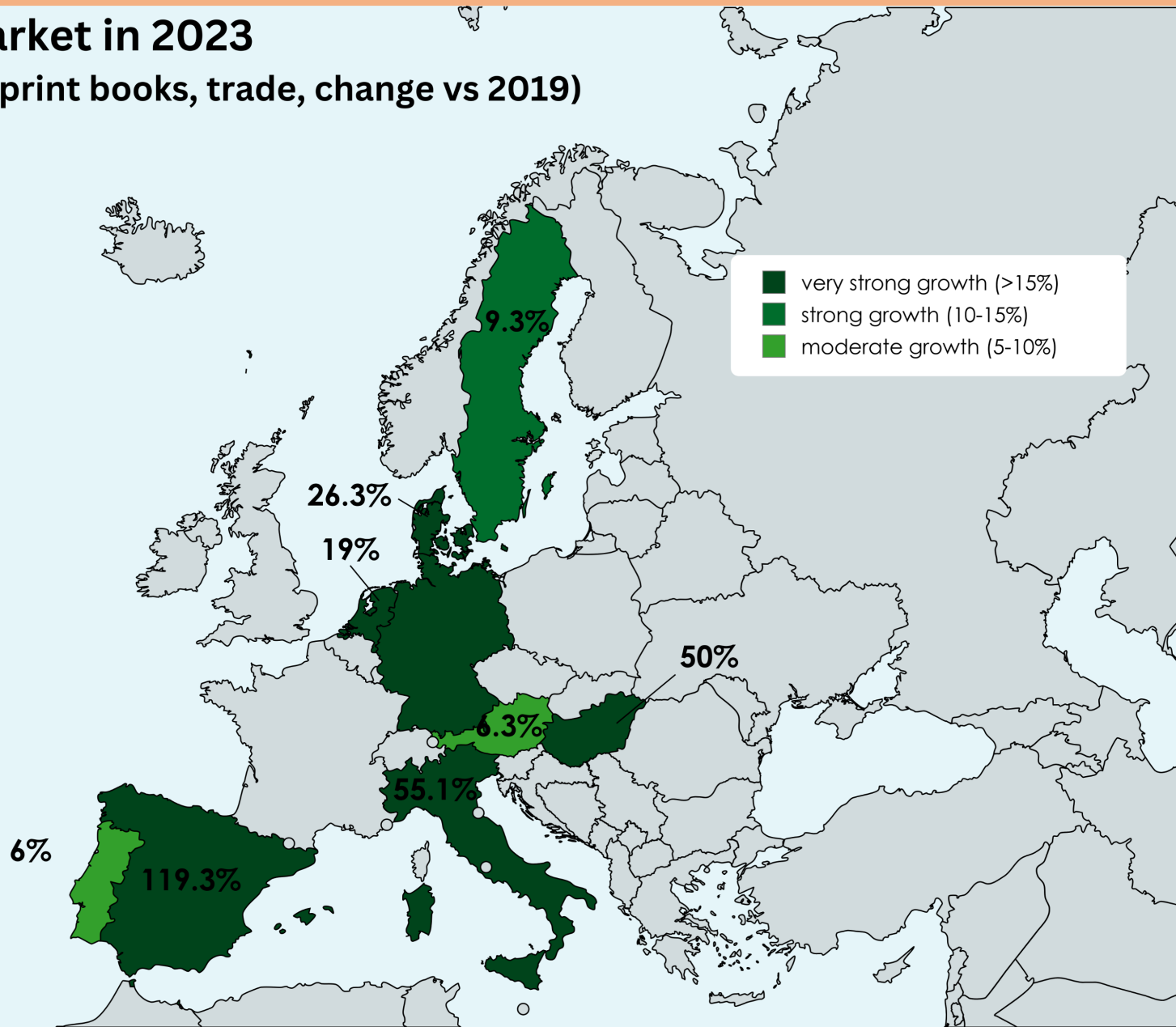
(sales in bookshops, trade, change vs 2019)



Created with mapchart.net

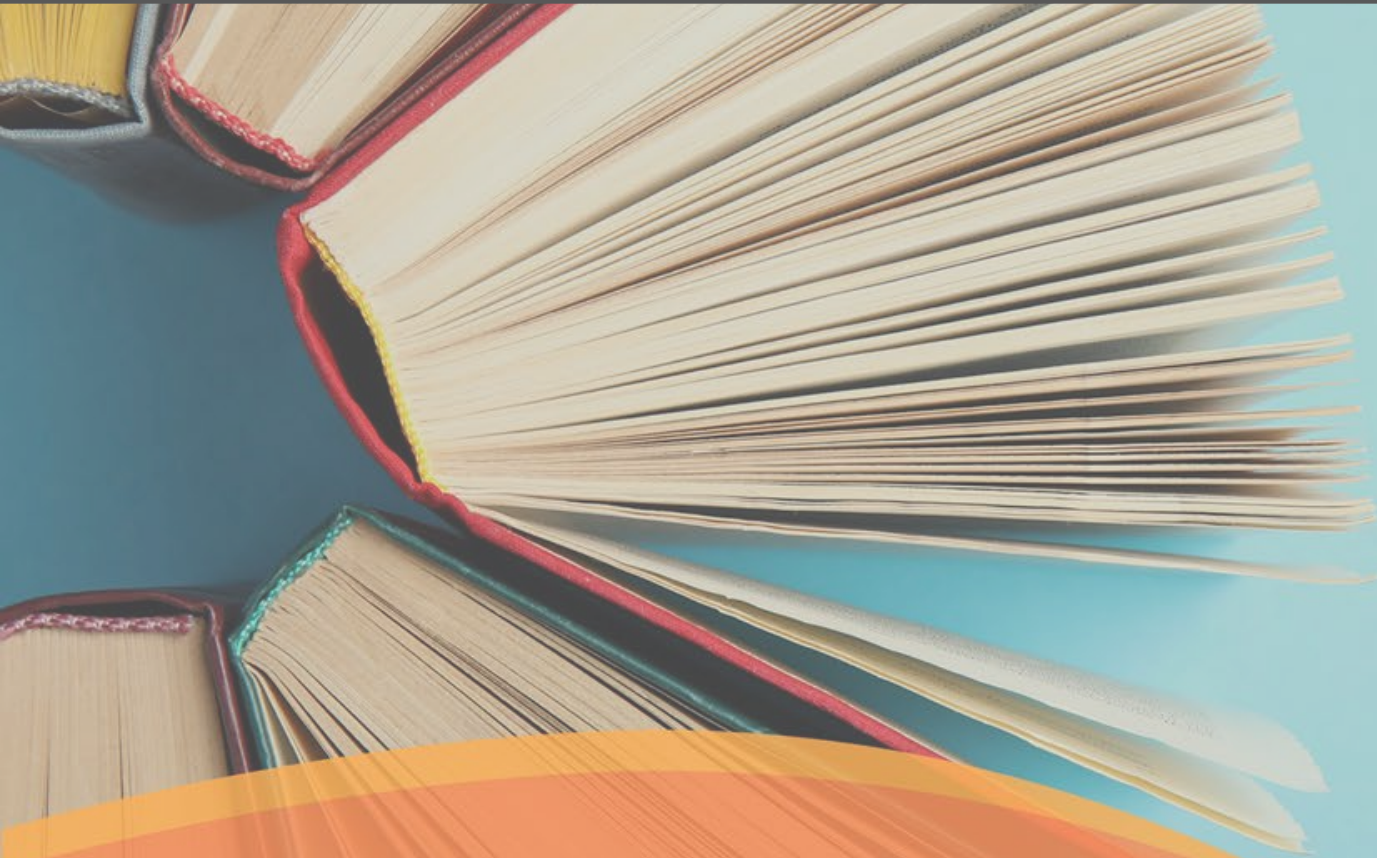
The book market in 2023

(online sales of print books, trade, change vs 2019)



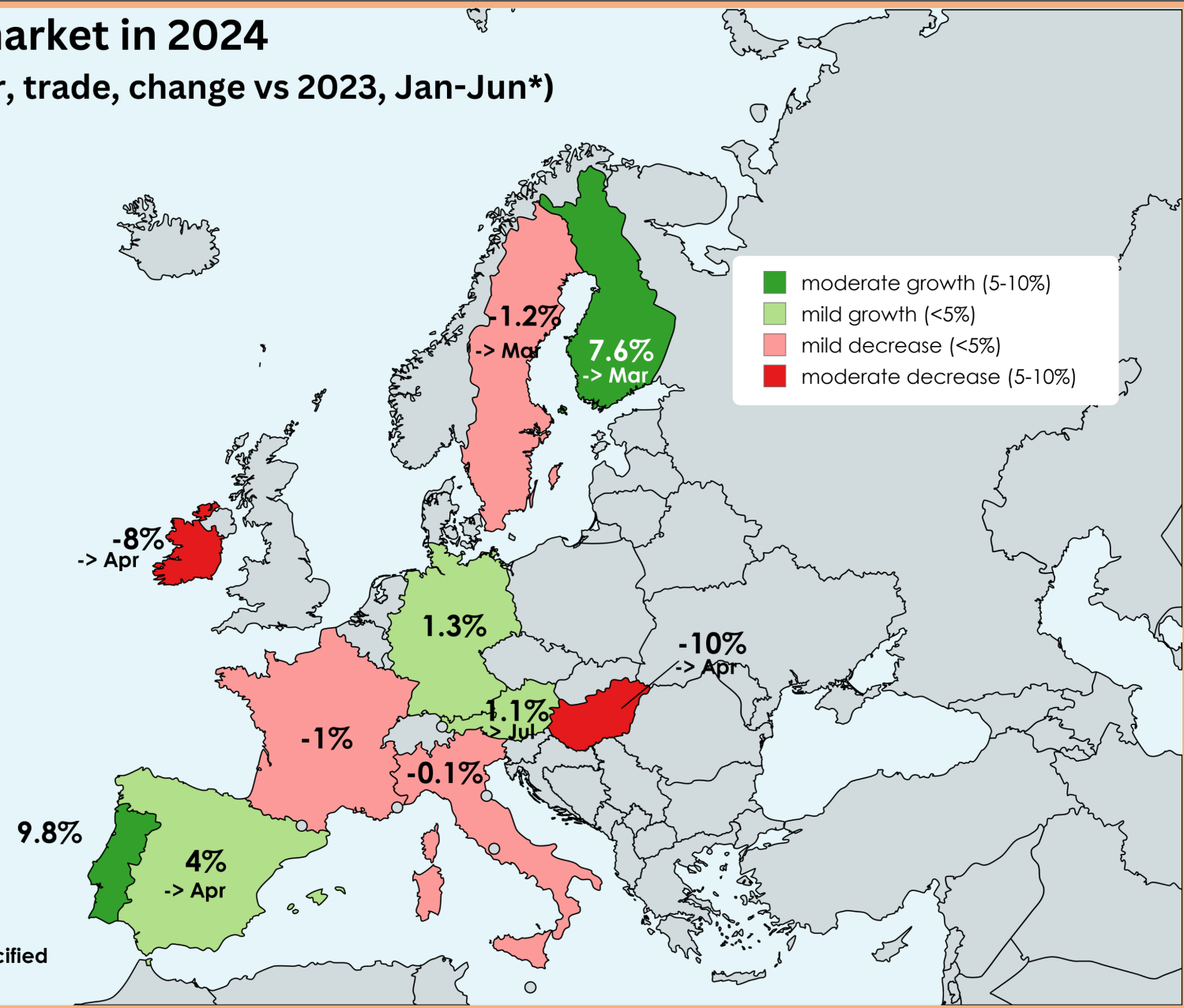
Created with mapchart.net

The markets in 2024



The book market in 2024

(total turnover, trade, change vs 2023, Jan-Jun*)



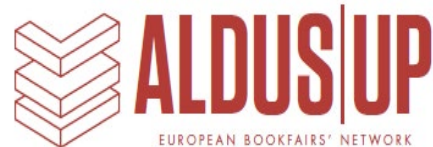
*unless otherwise specified

Created with mapchart.net

Same trend as previous few years:
value marginally up, volume down, prices up



THANK YOU! ANY QUESTIONS?
ETURRIN@FEP-FEE.EU



Co-funded by the
Creative Europe Programme
of the European Union

