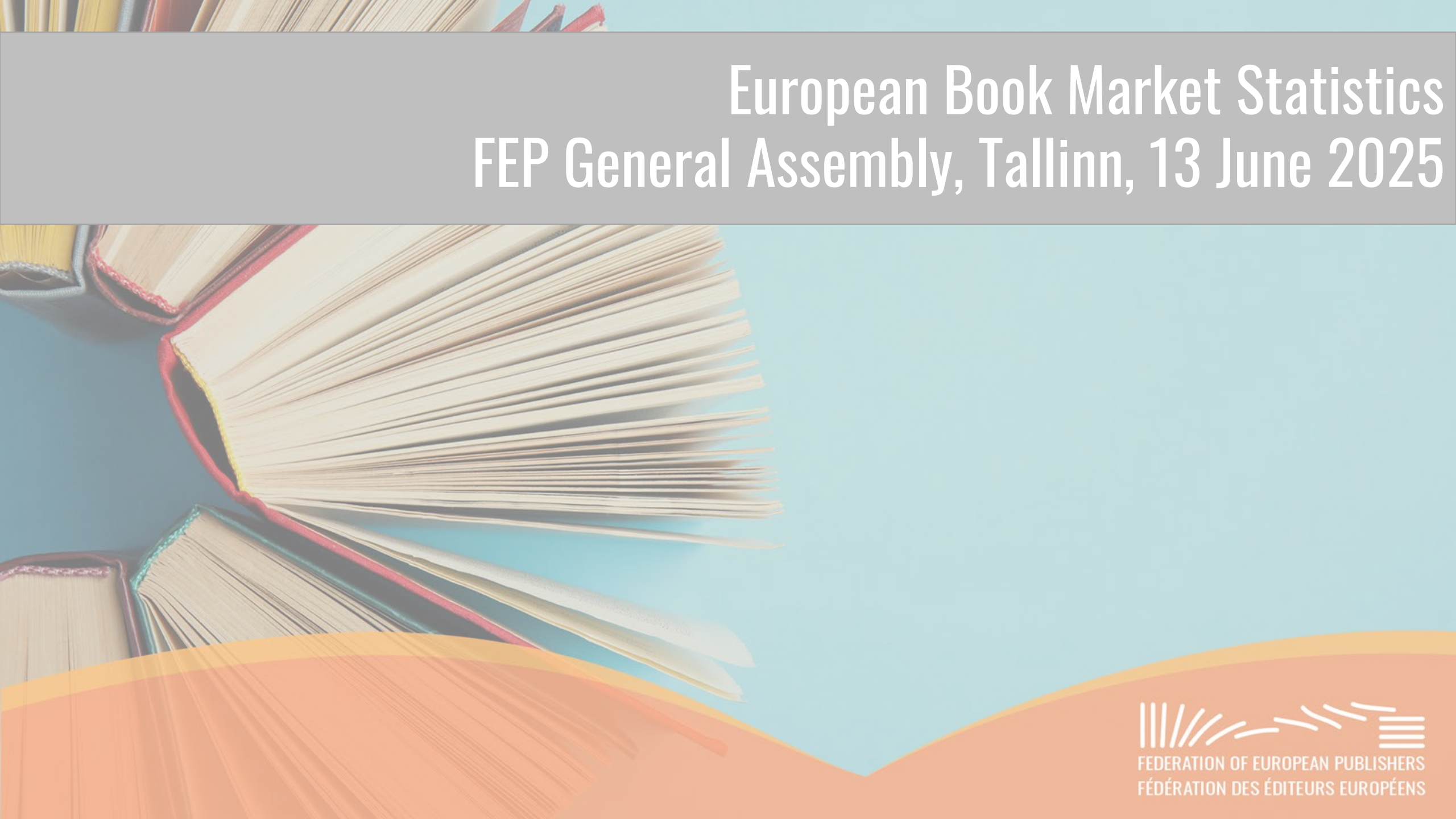




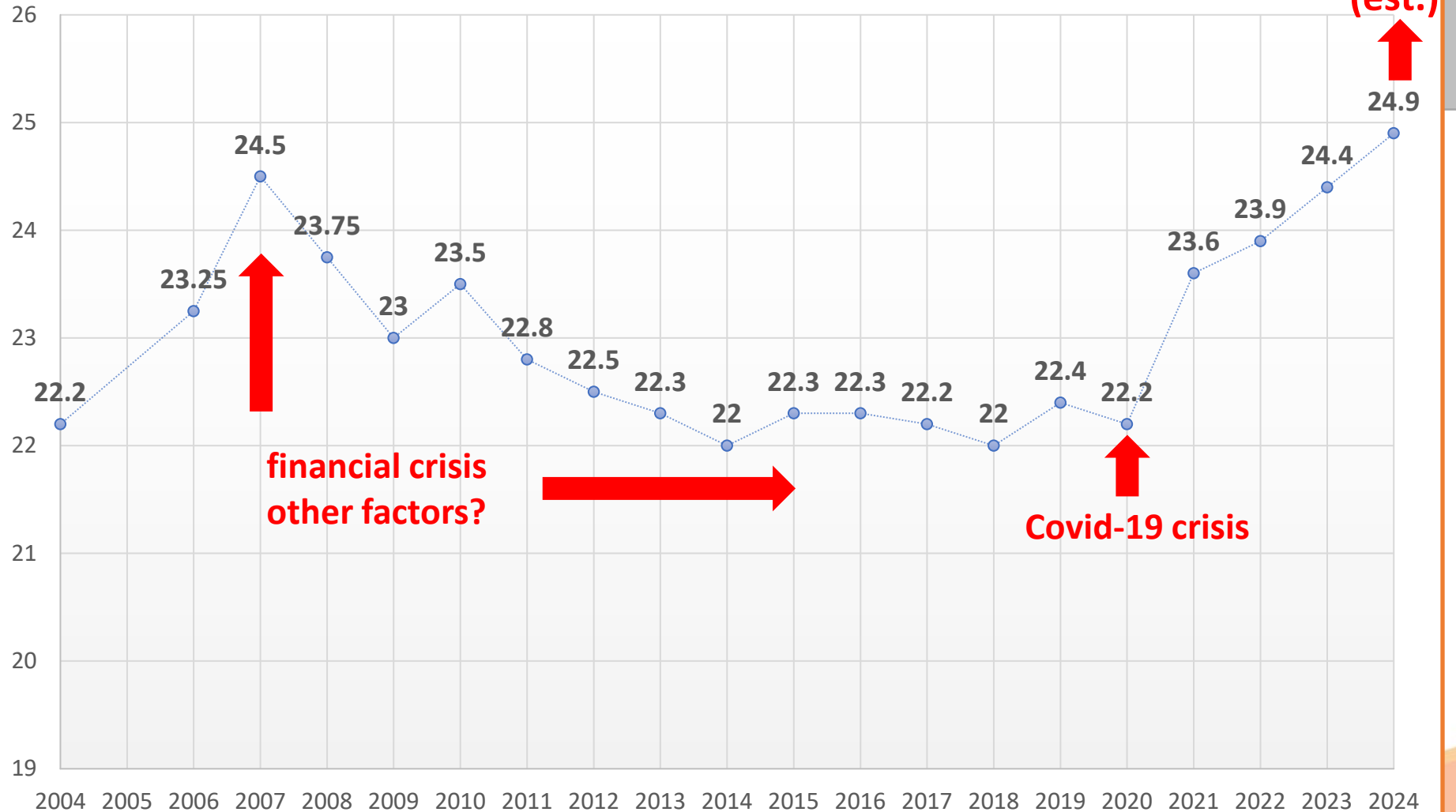
European Book Market Statistics

FEP General Assembly, Tallinn, 13 June 2025

The core data



Net publishers' turnover (bln eur) 2004-2024



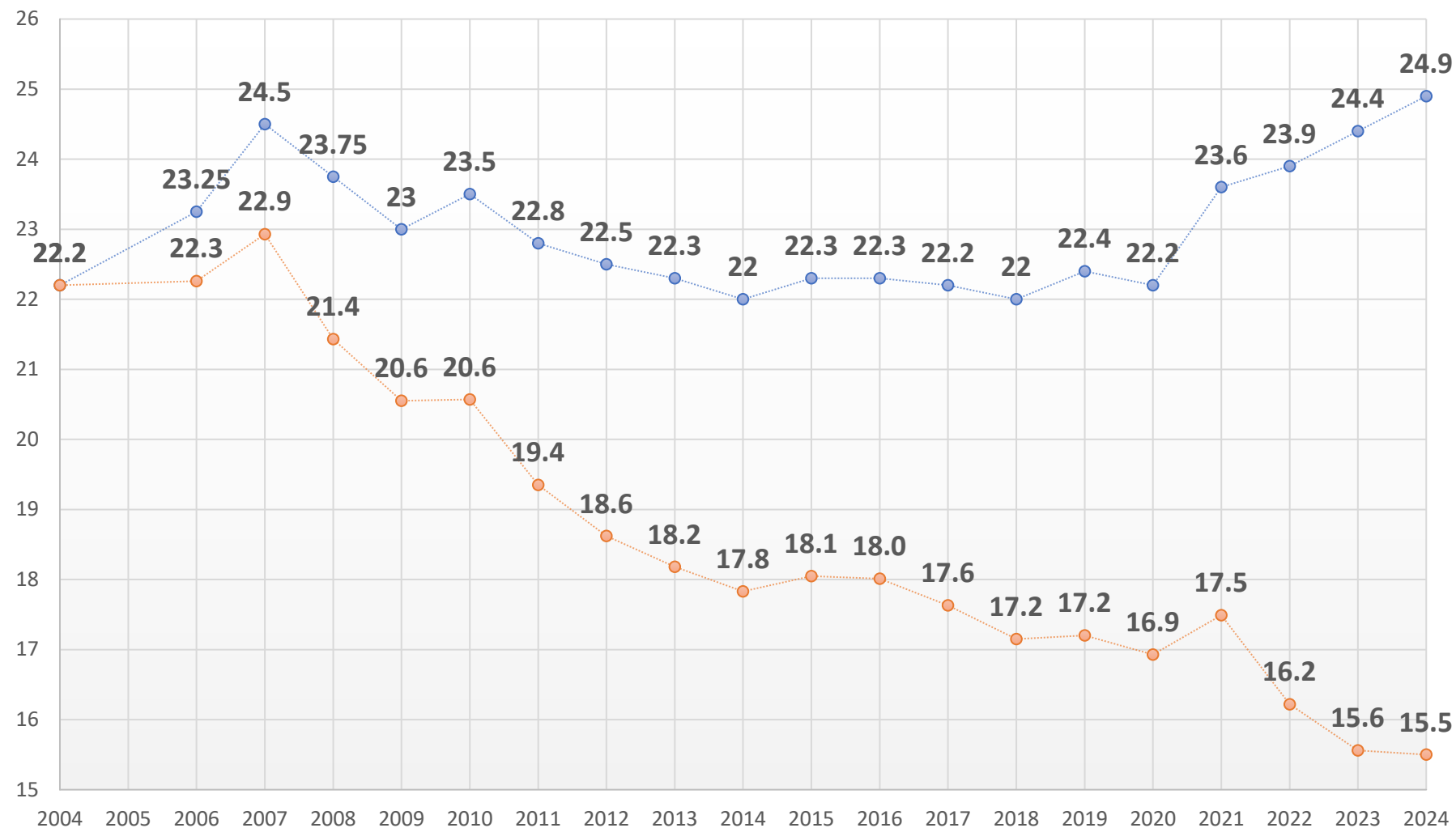
Largest cultural industry in Europe

Back and beyond peak level (**not in real terms**)

Past 3 years: **value up, volume down, price as driver**

Not pictured: **inflation**

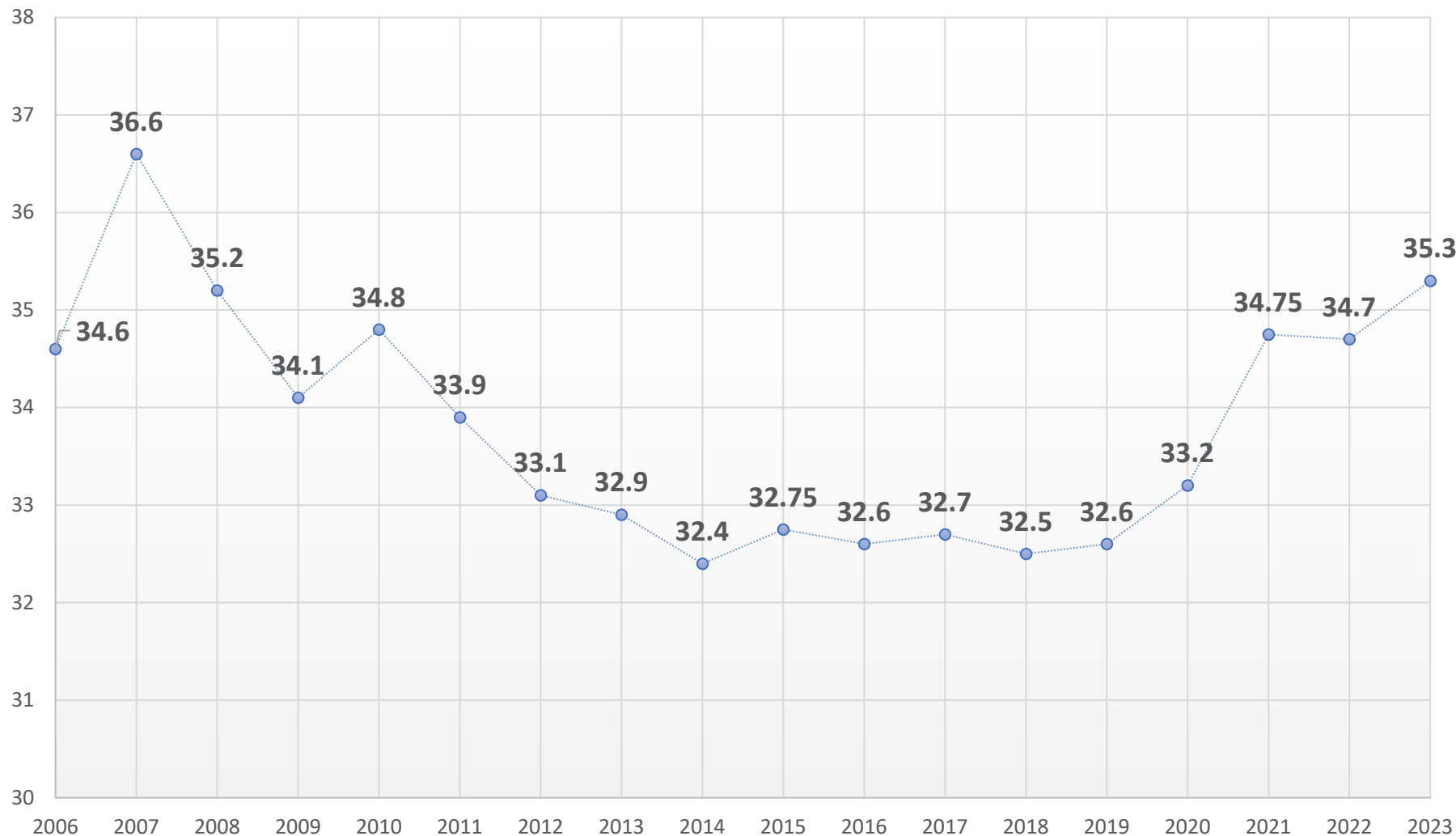
Net publishers' turnover (bln eur) 2004-2024 - Nominal vs real



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

Maybe we have a problem

Market value (bln eur) 2004-2023



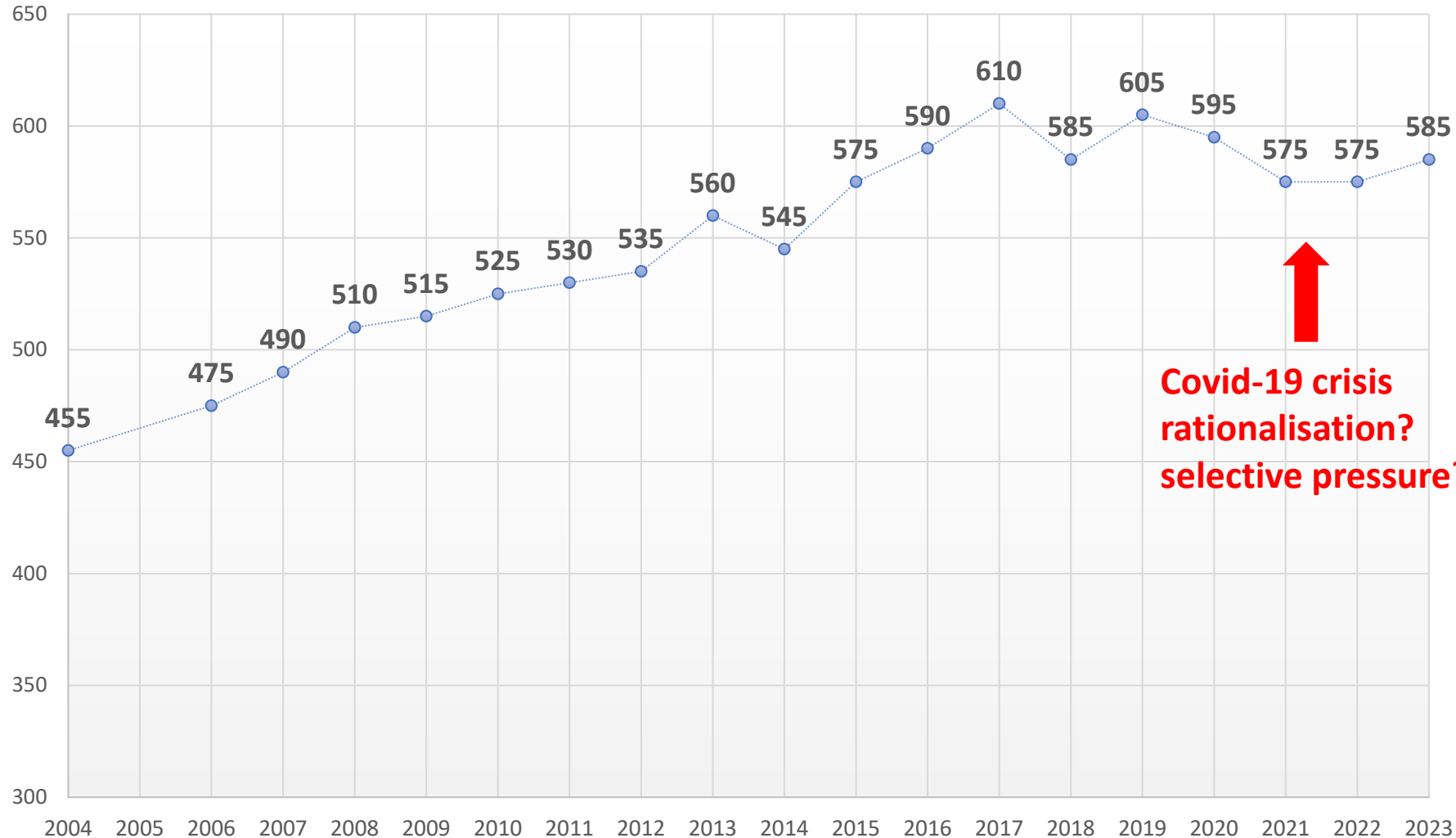
Sales at cover price follow similar trend as net turnover

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?**

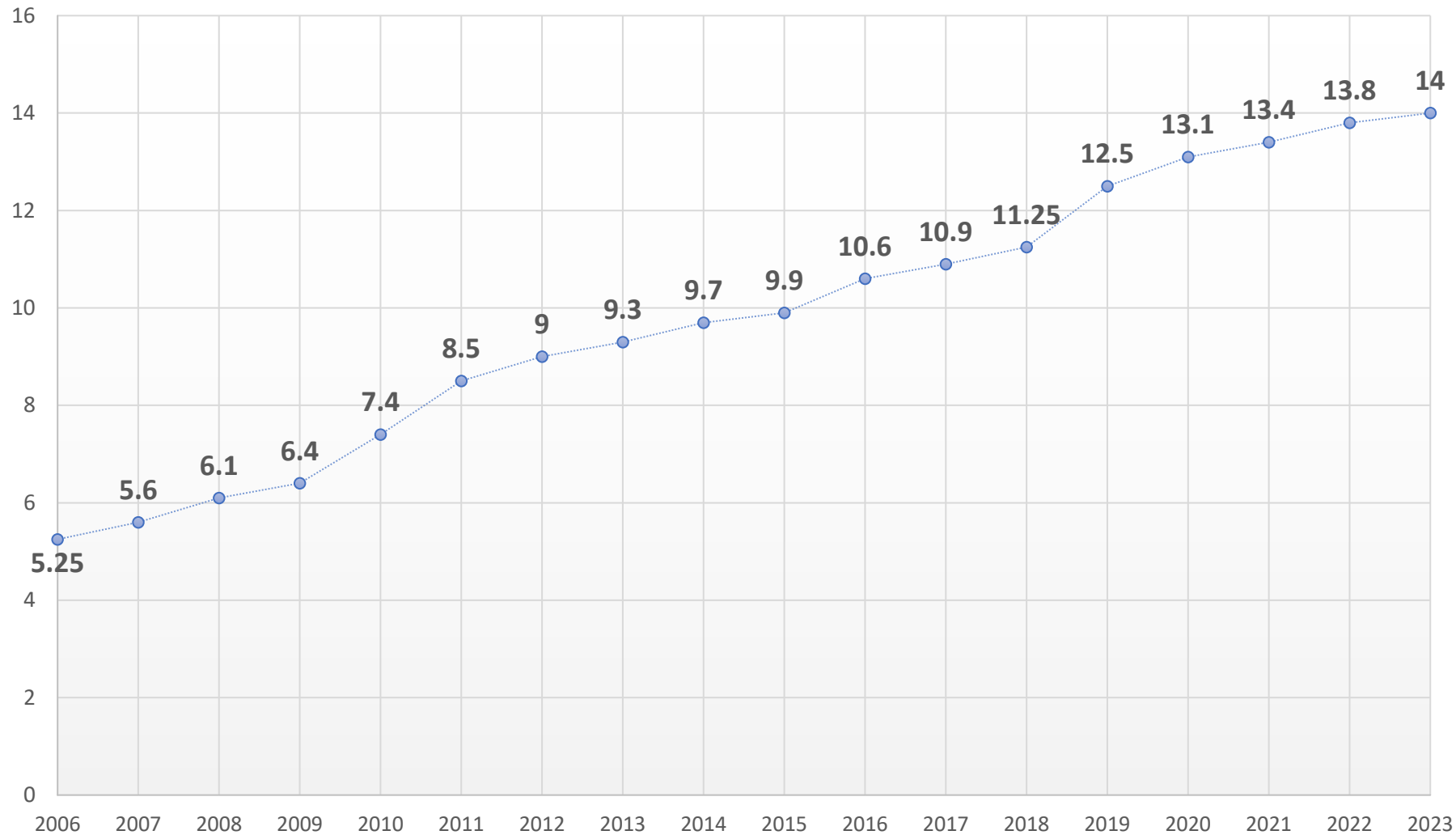
First editions in
print, all categories

Mixed picture in
major markets

Copies sold in 2023
(all formats)

> 2.5 billion

Active catalogue (mio) 2006-2023



Of which some
3.3 million in
digital/audio format

The main markets

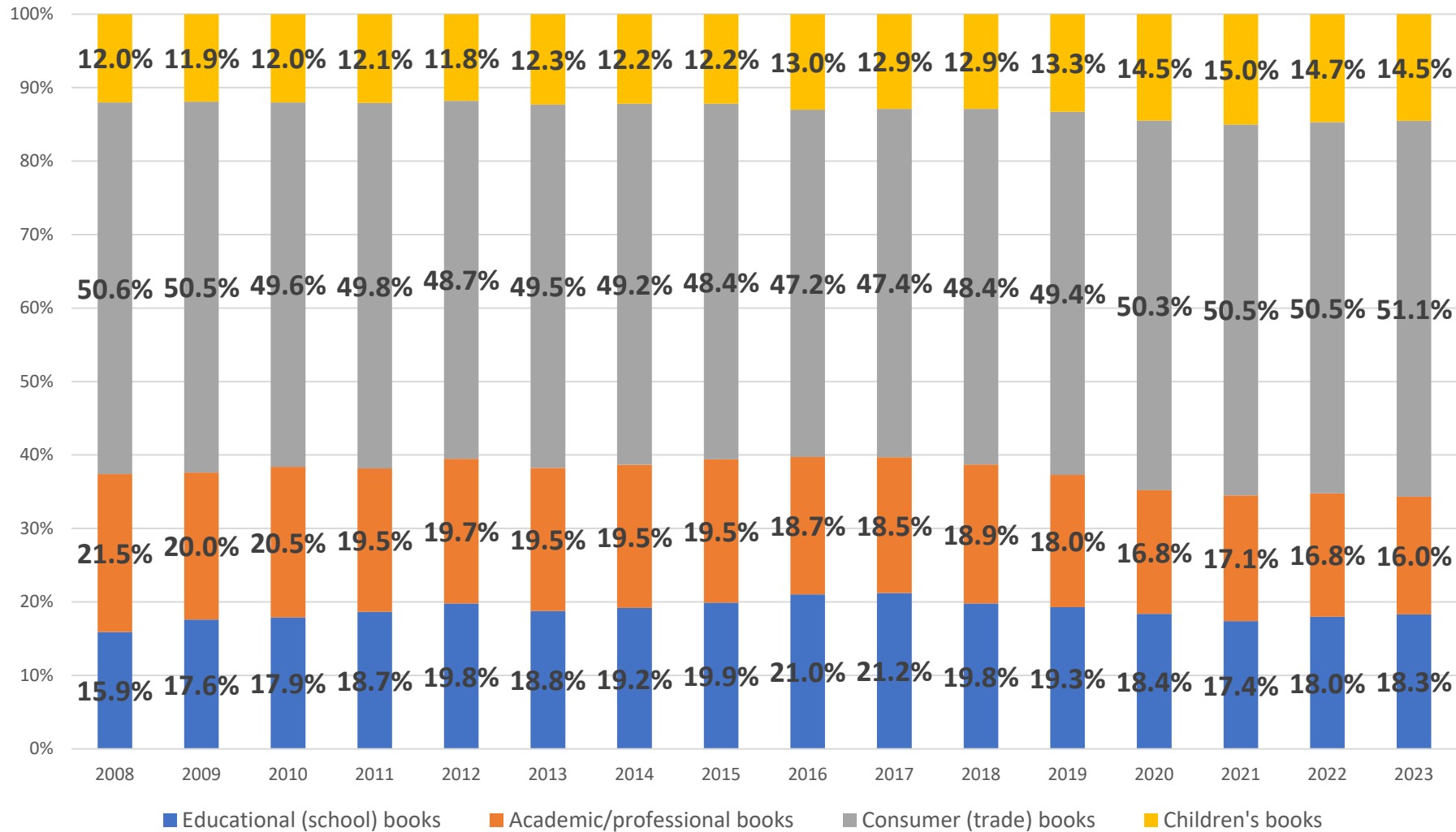
Sales

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

New titles

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

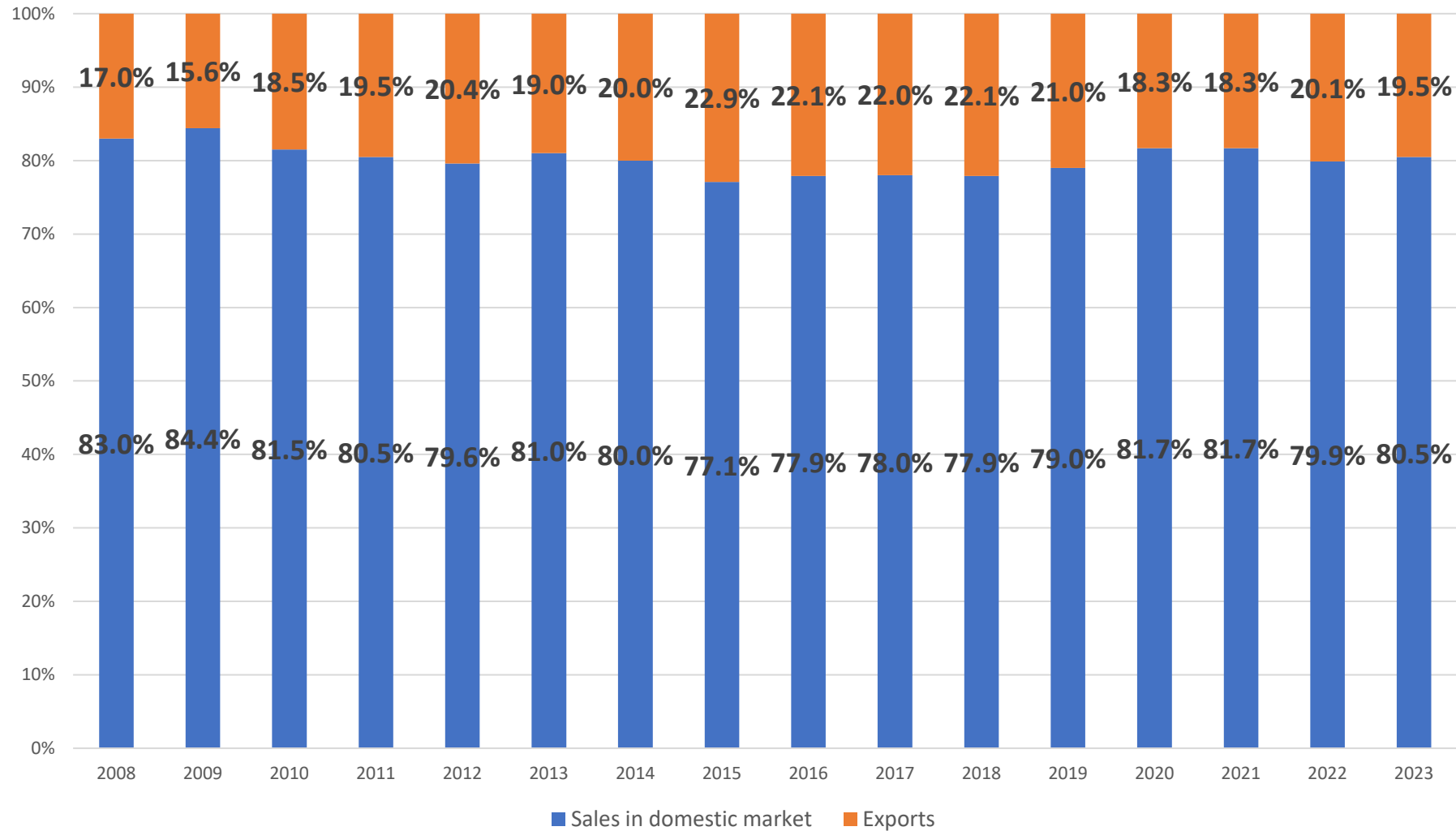
Turnover by category (%) 2008-2023



Children's books
still going strong
(small slowdown)

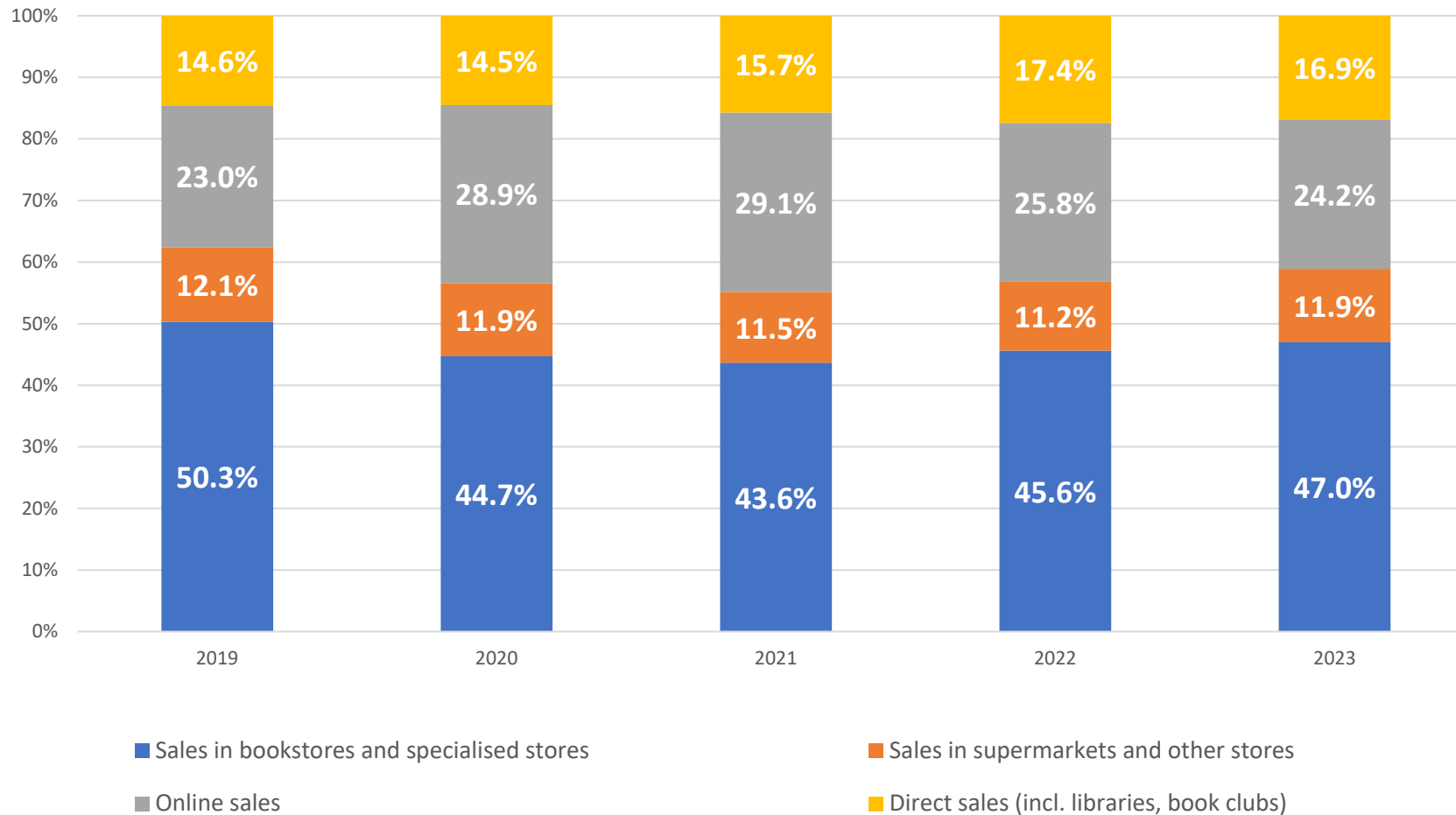
Trade books at
highest share so far

Turnover by destination (%) 2008-2023



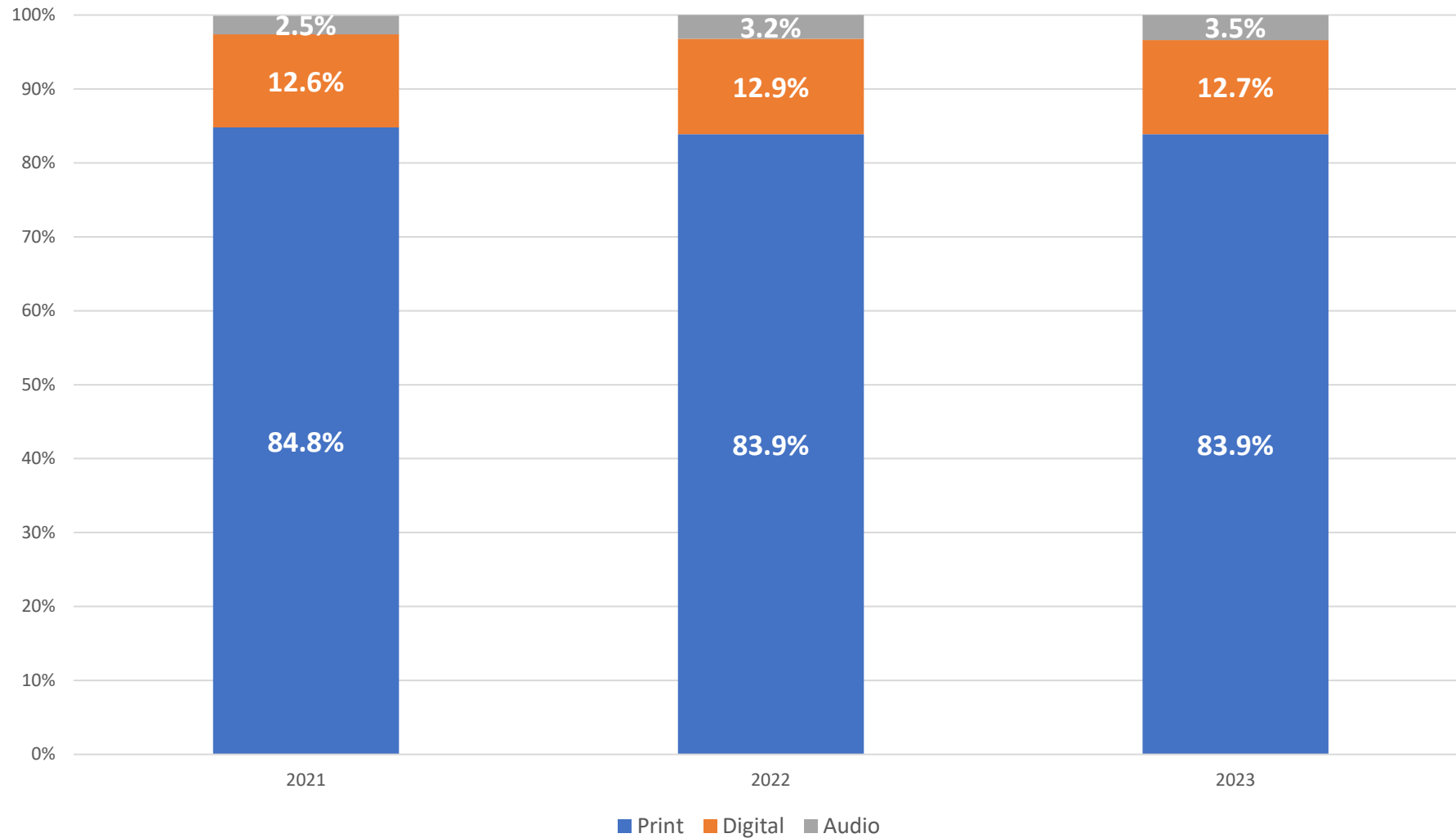
Exports recovered after Covid, remain around one fifth of turnover

Turnover by distribution channel (%) 2019-2023



Gradual return to **bookstores** seems to continue

Turnover by format (%) 2021-2023

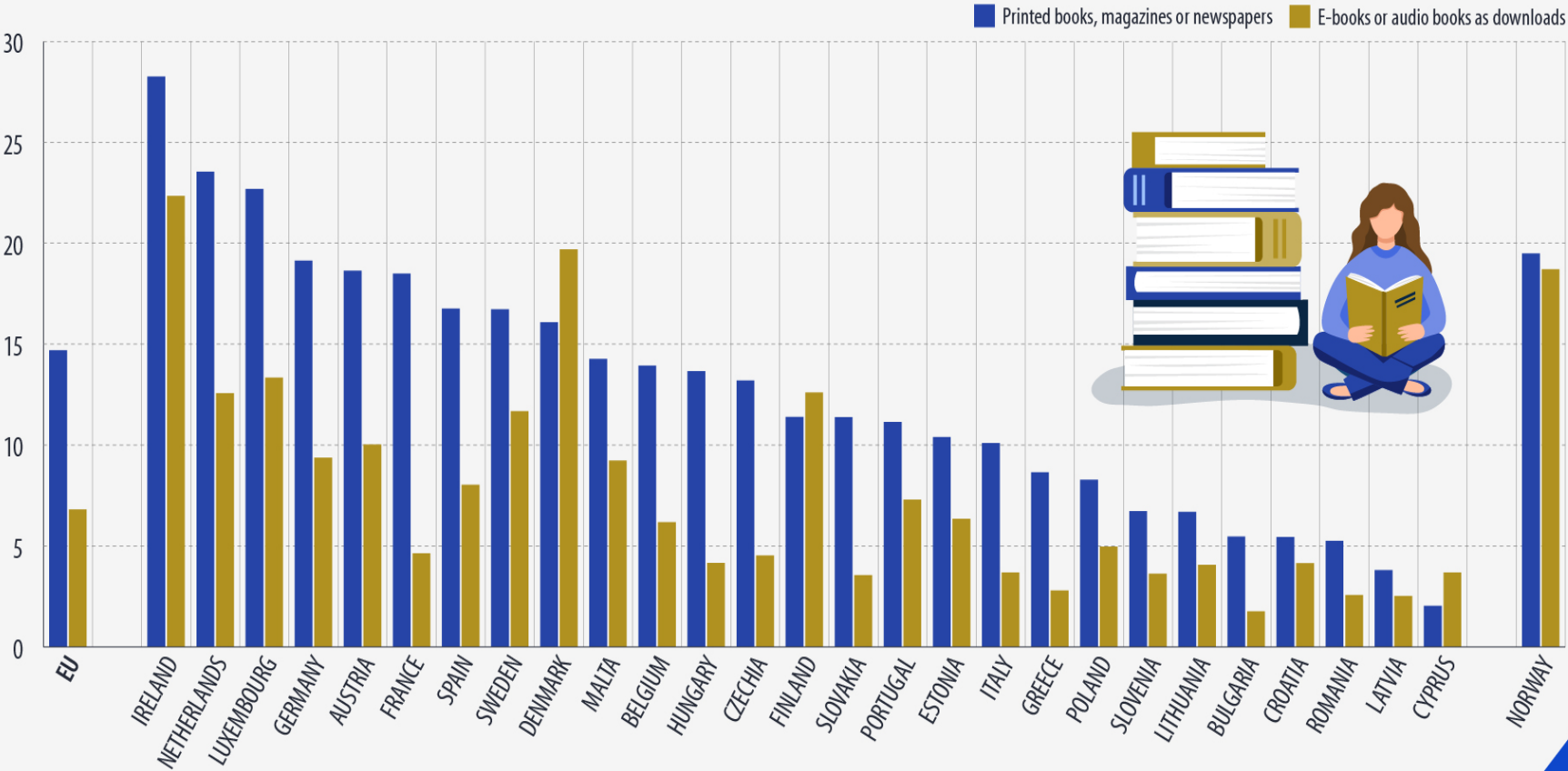


Print books by far largest share

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

Online purchases of books and publications, 2024

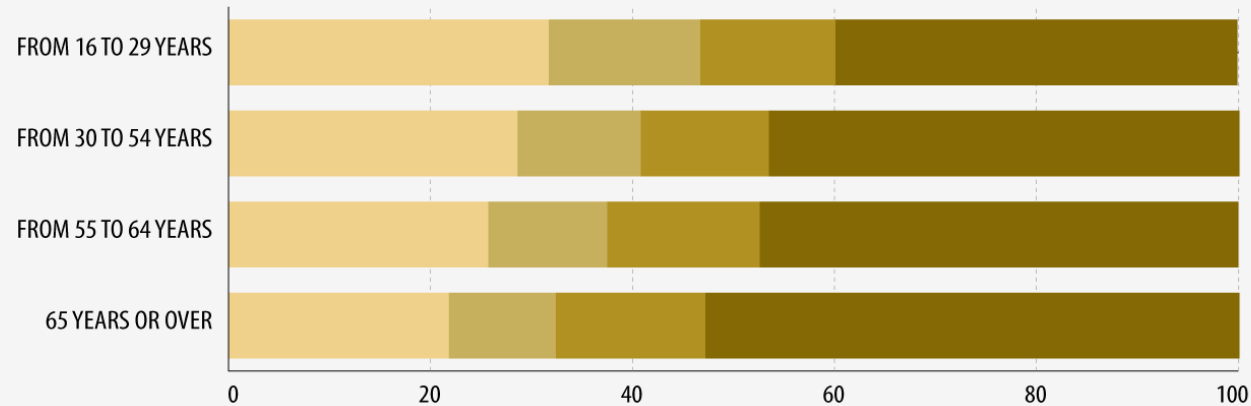
(% of the population, in 3 months before the survey)



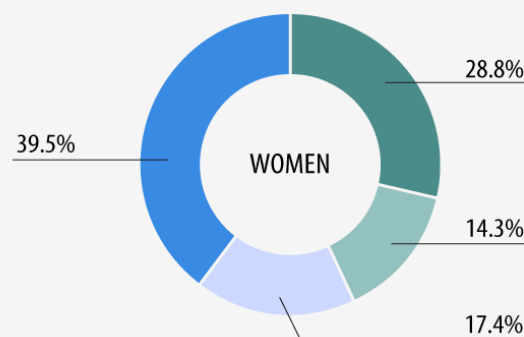
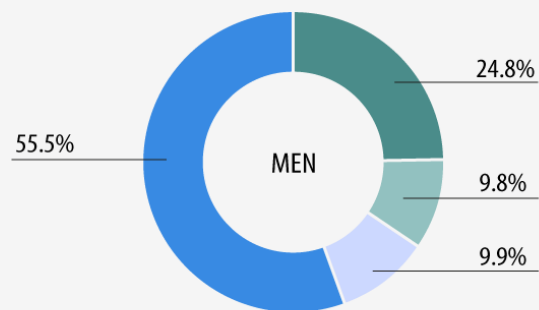
Country ranking based on printed books, magazines or newspapers data in descending order.

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



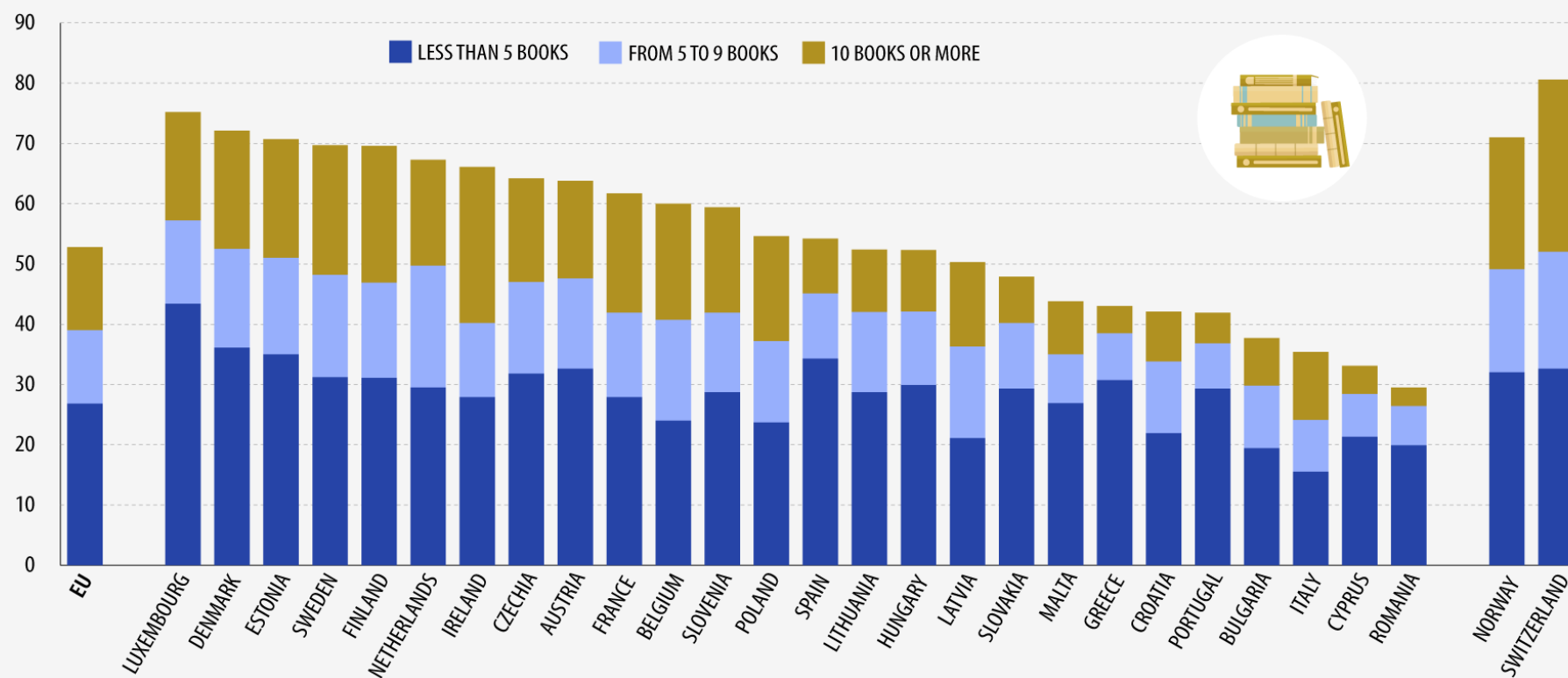
- LESS THAN 5 BOOKS
- FROM 5 TO 9 BOOKS
- 10 BOOKS OR MORE
- NO BOOKS



Data at the EU level is estimated.

Book reading habits over past 12 months, 2022

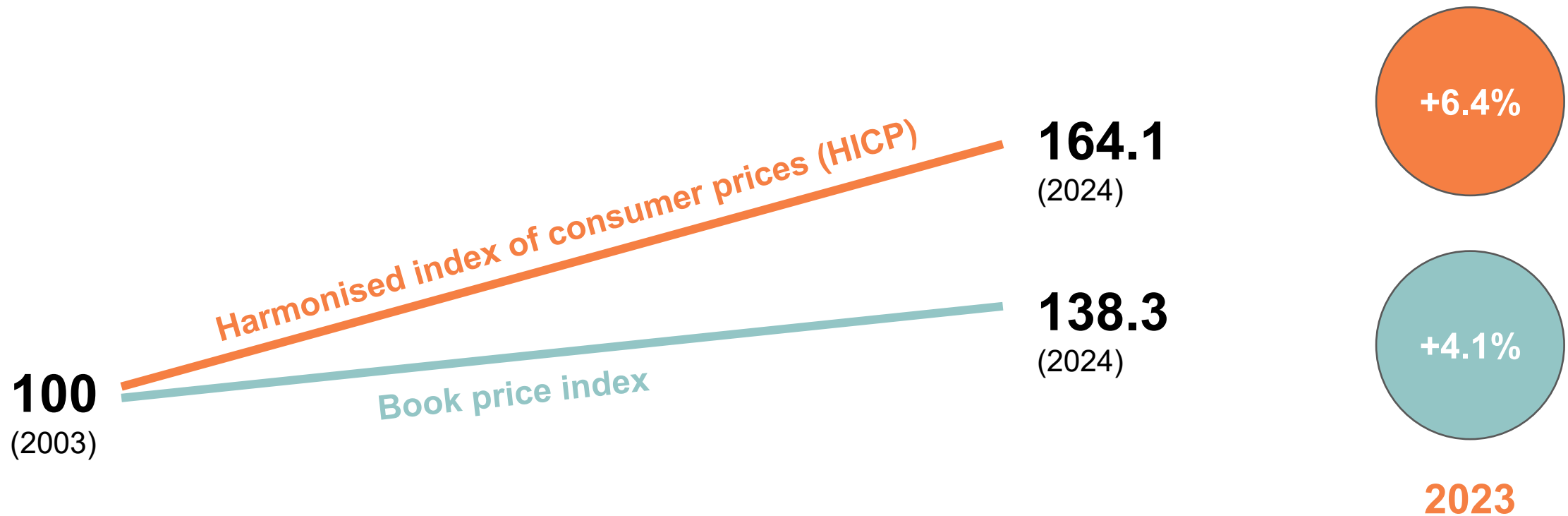
(% of people aged 16 and over)



Data at the EU level is estimated.

Germany: no data available.

Book prices grow below inflation



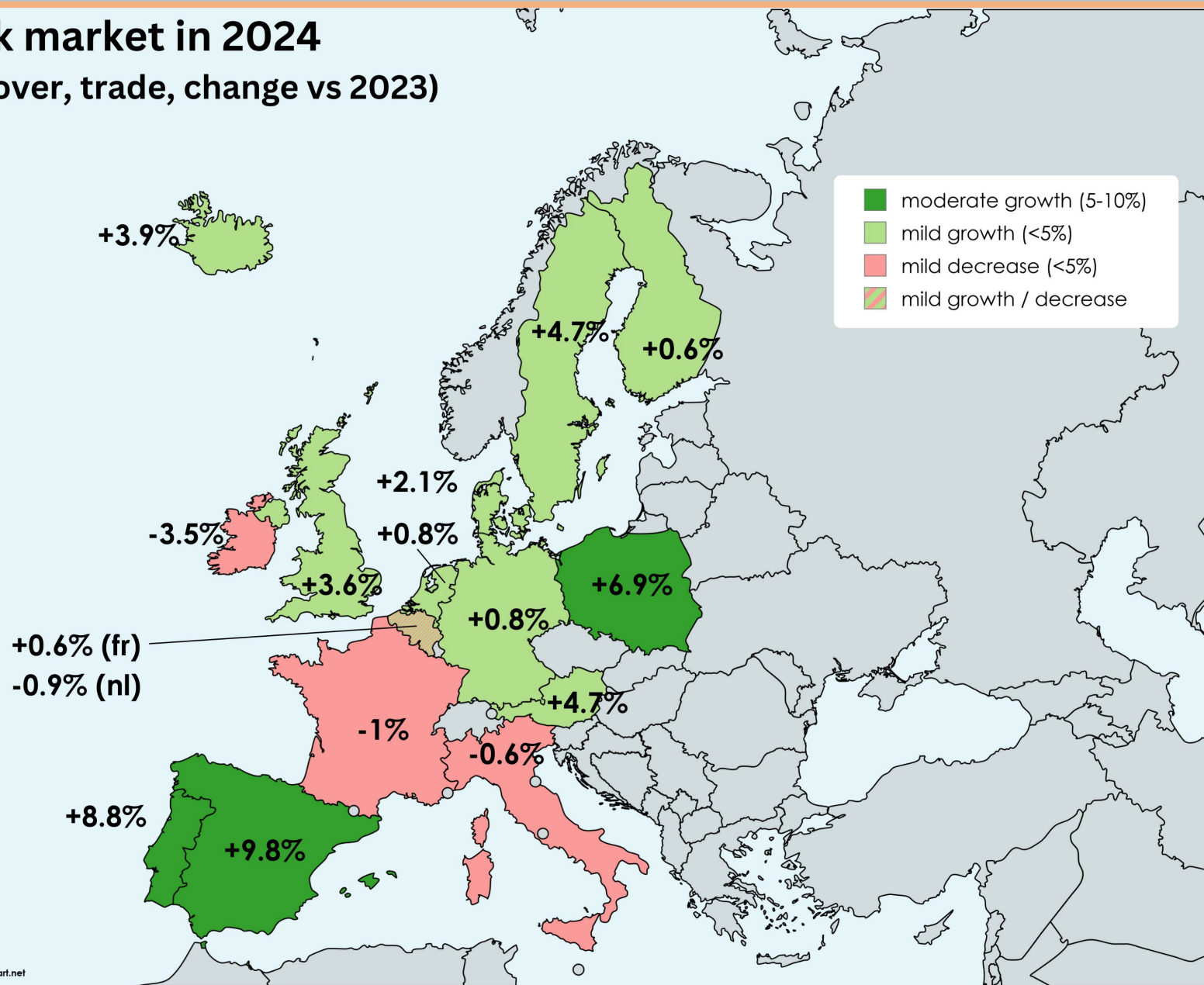
Source: EUROSTAT

The markets in 2024



The book market in 2024

(total turnover, trade, change vs 2023)

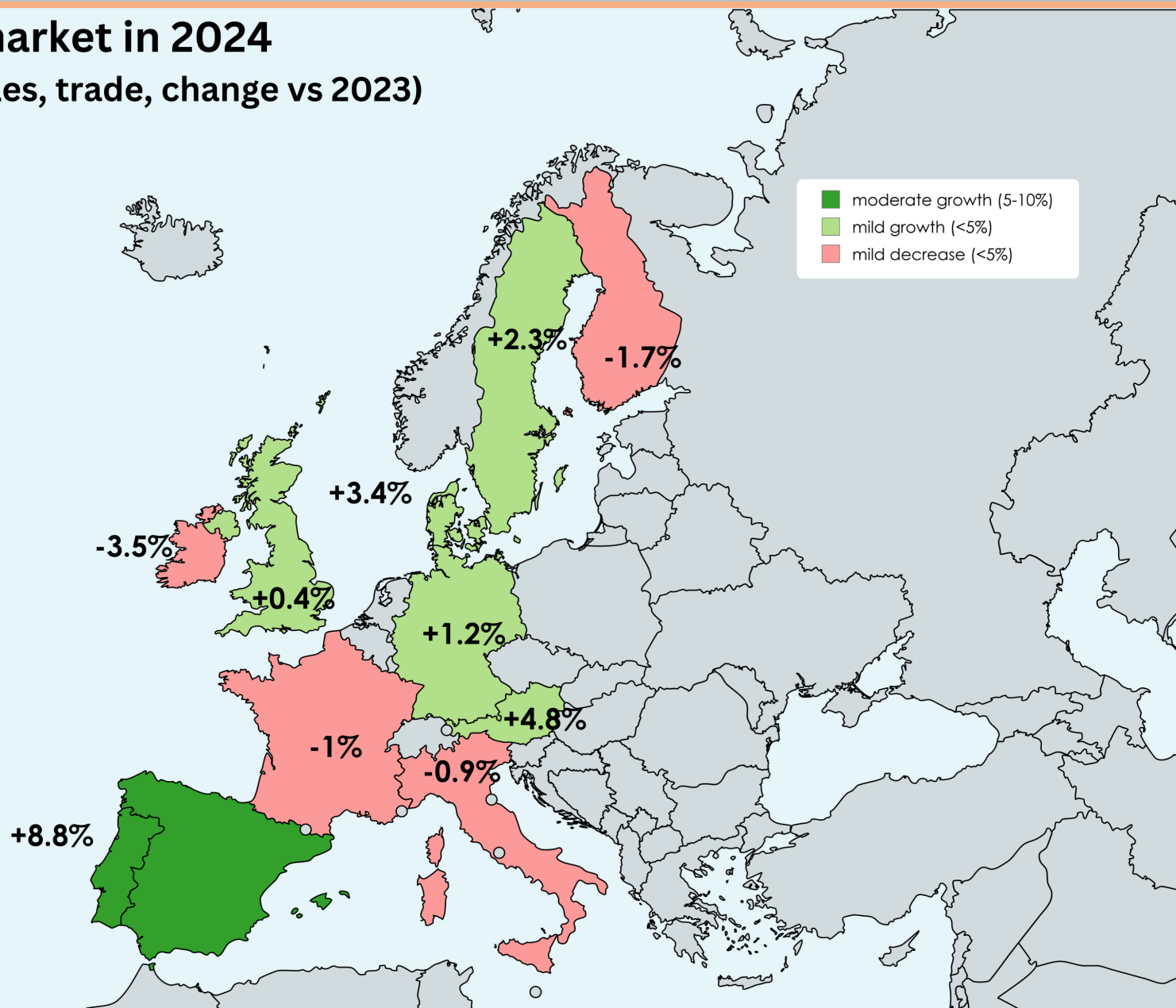


Total +2.2% (est.)

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

The book market in 2024

(print book sales, trade, change vs 2023)



Ebooks

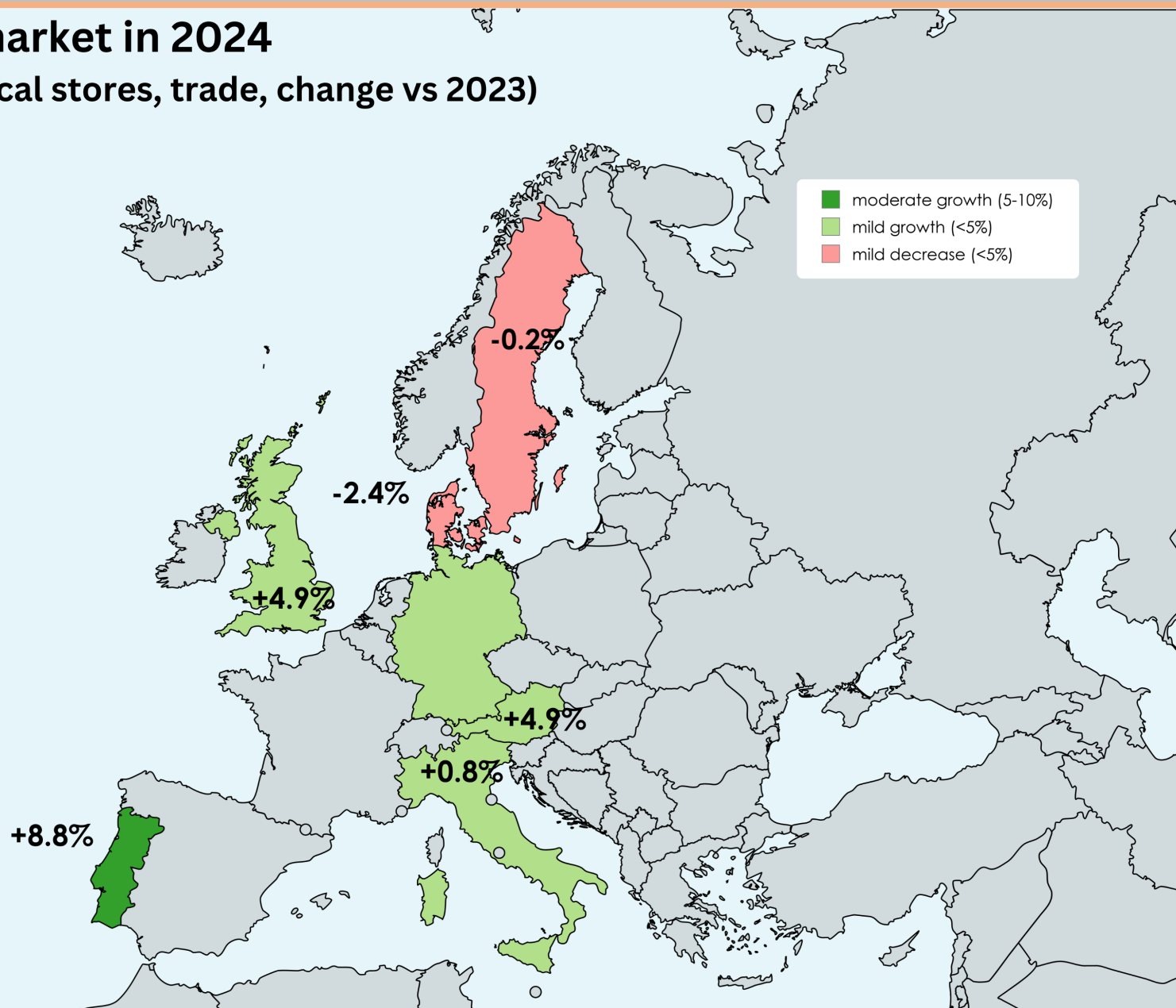
- Denmark -8.8%
- Finland +0.7%
- Germany +2.2%
- Italy +4%
- France +4%
- Sweden +10.4%
- UK + 13.3%

Audiobooks

- Denmark -6.3%
- Finland -0.4%
- Germany +7.3%
- Italy +7.1%
- Sweden +8.2%
- UK +16.2%

The book market in 2024

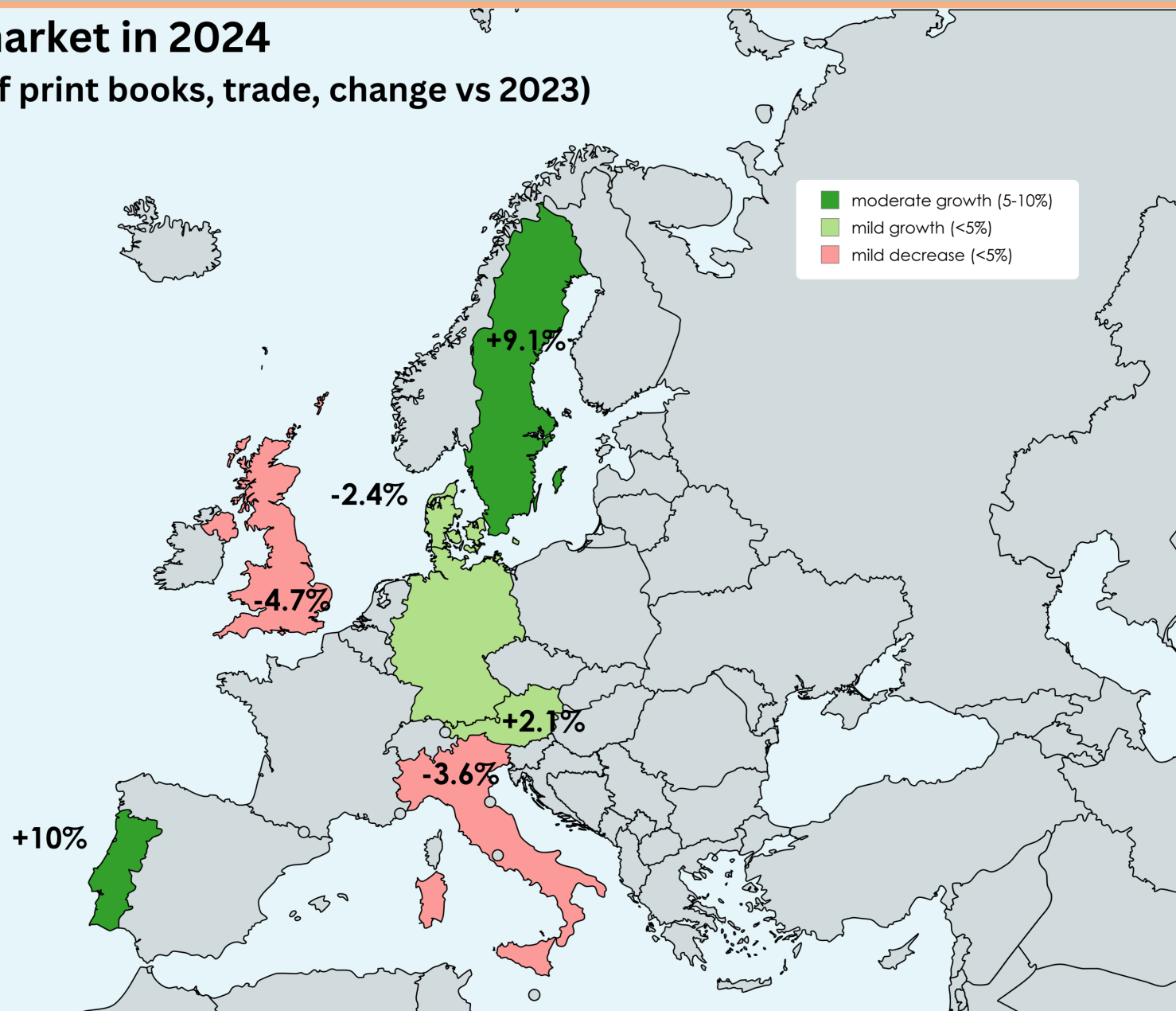
(sales in physical stores, trade, change vs 2023)



Created with mapchart.net

The book market in 2024

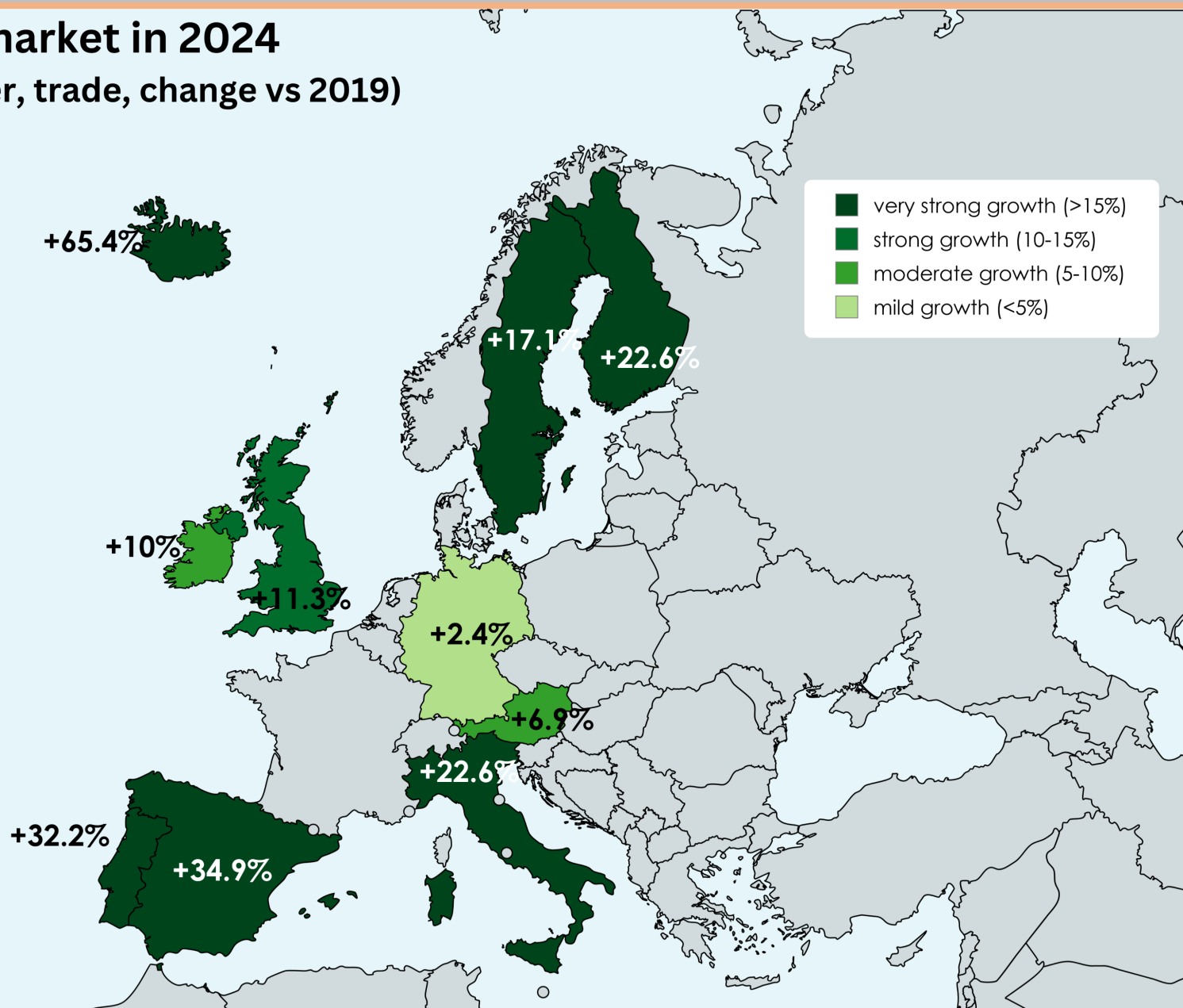
(online sales of print books, trade, change vs 2023)



Created with mapchart.net

The book market in 2024

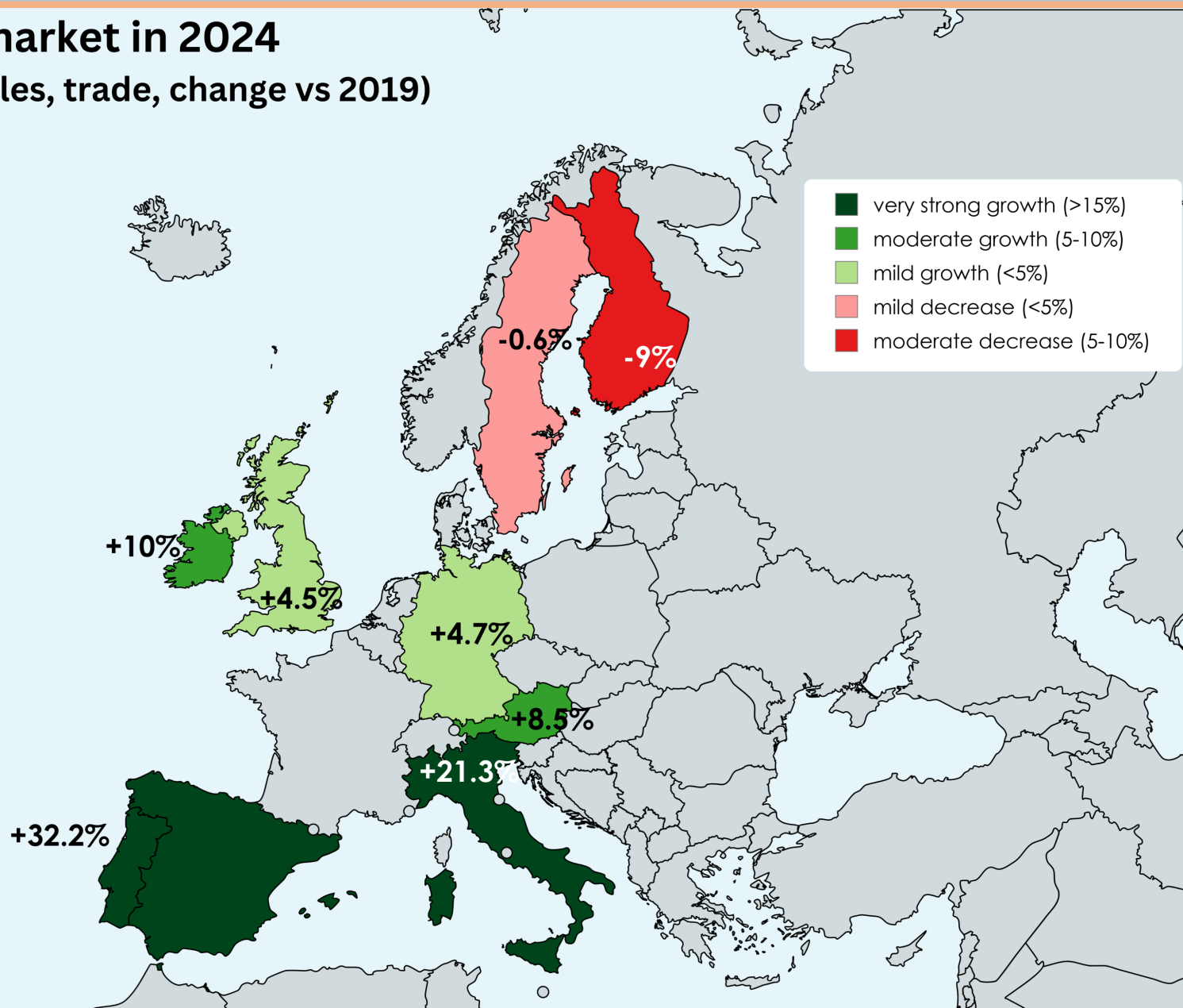
(total turnover, trade, change vs 2019)



Created with mapchart.net

The book market in 2024

(print book sales, trade, change vs 2019)



Ebooks

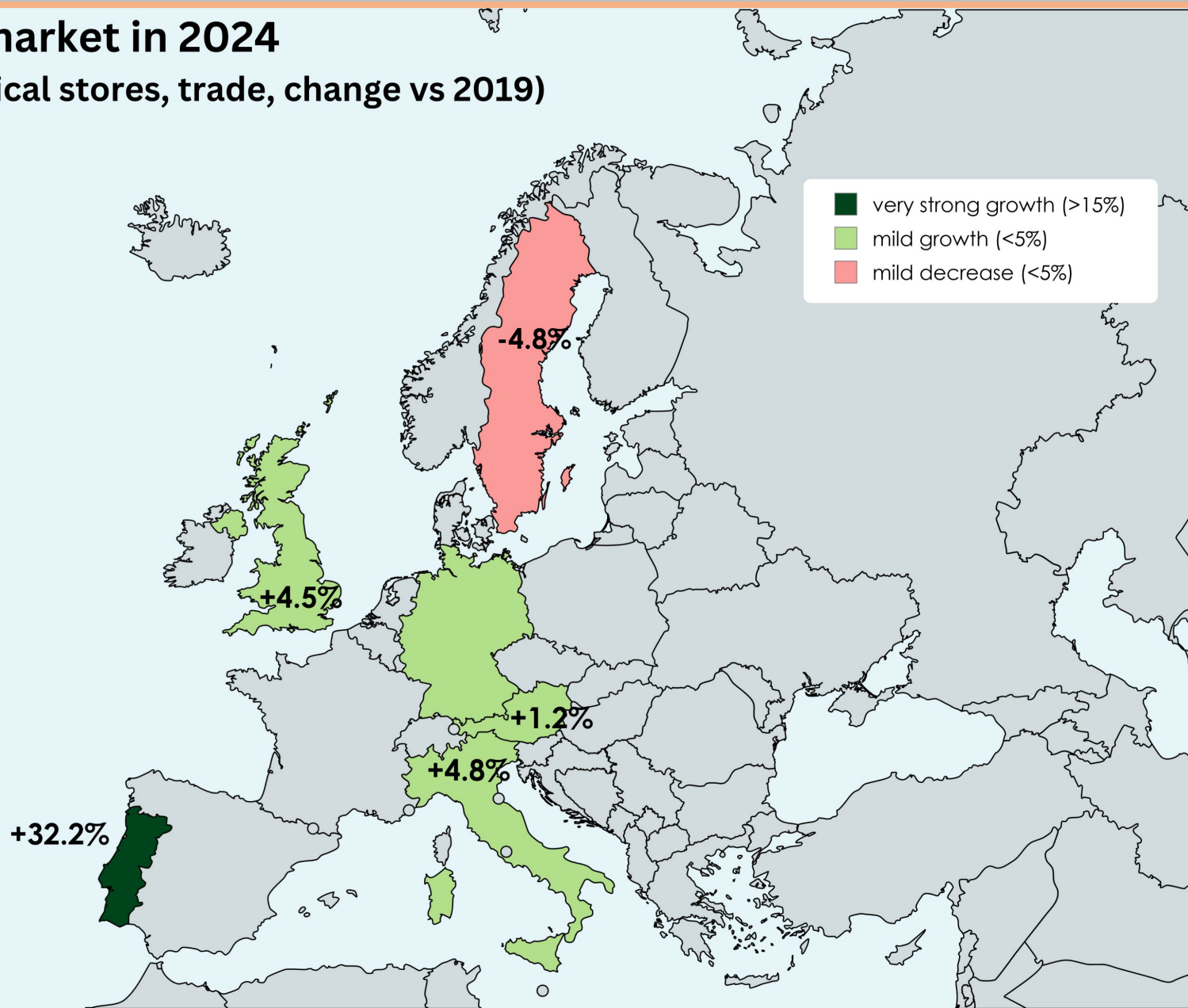
- Finland +100%
- Italy +18.6%
- Sweden +54.1%
- UK +23.7%

Audiobooks

- Finland +243.8%
- Italy +233.3%
- Sweden +61.9%
- UK +68.9%

The book market in 2024

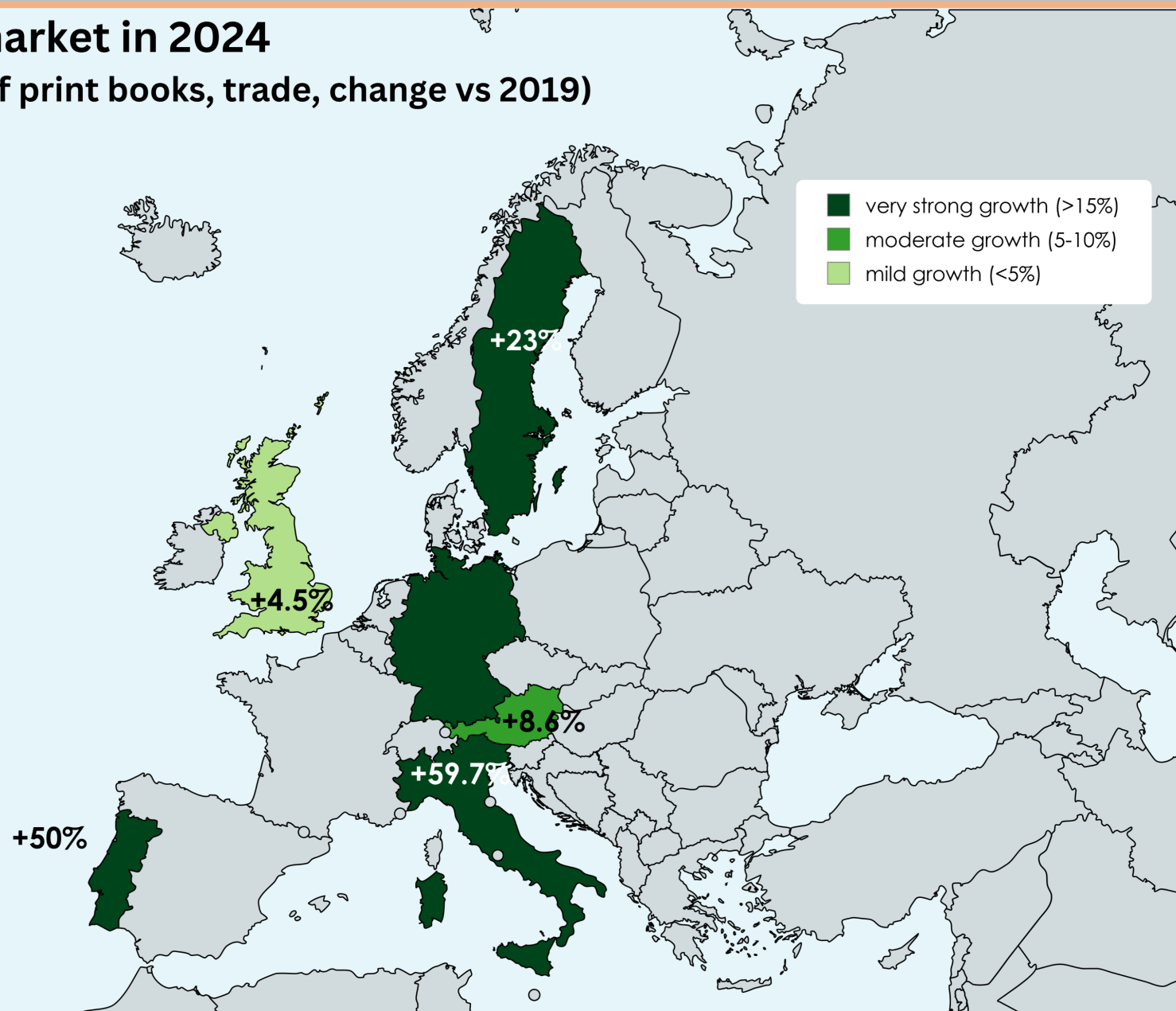
(sales in physical stores, trade, change vs 2019)



Created with mapchart.net

The book market in 2024

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

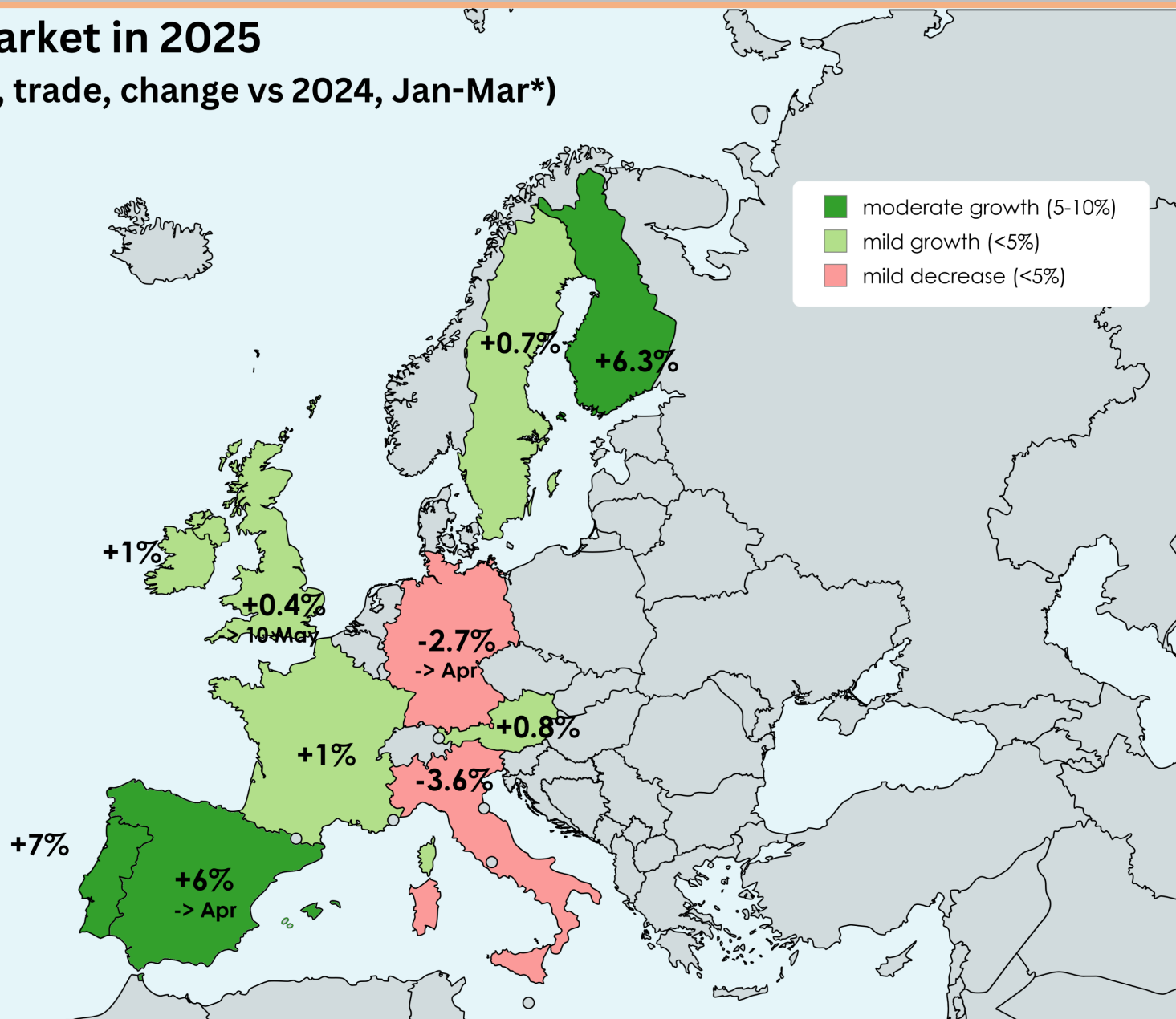


The markets in 2025



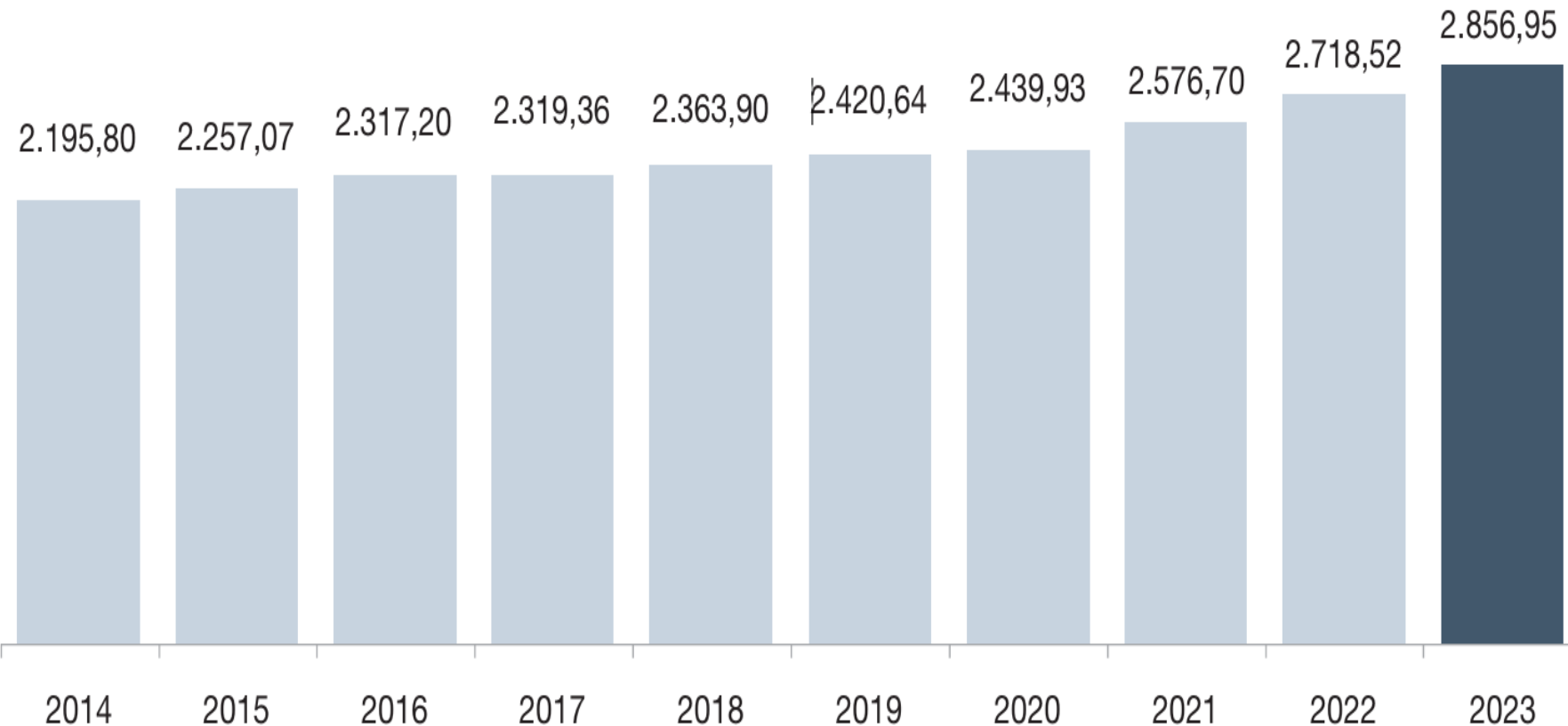
The book market in 2025

(total turnover, trade, change vs 2024, Jan-Mar*)



Same trend as previous few years:
value marginally up, volume down, prices up (with few exceptions)

Domestic publishers' turnover (market value, million Euro) Spain 2024-2023



Source: FGEE

2024: +9.8%

T1 2025: +6%

The only European market on a 10-year **growth stretch**

The **Spanish phenomenon?**