European Book Market Statistics
FEP General Assembly, Tallinn, 13 June 2025

FEDERATION OF EUROPEAN PUBLISHERS
FÉDÉRATION DES ÉDITEURS EUROPÉENS

The core data

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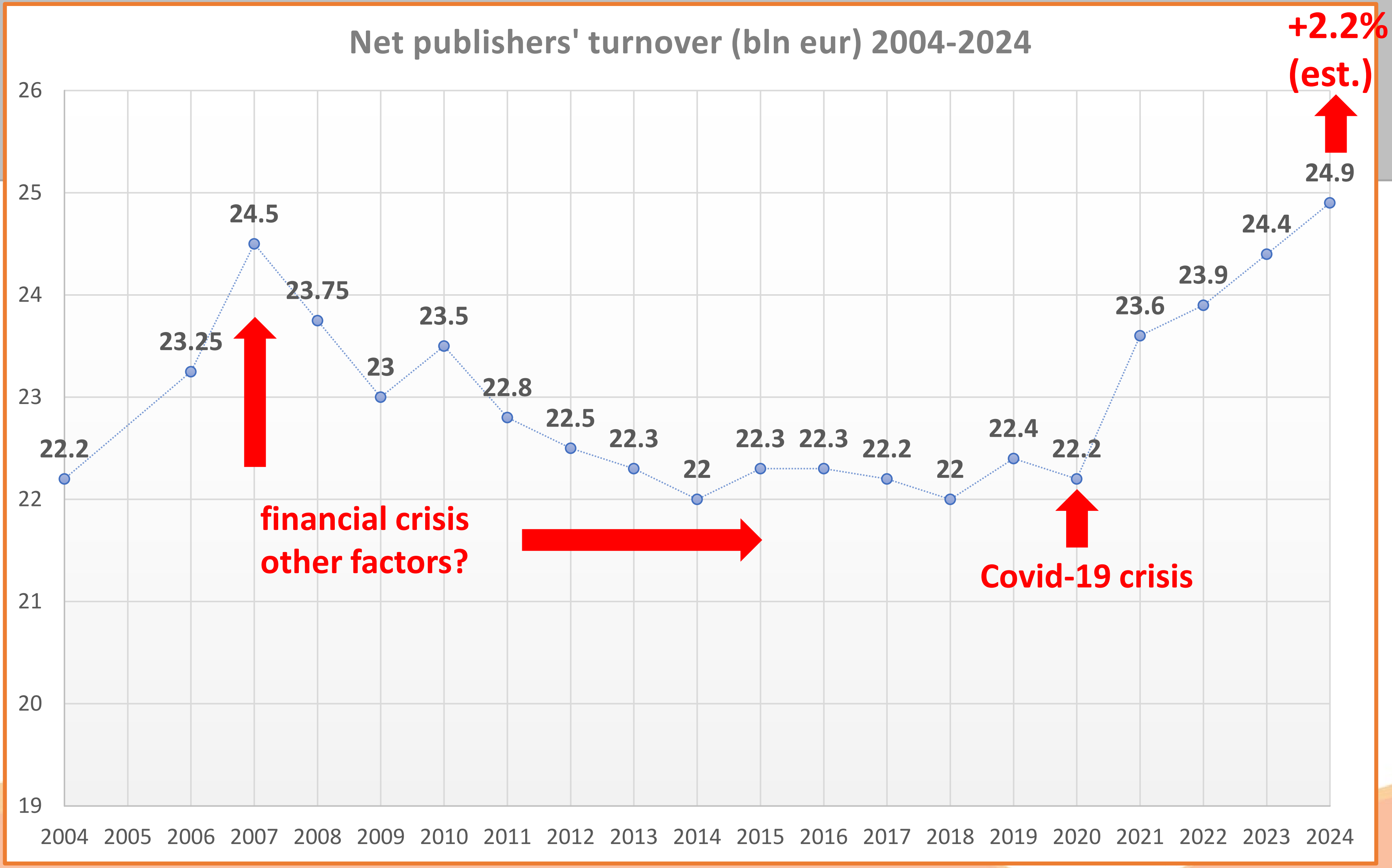

Largest cultural industry in Europe

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

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

Not pictured: **inflation**

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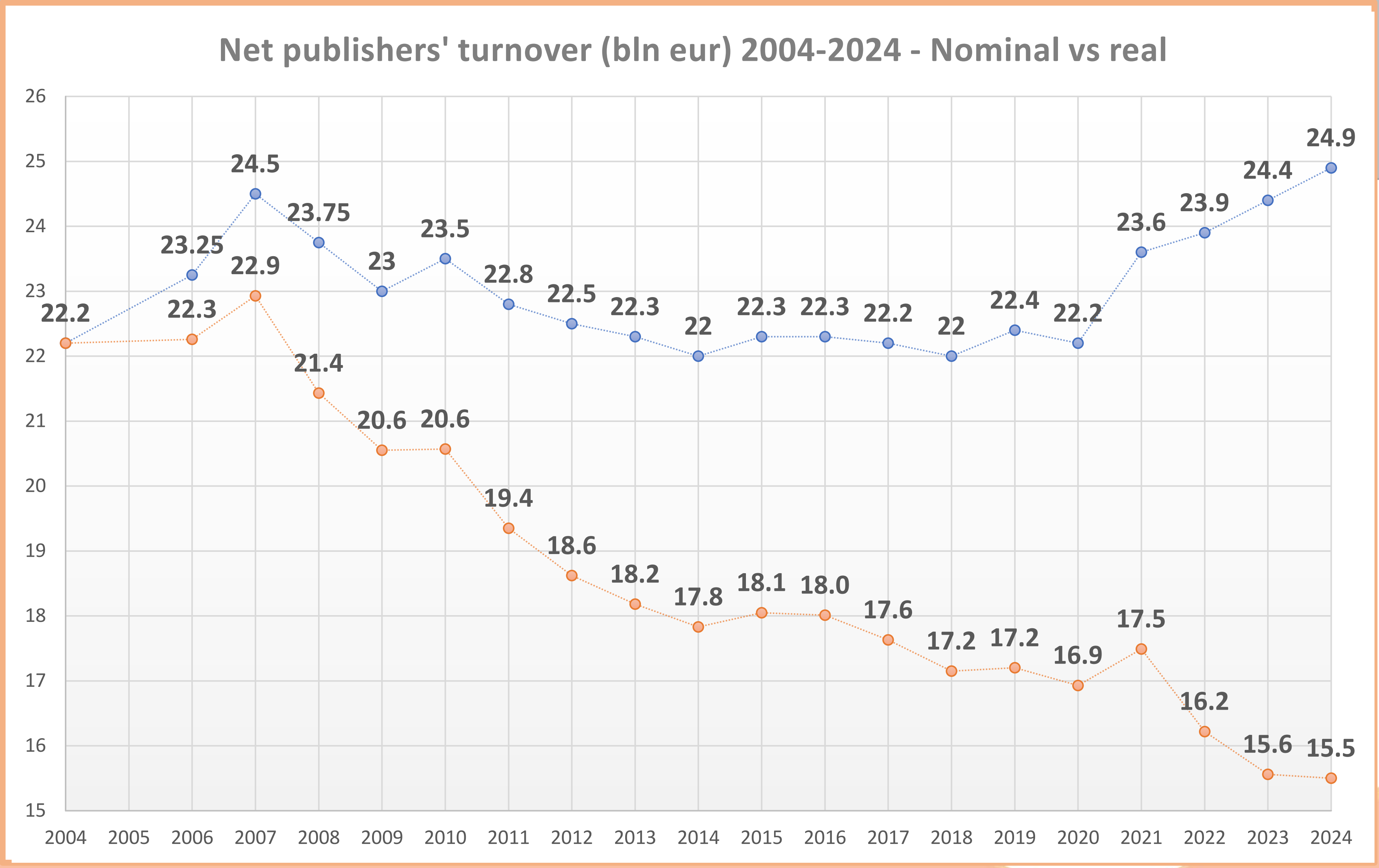

Looking at **real terms** paints a very different picture

Maybe we have a problem

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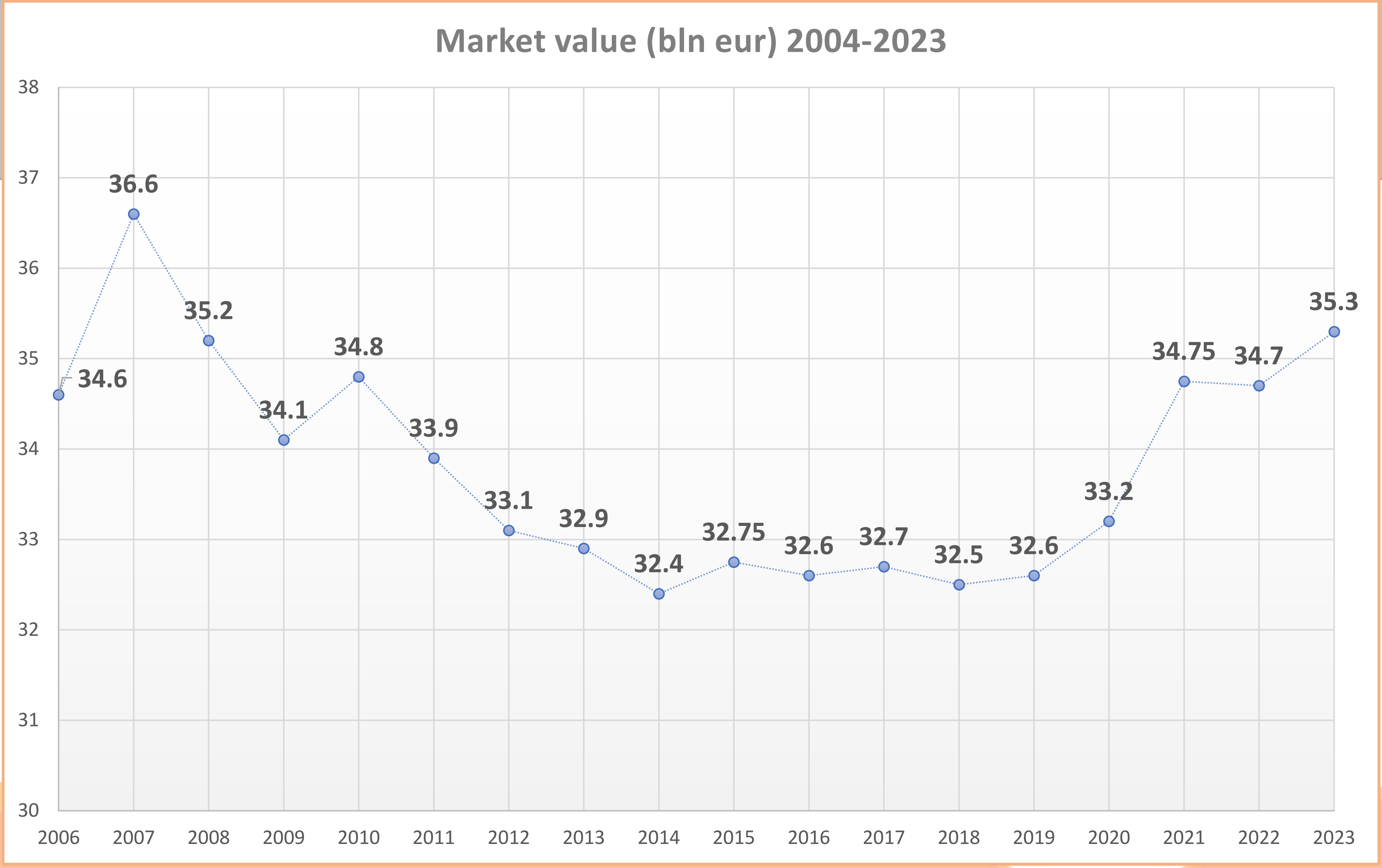
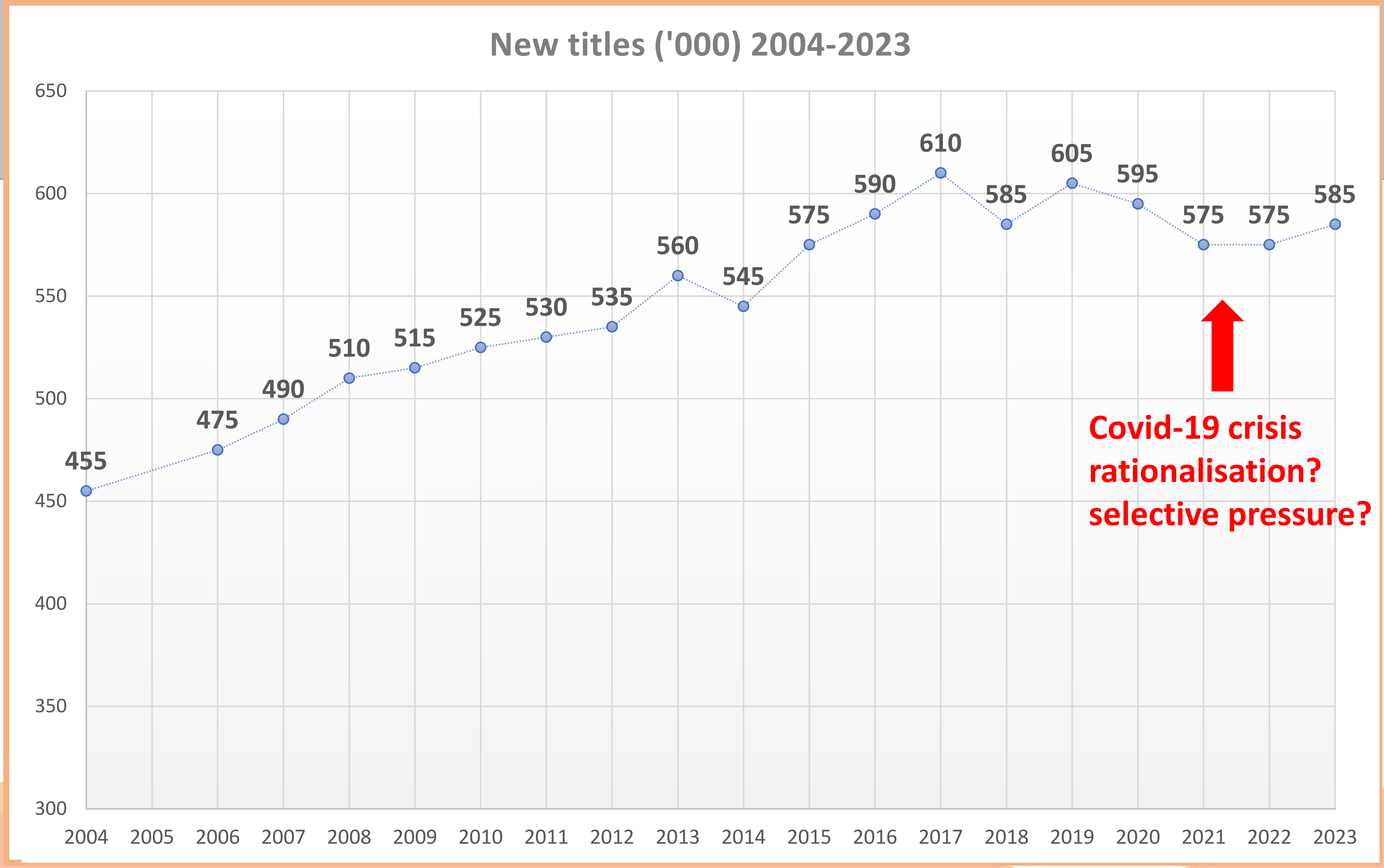


Sales at cover price follow similar trend as net turnover

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**



First editions in print, all categories

Mixed picture in major markets

Copies sold in 2023 (all formats)
> 2.5 billion

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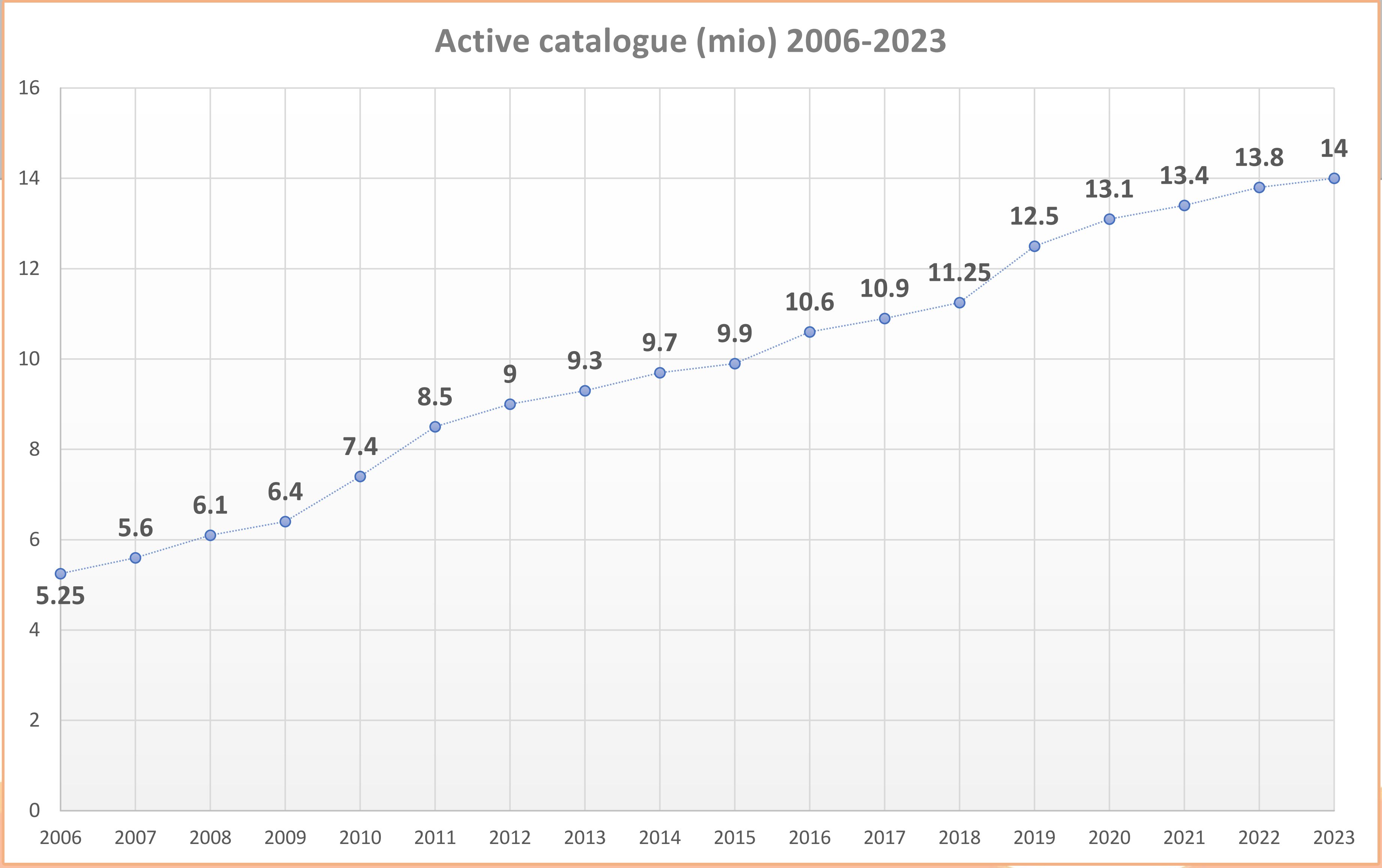

Of which some **3.3 million** in **digital/audio** format

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

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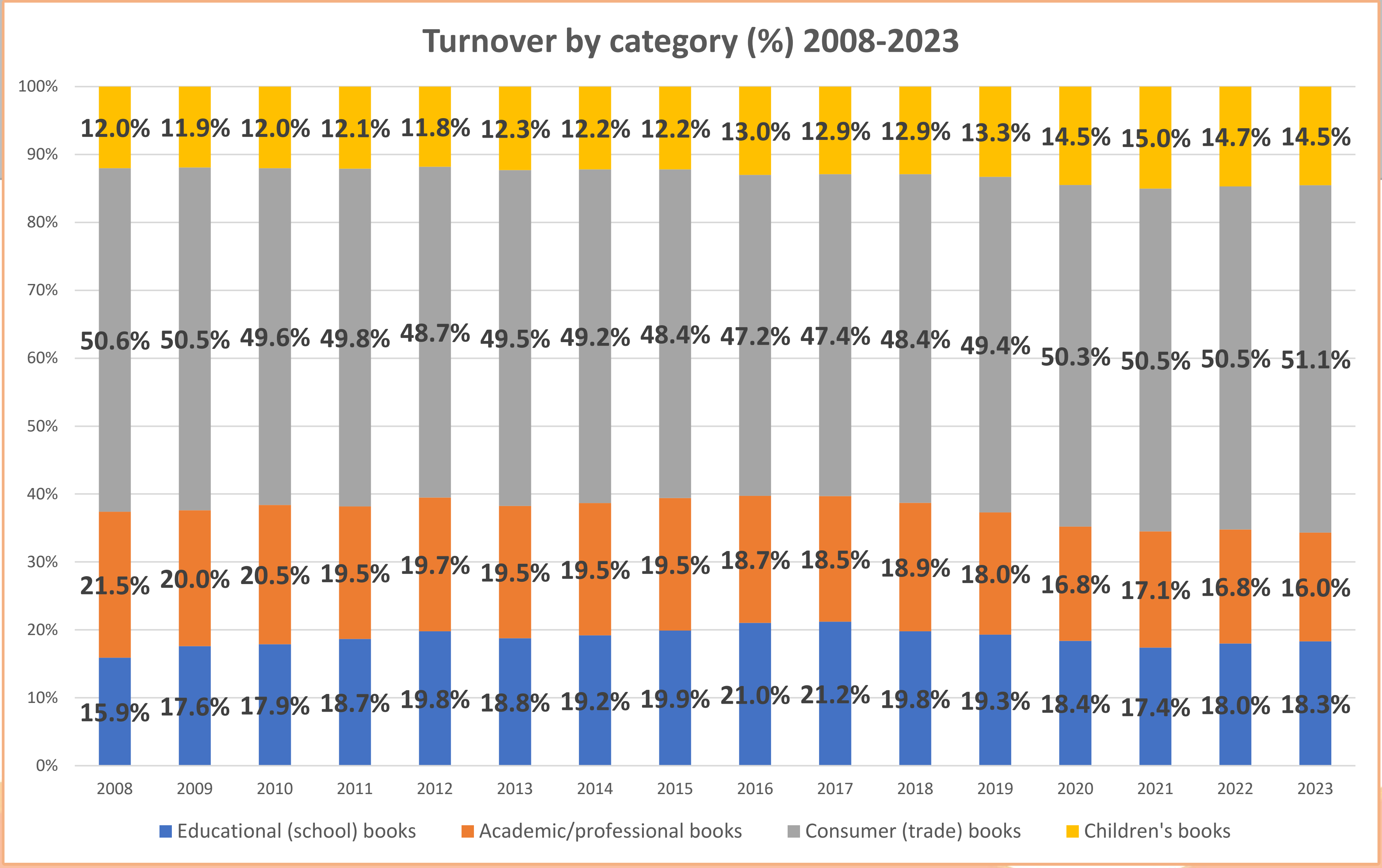
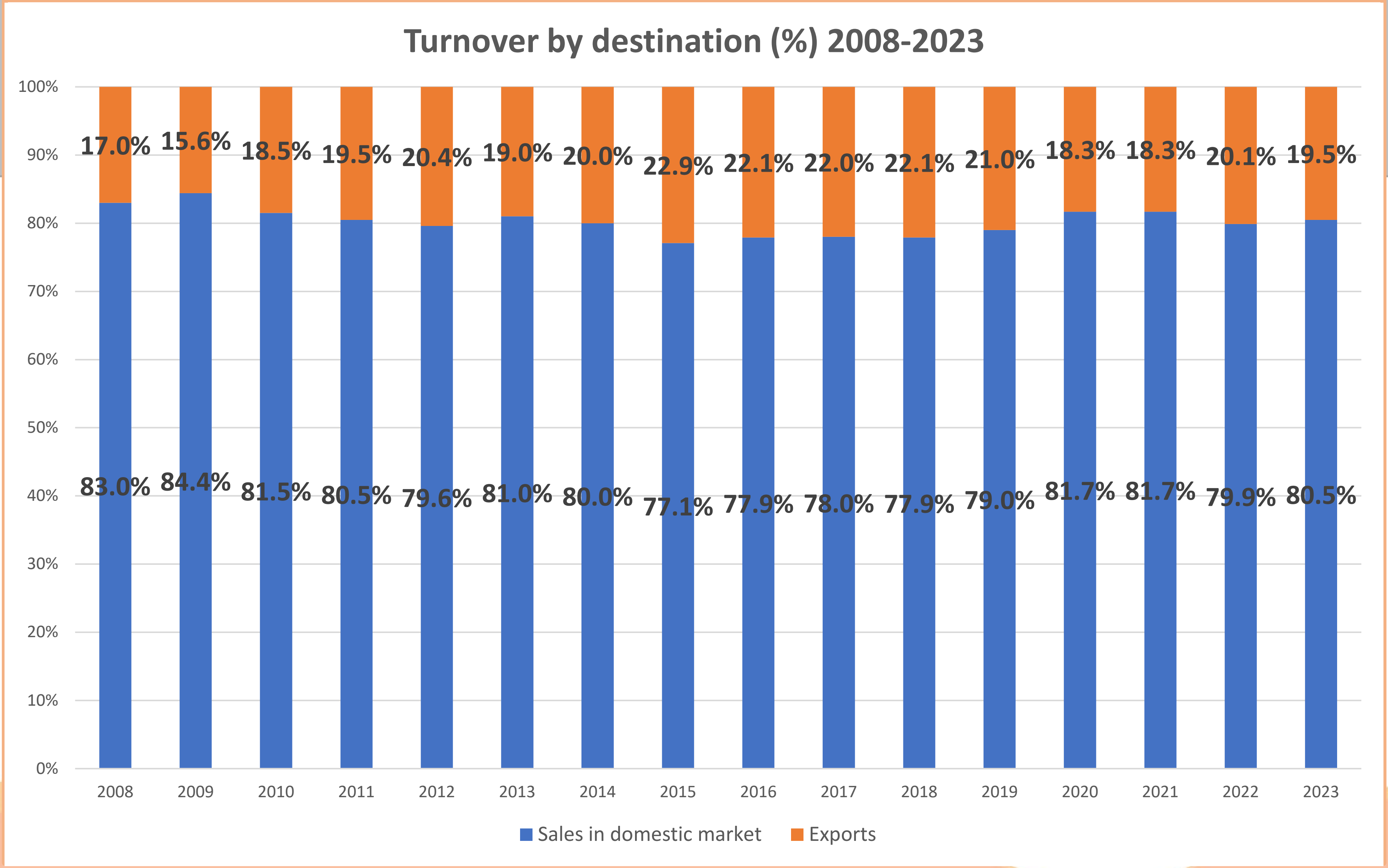
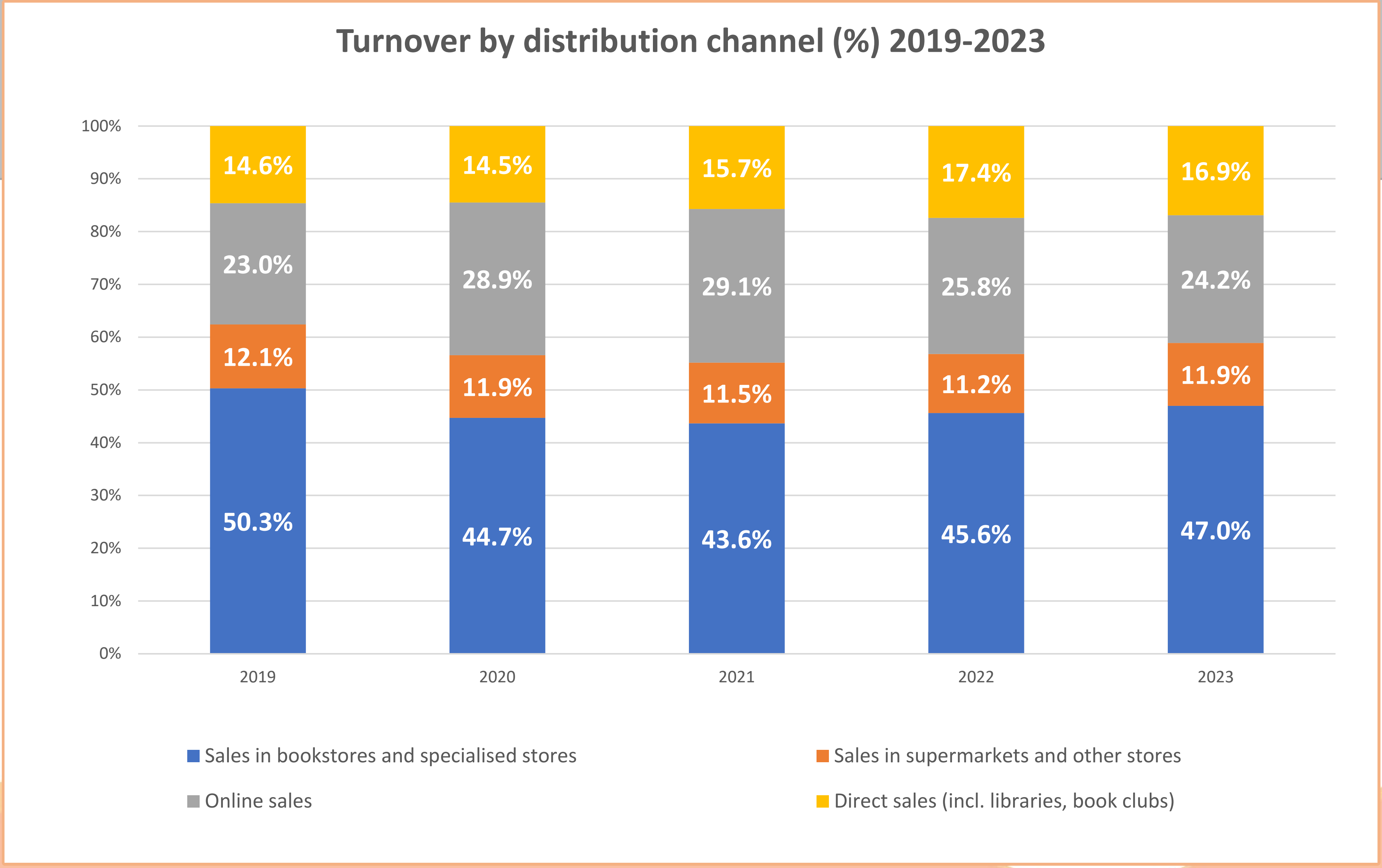


Children's books still going strong (small slowdown)

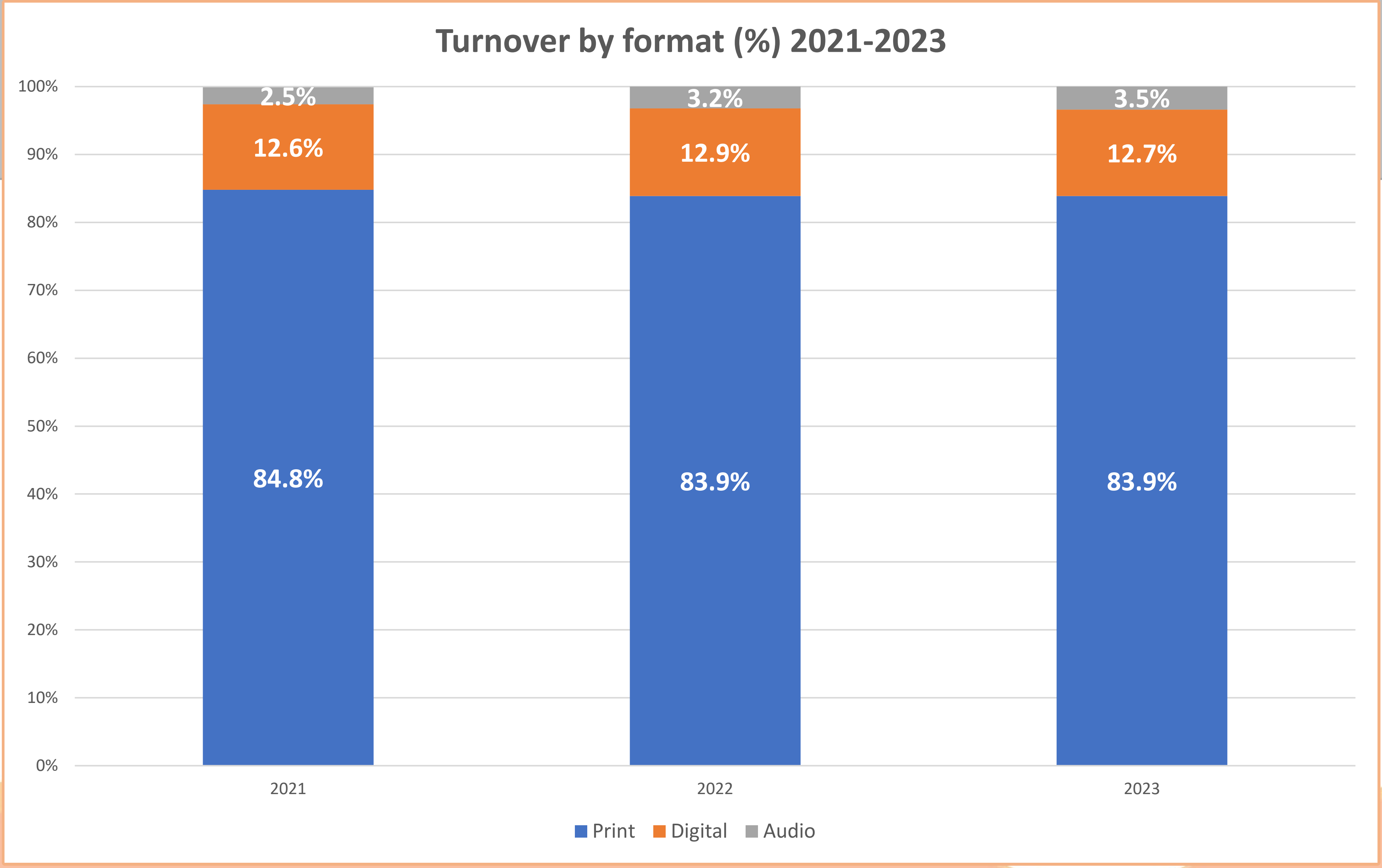
Trade books at highest share so far



Exports recovered after Covid, remain around one fifth of turnover



Gradual return to **bookstores** seems to continue



Print books by far largest share

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

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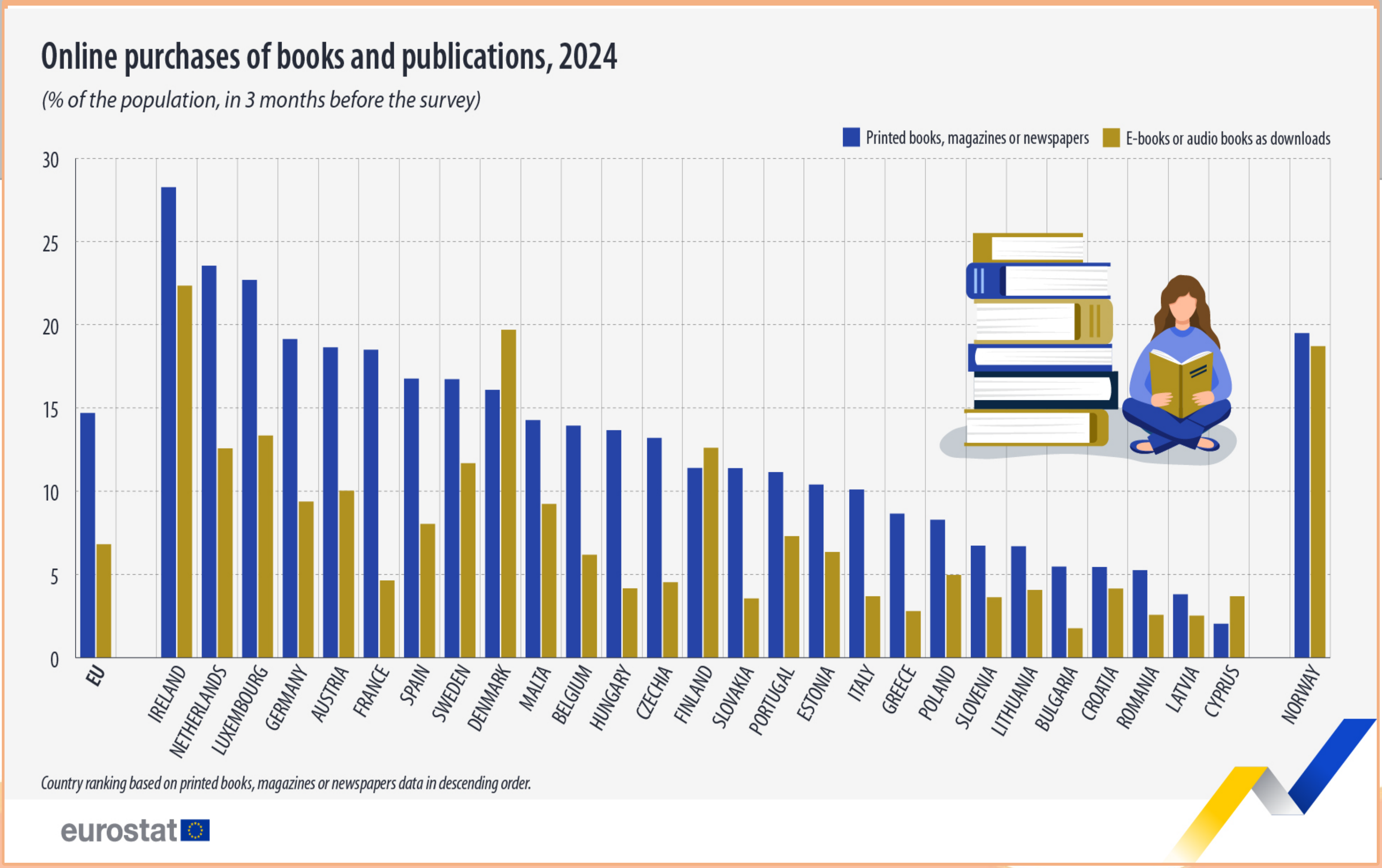

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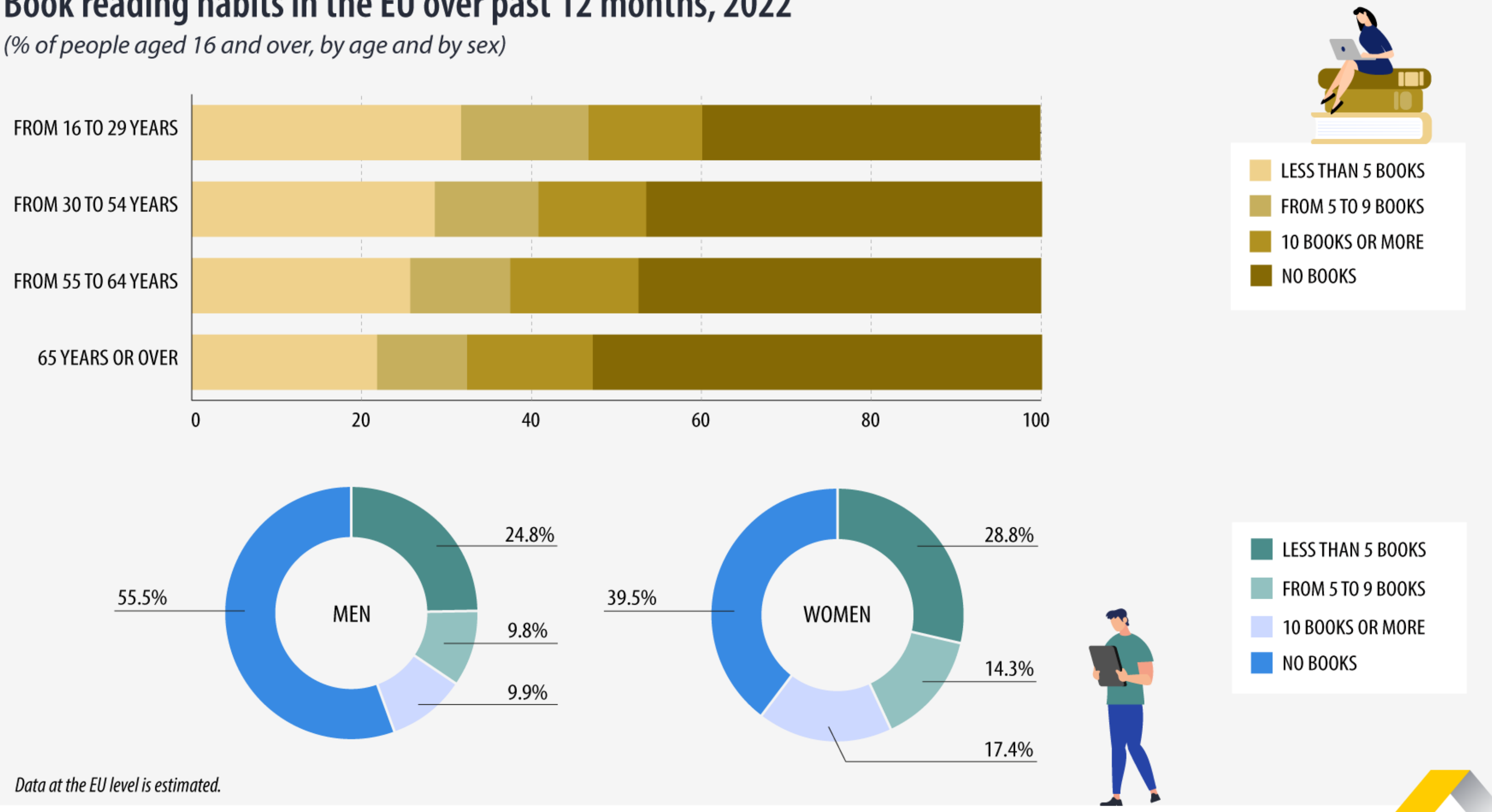
Book reading habits in the EU over past 12 months, 2022

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



Data at the EU level is estimated.

eurostat

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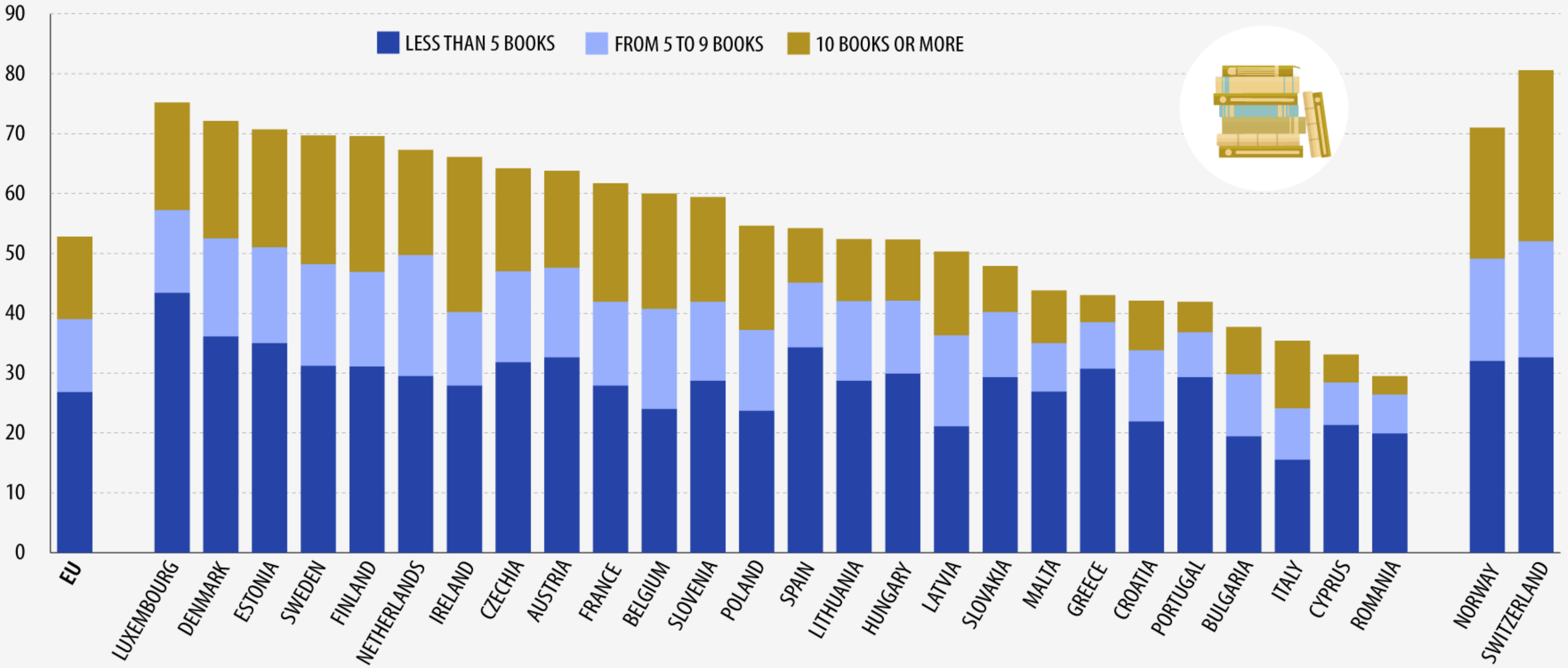
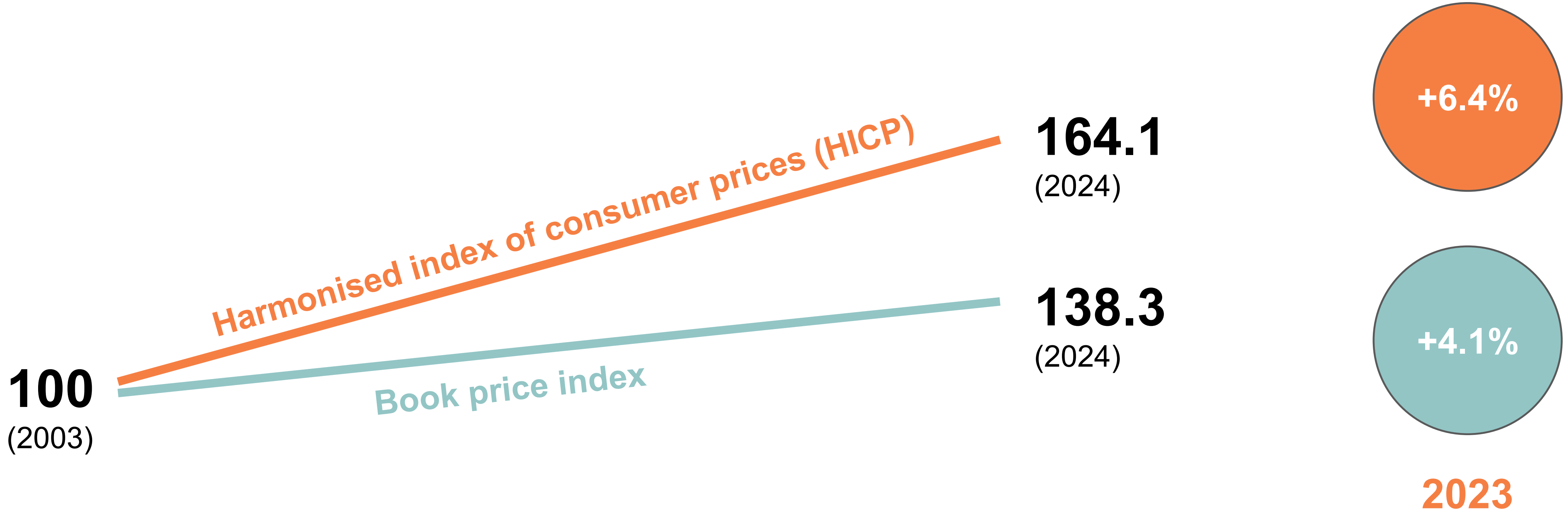


Data at the EU level is estimated.
Germany: no data available.

eurostat

Book prices grow below inflation



Source: EUROSTAT

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The markets in 2024

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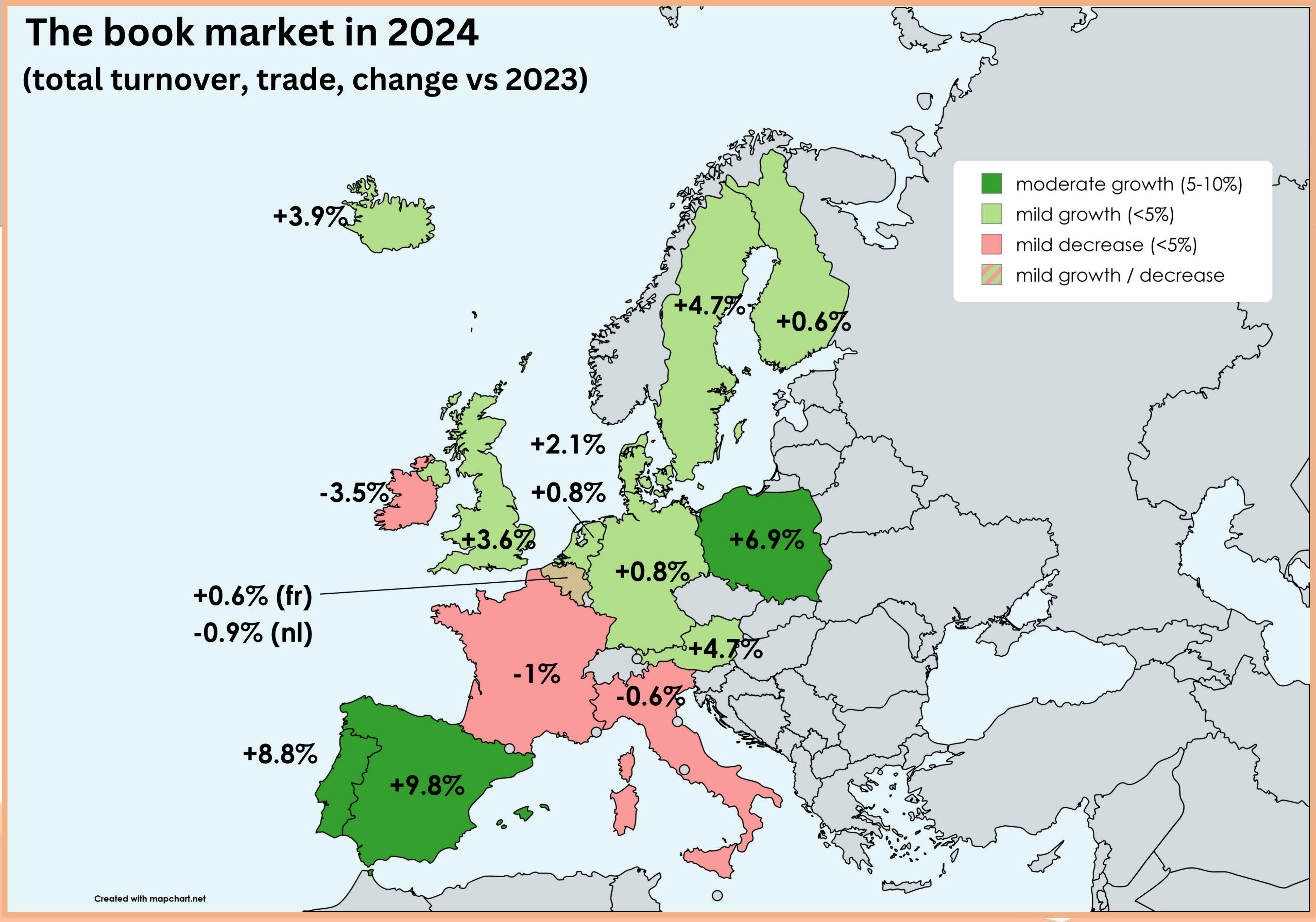

Total +2.2% (est.)

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

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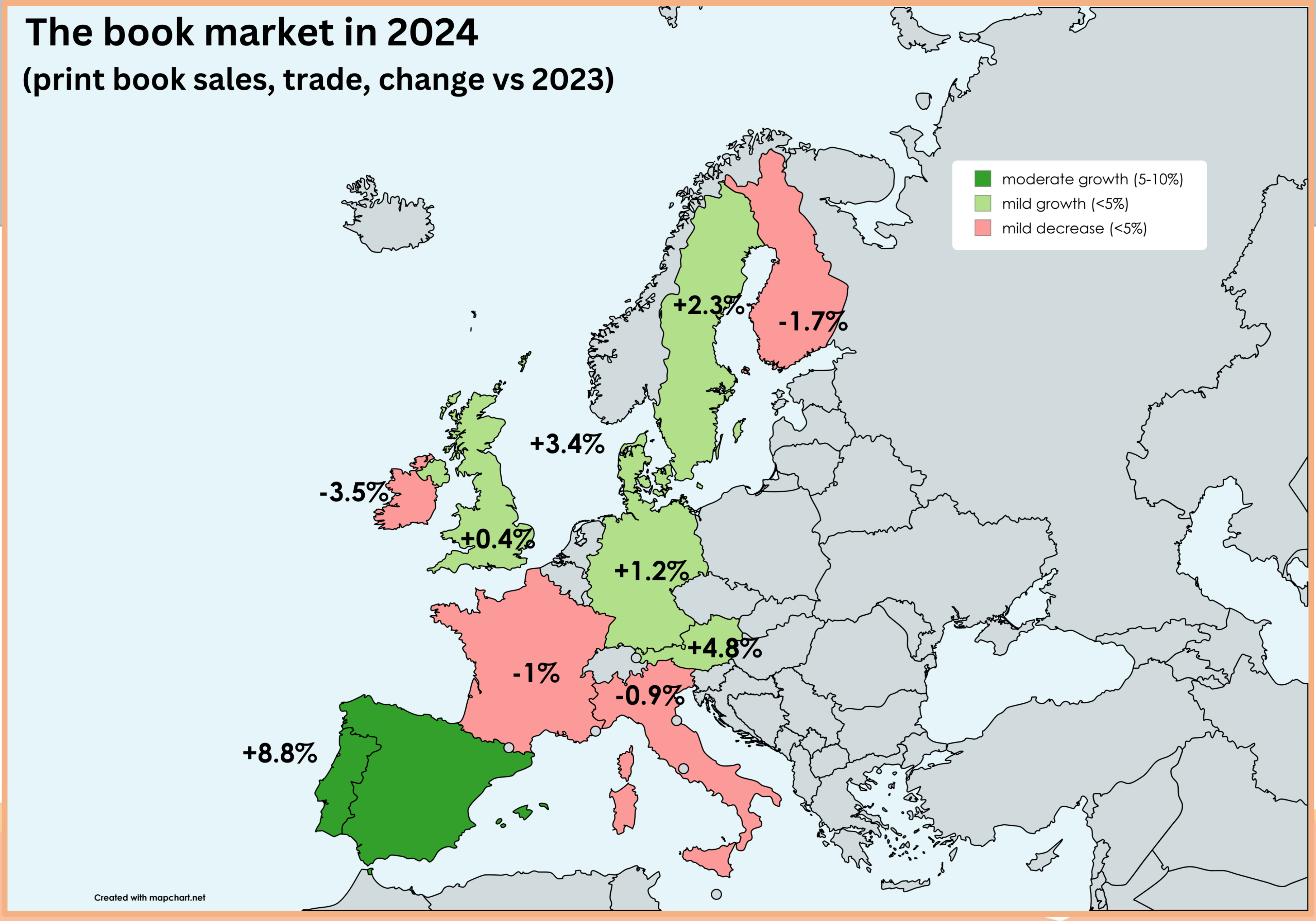

Ebooks

- 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%

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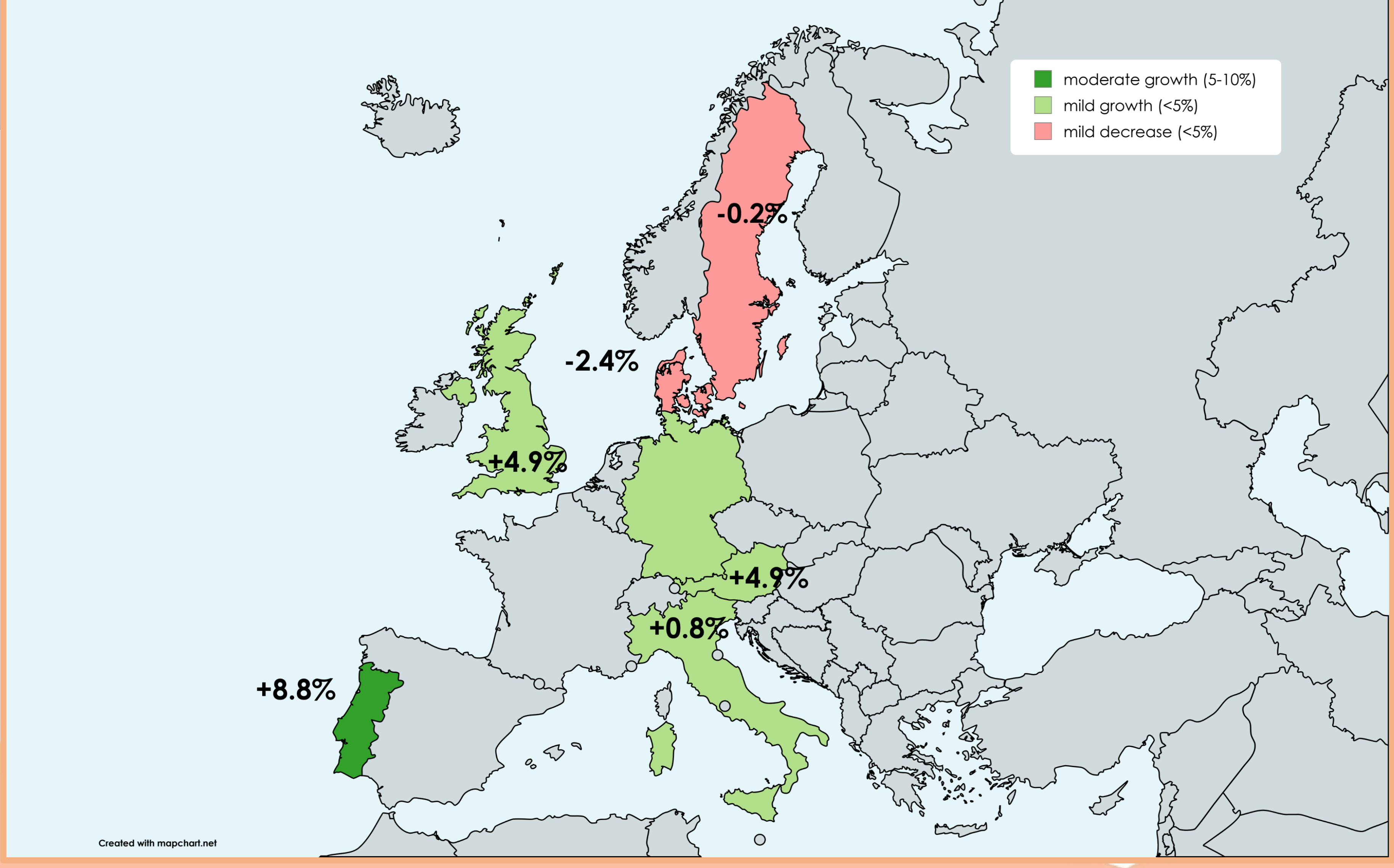
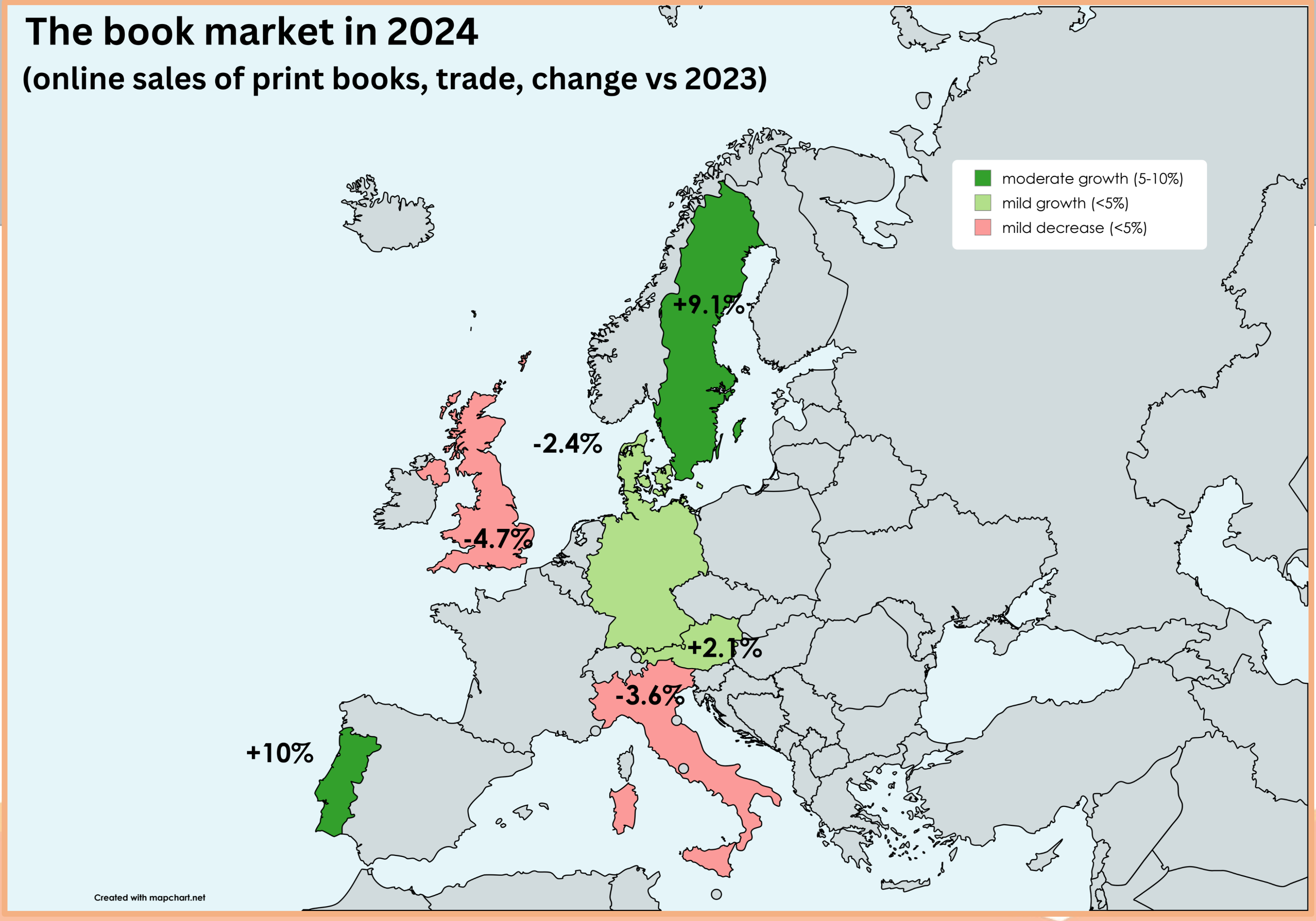
The book market in 2024

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





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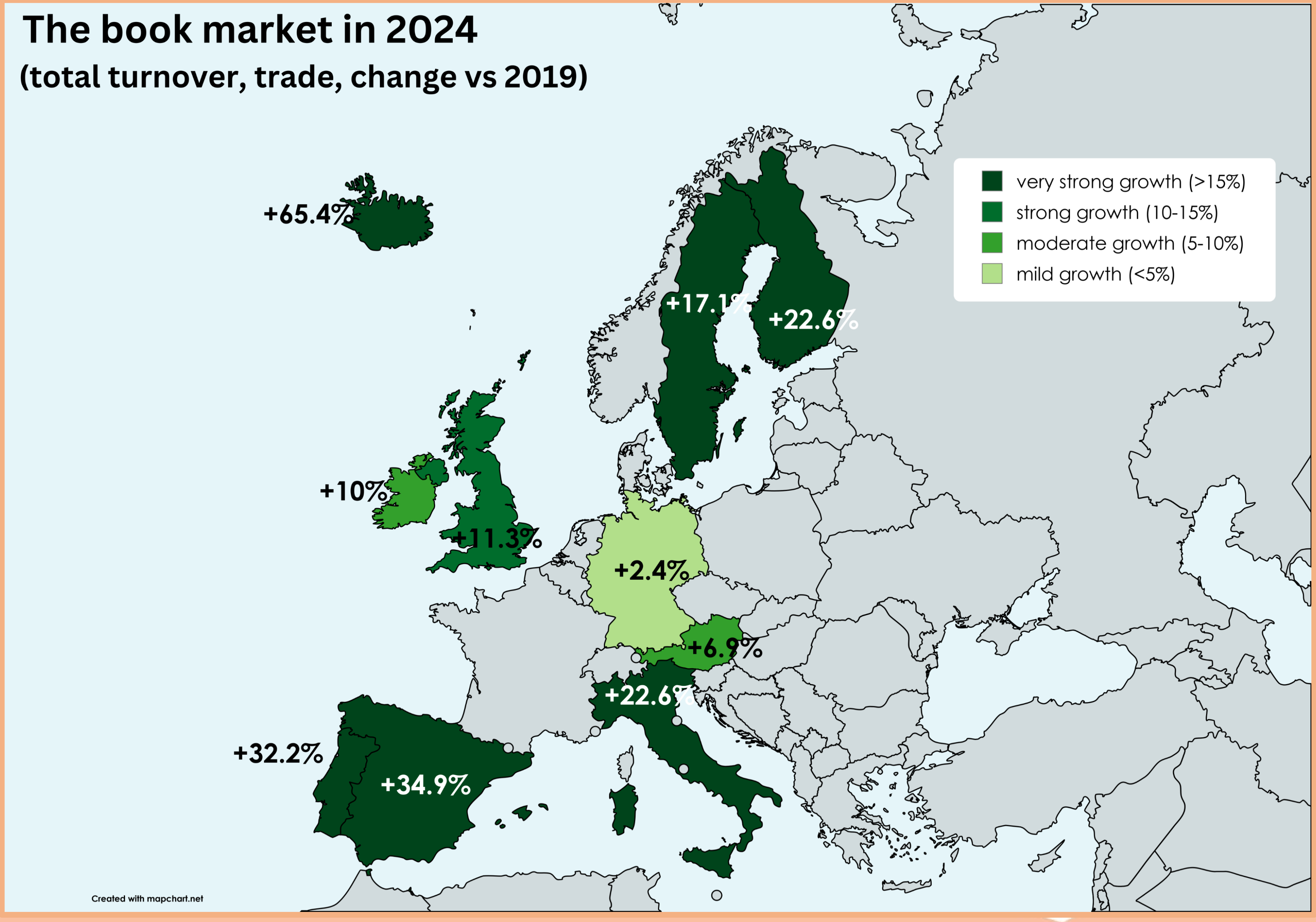
The book market in 2024

(total turnover, trade, change vs 2019)



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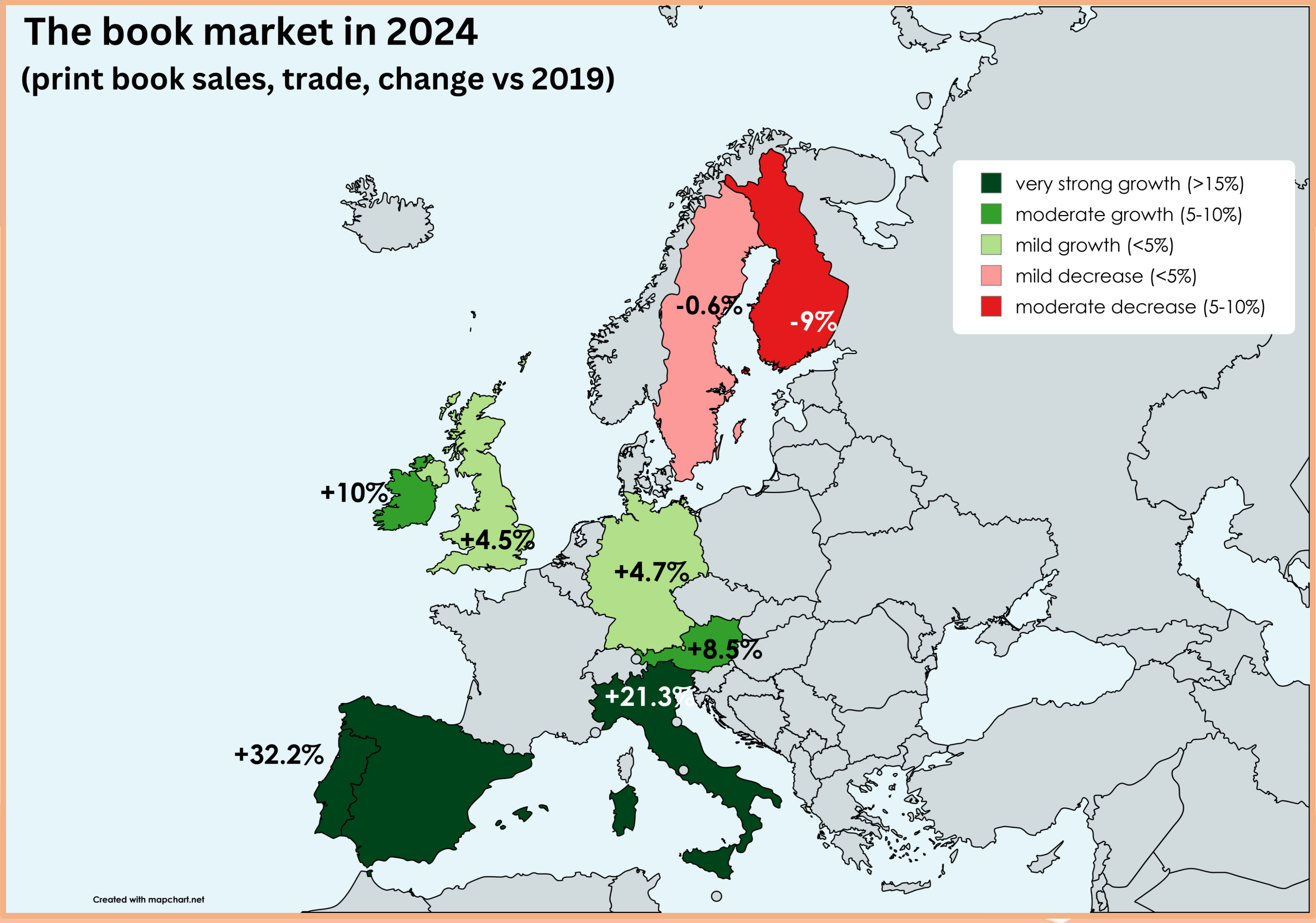

Ebooks

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

Audiobooks

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

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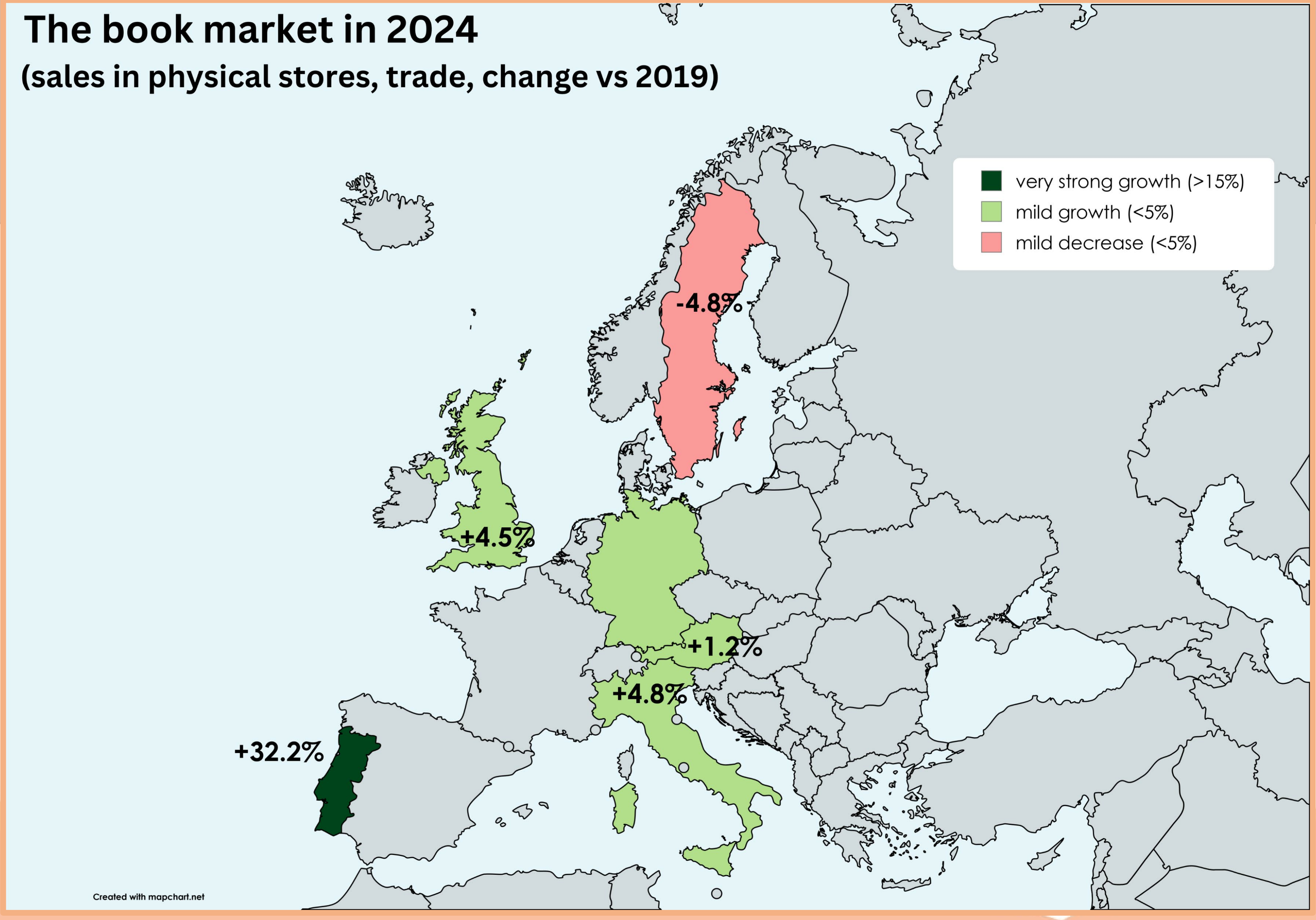
(sales in physical stores, trade, change vs 2019)



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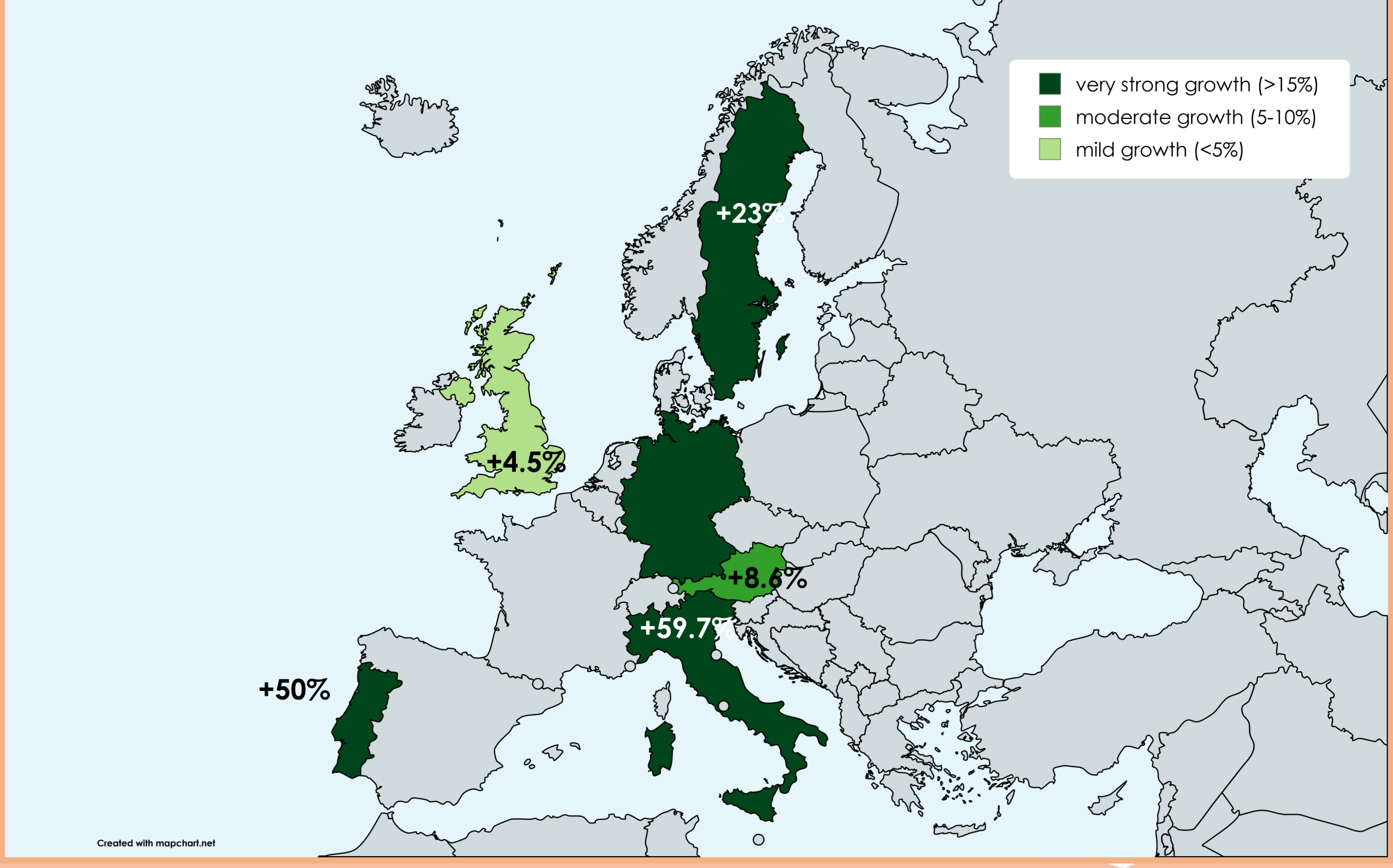
The book market in 2024

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



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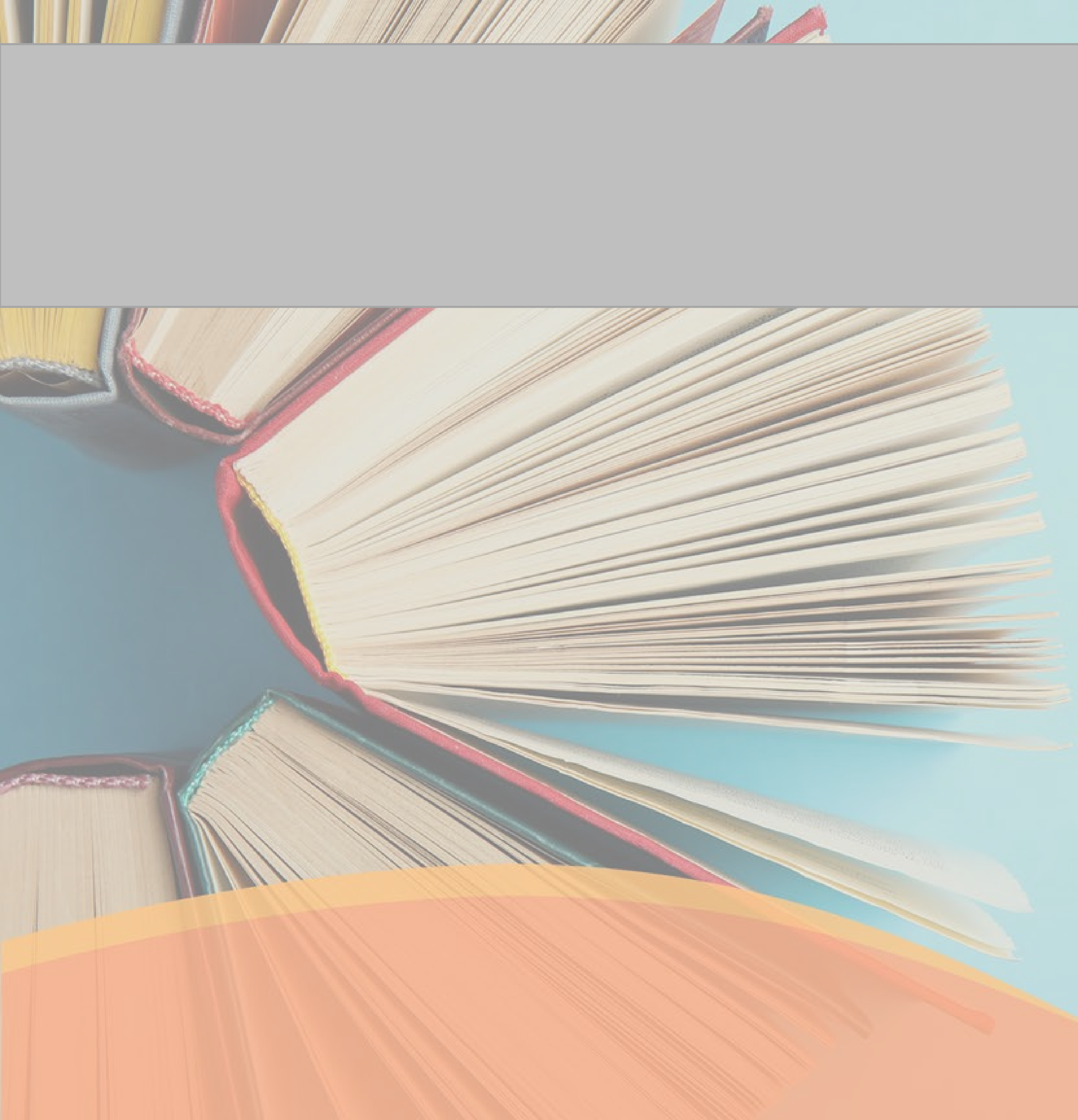

The markets in 2025

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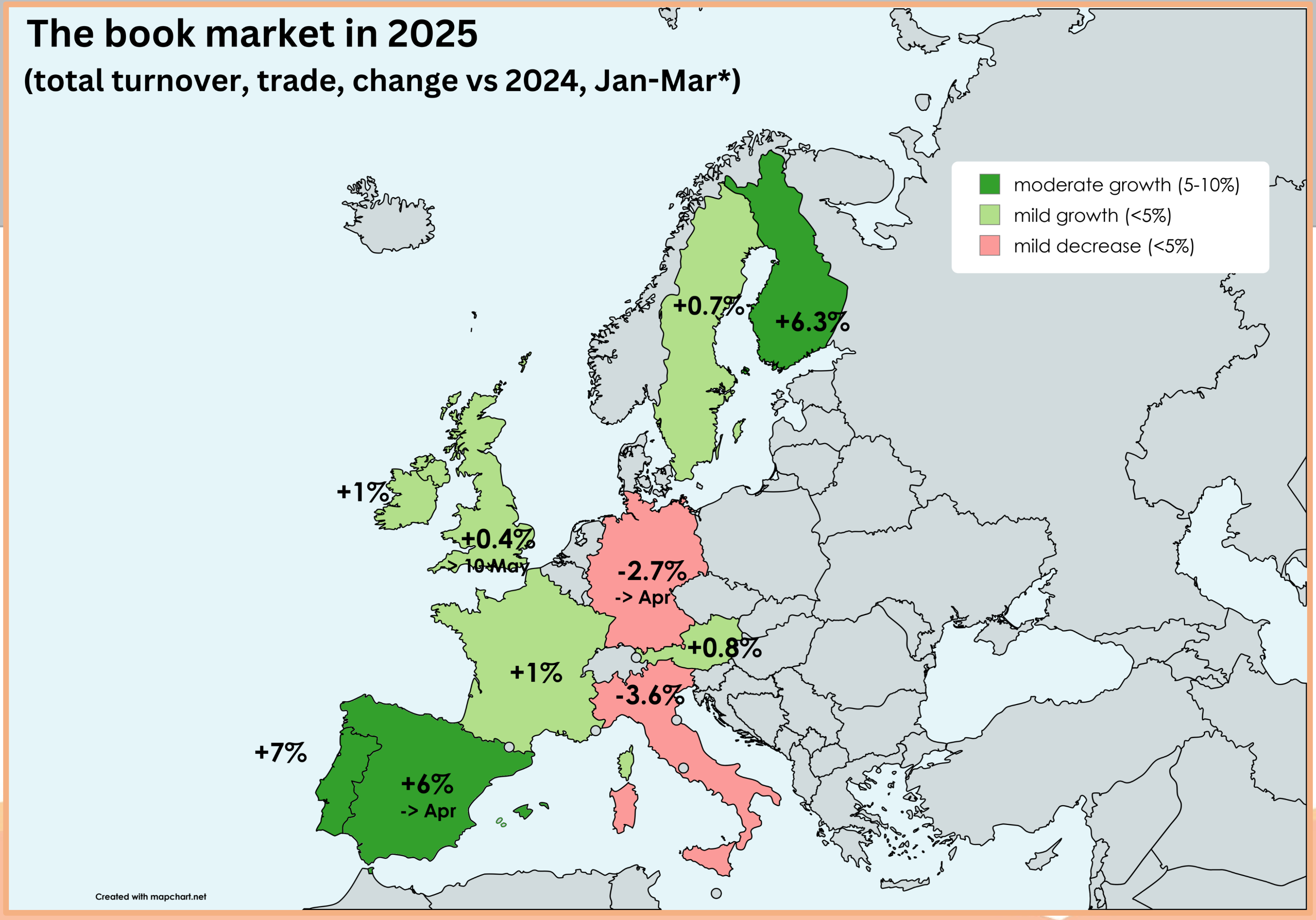

Same trend as previous few years: **value marginally up**, **volume down**, **prices up** (with few exceptions)

2024: +9.8%

T1 2025: +6%

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

The **Spanish phenomenon**?