Opening by FEP President
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The core data
Market value at cover price ca. 37-38 bln euro.
First editions in print, all categories

Copies sold in 2022 (all formats)

> 2.5 billion
Of which some 3.2 million in digital/audio format
Children’s books still going strong
A significant export share (on the rise)
Turnover by distribution channel (%) 2019-2022

- **Sales in bookstores and specialised stores**
- **Sales in supermarkets and other stores**
- **Online sales**
- **Direct sales (incl. libraries, book clubs)**

2019:
- 50.3%
- 14.6%
- 23.0%
- 12.1%

2020:
- 44.7%
- 14.5%
- 28.9%
- 11.9%

2021:
- 43.6%
- 15.7%
- 29.1%
- 11.5%

2022:
- 45.6%
- 17.4%
- 25.8%
- 11.2%

Return to bookstores?
Print books by far largest share
The rise of audiobooks
• Biggest markets: turnover
  1. Germany
  2. UK
  3. France
  4. Italy
  5. Spain
  6. Netherlands

• Biggest markets: titles published
  1. UK
  2. Germany
  3. Spain
  4. Italy
  5. France
  6. Poland
The markets in 2022
The book market in 2022
(totat turnover, all categories/trade*, change vs 2021)

Total +1.3%
The book market in 2022
(print book sales, all categories/trade*, change vs 2021)

Ebooks
- Denmark -15.5%
- Finland -5.5%
- France +4.4%
- Germany -0.2%
- Italy -8%
- Norway +13%
- Sweden -6.6%

Audiobooks
- Denmark +8.3%
- Finland +16.2%
- Germany +20.3%
- Norway +20%
- UK +8.1%
The book market in 2022
(sales in bookshops, trade, change vs 2021)

Legend:
- very strong growth (>15%)
- strong growth (10-15%)
- moderate growth (5-10%)
- mild growth (<5%)
- mild decrease (<5%)
- strong decrease (10-15%)
The book market in 2022
(online sales of print books, trade, change vs 2021)
The book market in 2022
(total turnover, all categories/trade*, change vs 2019)

2022 still better than 2019
The book market in 2022
(print book sales, all categories/trade*, change vs 2019)

Ebooks
- Denmark -25.3%
- Finland +88.2%
- France +22.8%
- Germany +19.7%
- Italy +11.3%
- Norway +23%
- Sweden +21.5%

Audiobooks
- Denmark +112.8%
- Finland +225.6%
- Germany +91.5%
- Italy +177.8%
- Norway +80.1%
- UK +68.8%
The book market in 2022
(sales in bookshops, trade, change vs 2019)

- very strong growth (>15%)
- strong growth (10-15%)
- mild decrease (<5%)
- moderate decrease (5-10%)
- strong decrease (>10%)

13.6% 12.2% 10.3% 8.1% 6.5% 1.4% 0% -3.7% -7.7% -8.1% -10.3%
The book market in 2022
(online sales of print books, trade, change vs 2019)
The markets in 2023
The book market in 2023
(totals turnover, trade*, change vs 2022)

- 12.2% --> Feb
- 4% --> Aug
- 12.6% --> Mar
- 5% --> May
- 2% --> Jun
- 0.2% --> Apr
- 3.9% --> Jun
- 3.2% --> Aug
- 0.4% --> Mar
- 0.6% --> Jun
- -9% --> Sep

Legend:
- Green: strong growth (10-15%)
- Dark green: moderate growth (5-10%)
- Light green: mild growth (<5%)
- Pink: mild decrease (<5%)
- Red: moderate decrease (5-10%)
THANK YOU!