**INDUSTRIES & MARKETS** 

## Book market in the U.S.



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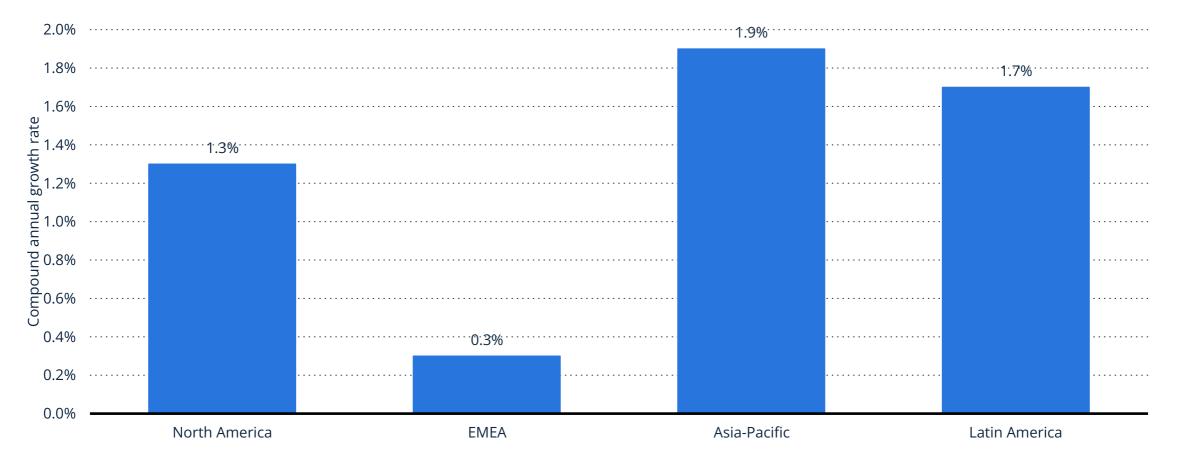


CHAPTER 01



# Compound annual growth rate of global book publishing revenue between 2018 and 2023, by region

Growth of the global book publishing revenue 2018-2023, by region

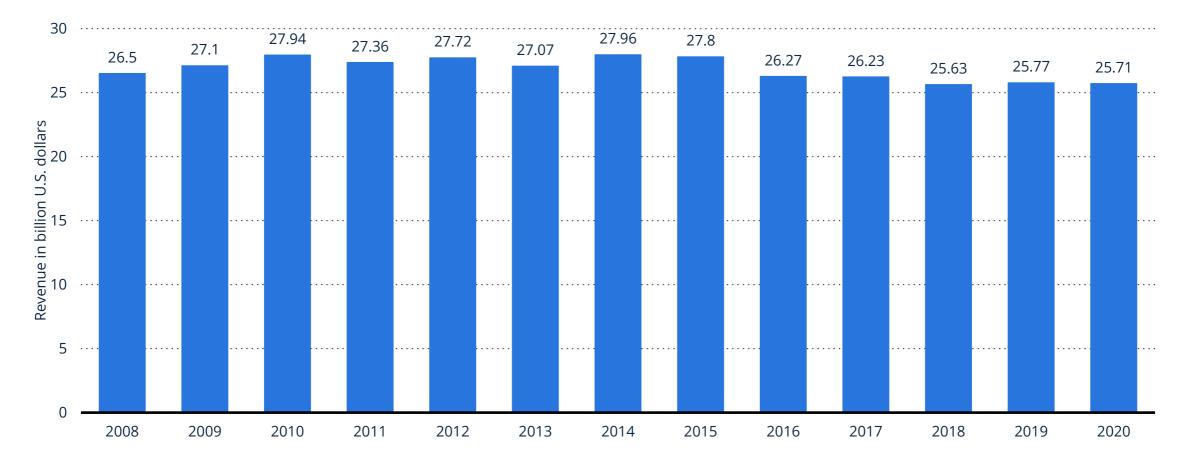


Description: Data on the compound annual growth rate of global book publishing revenue between 2018 and 2023 shows that growth will occur across all world regions, with Asia Pacific leading the way. The CAGR for books revenue in this part of the world will amount to 1.9 percent, outperforming North America and Latin America. Read more Note(s): Worldwide; 2019; forecast Source(s): PwC



# Net revenue of the book publishing industry in the United States from 2008 to 2020 (in billion U.S. dollars)

Revenue of the U.S. book publishing industry 2008-2020



statista 🍒

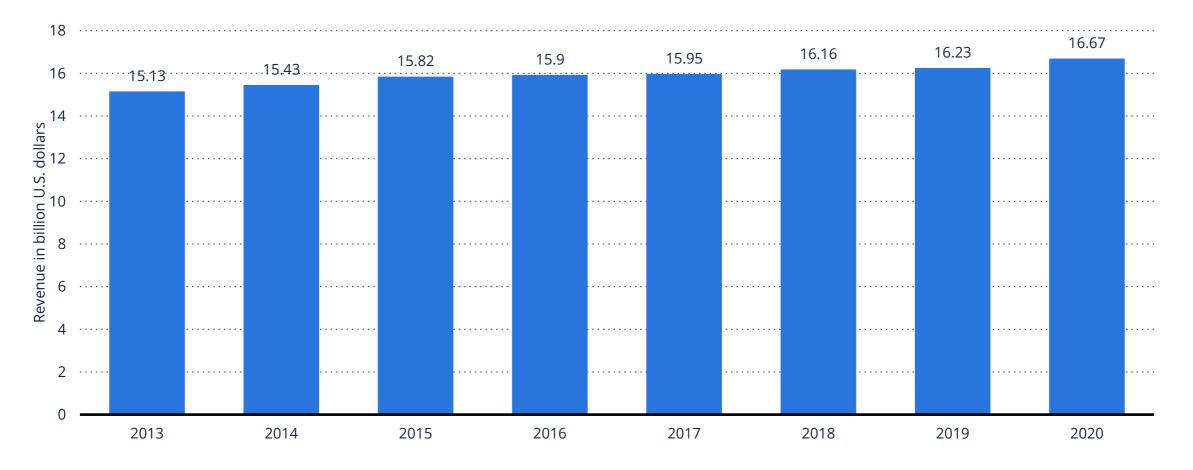
Description: In 2020, the estimated net revenue of the U.S. book publishing industry amounted to 25.71 billion U.S. dollars. This marks a small decrease from the previous year, but revenue remains stable and is an improvement on the figure recorded for 2018Read more

Note(s): United States; 2008 to 2020 Source(s): AAP; MPI

# Net revenue of the trade book publishing industry in the United States from 2013 to 2020 (in billion U.S. dollars)

Revenue of the trade book publishing industry in the U.S. 2013-2020

5

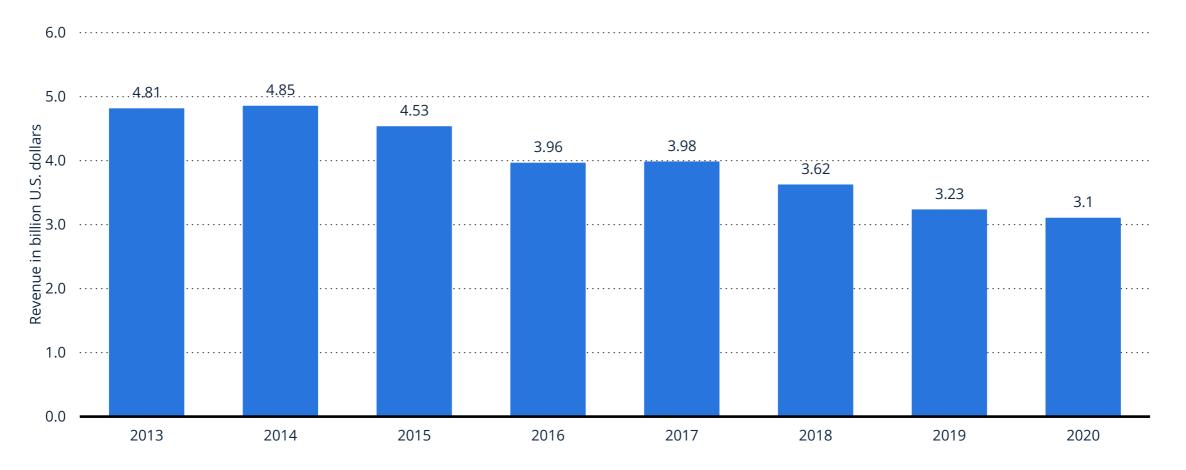


statista 🗹

Description: In 2020, the estimated net revenue of the U.S. trade book publishing industry amounted to 16.67 billion U.S. dollars, up from 16.23 billion in the previous year. Revenues have been creeping up each year since 2013, and five years of steady growth has led to an overall increase of more than one billion U.S. dollars in that period. Read more Note(s): United States; 2013 to 2020 Source(s): AAP; MPI

# Net revenue of the higher education book publishing industry in the United States from 2013 to 2020 (in billion U.S. dollars)

Revenue of the U.S. higher education book publishing industry 2013-2020



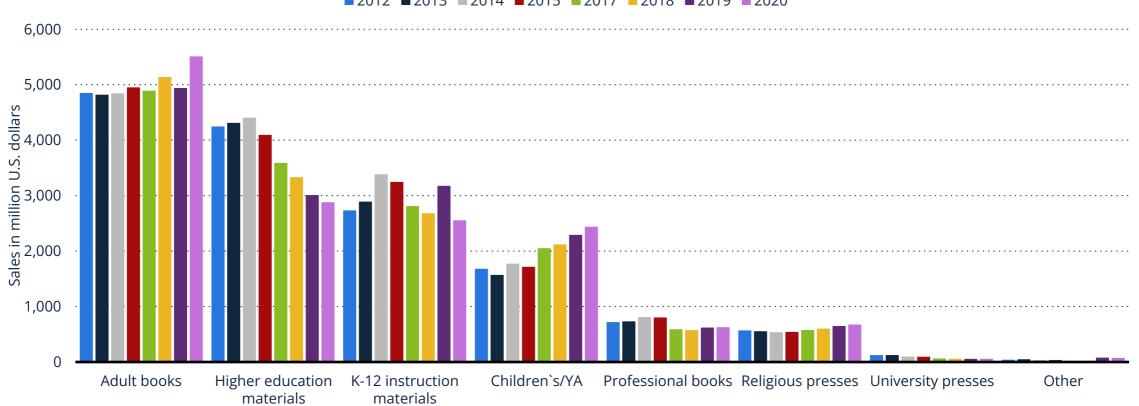
Description: The revenue of the U.S. higher education book publishing industry in 2020 was 3.1 billion U.S. dollars. Back in 2013, higher education publishing generated over 4.8 billion U.S. dollars, but this figure decreased consistently thereafter, but for small growth between 2016 and 2017. Read more Note(s): United States: 2013 to 2020

statista 🌌

Source(s): AAP: MP

# Book sales revenue in the United States from 2012 to 2020, by category (in million U.S. dollars)

Book sales revenue in the U.S. 2012-2020, by category



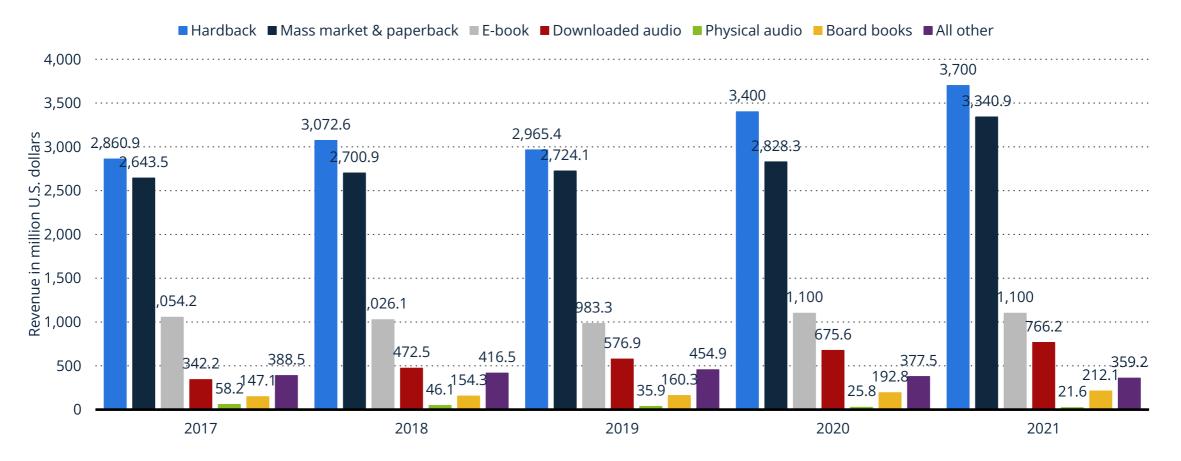
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■ 2012 ■ 2013 ■ 2014 ■ 2015 ■ 2017 ■ 2018 ■ 2019 ■ 2020

Description: In 2020, books in the adult category were the most lucrative in terms of revenue, generating 5.5 billion U.S. dollars that year. Meanwhile, revenue from higher education and K-12 instruction materials decreased between 2019 and 2020, whilst religious book sales revenue surpassed 660 million U.S. dollars. <u>Read more</u> Note(s): United States; 2012 to 2020 Source(s): AAP, Publishing Perspectives

# Book sales revenue in the United States from 2017 to 2021, by format (in million U.S. dollars)

Trade book sales revenue in the U.S. 2017-2021, by format



Description: Book sales revenue in the United States in 2021 amounted to 9.5 billion U.S. dollars, of which 3.7 billion was derived from hardback books. Meanwhile, paperback and mass market books reached 3.34 billion U.S. dollars, in line with trends showing consistent growth in this segment since 2017. The source reported e-book revenue as 1.1 billion U.S. dollars in both 2020 and 2021, but noted that the figure in 2021 was 4.7 percent lower than in 2020. Meanwhile, audiobook revenue continued to [...<u>Read more</u> Note(s): 2017 to 2021; across approximately 1,360 publishers each year Source(s): AAP

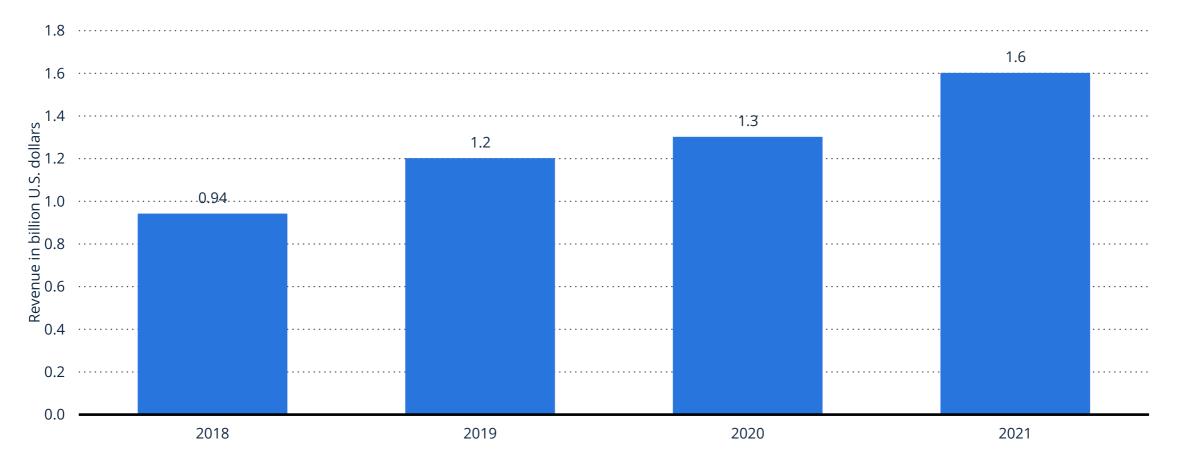
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# Audiobook sales revenue in the United States from 2018 to 2021 (in billion U.S. dollars)

Audiobook industry size in the U.S. 2018-2021

9

Source(s): Audio Publishers Association



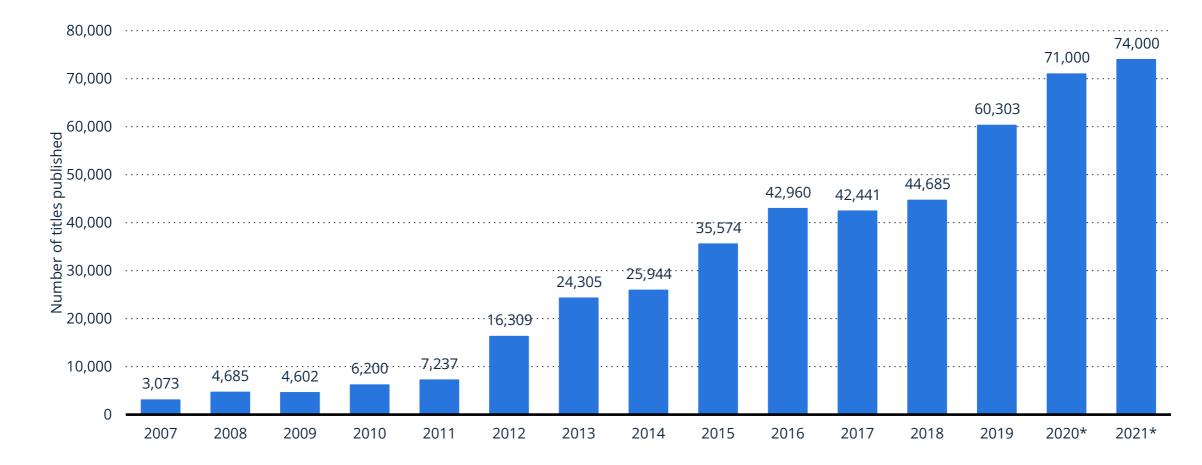
Description: Data on the size of the audiobook industry in the United States in 2021 showed that audiobook sales amounted to 1.6 billion U.S. dollars. The source calculated this figure based on data from 28 publishers, including Audible Inc., Hachette Audio, HarperCollins, Macmillan, Penguin Random House, and Simon & Schuster. Read more Note(s): United States; 2018 to 2021; based on data from APA members - projected to cover the entire U.S. market; 28 publishers provided data for 2021 sales figures



### Number of audiobook titles published in the United States from 2007 to 2021

Number of audiobooks published in the U.S. 2007-2021

10

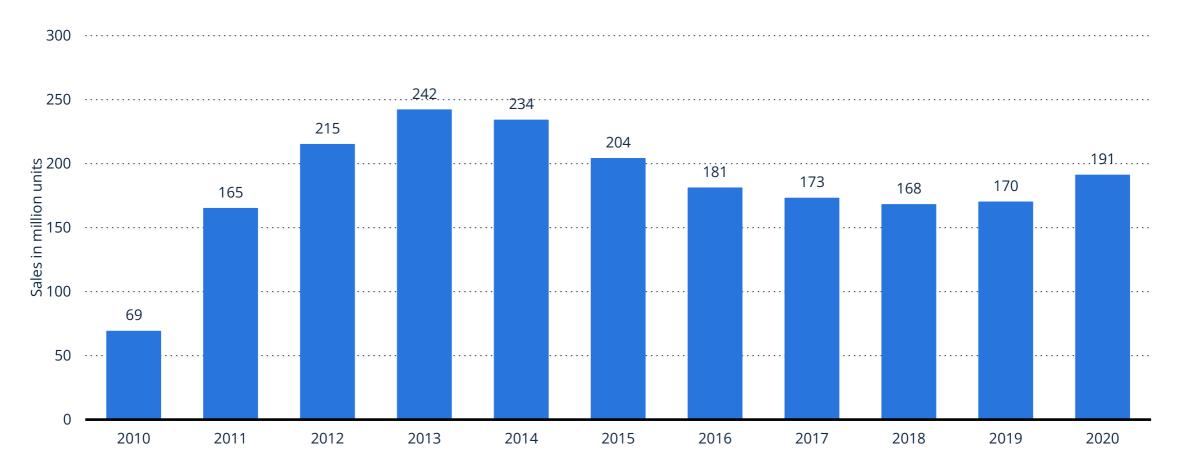


Description: In 2021, almost 74 thousand audiobook titles were published in the United States, up from 71 thousand in 2020. The source did not provide a precise figure for the number of titles published in 2021 but did report that the number had grown by six percent year over year. The data came from 28 publishers in 2020, including Hachette Audio, Audible Inc. and HarperCollins to name but a few<u>Read more</u> Note(s): United States; 2007 to 2021; based on data from APA members - projected to cover the entire U.S. market; 26 publishers provided data for 2020 sales figures; \*The source noted that over 71 thousand audiobook titles were published in [...<u>Read more</u> Source(s): Audio Publishers Association; MPI



# Estimated number of e-books sold in the United States from 2010 to 2020 (in million units)

E-book unit sales in the U.S. 2010-2020



Description: Estimates show that 191 million e-books were sold in the United States in 2020, according to the most recently available data. Precise figures on e-book sales are difficult to gather due to smaller publishers and major retailers such as Amazon being missed from sales data, and other factors such as the varying methodologies sources use to track and measure the market. For example, whilst figures for 2016 and 2017 are lower than the immediately preceding years, it was noted that figures [...<u>Read more</u> Note(s]: United States; 2010 to 2020



Source(s): Nielsen; NPD Group (NPD Bookscan, NPD PubTrack Digital); Publishers Weekly

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CHAPTER 02

## Publishers and bestsellers

# Stock prices of select publishing companies from June 2016 to June 2021 (in U.S. dollars)

Publishing companies: monthly stock exchange performance 2016-2021

	R.R. Donnelley	Amazon	Barnes & Noble	News Corp.	CBS	Educational Dev.	
June 30, 2016	16.92	715.62	11.35	11.67	54.44	11.61	
Dec 30, 2016	16.32	749.87	11.15	11.8	63.62	9.95	
Jun 30, 2017	12.54	968	7.6	14.15	63.78	10.6	
Dec 29, 2017	9.3	1169.47	6.7	16.6	59	18.24	
June 29, 2018	5.76	1699.8	6.35	15.85	56.22	18.75	
Dec 31, 2018	3.96	1501.97	7.09	11.35	43.72	8.53	
Jun 28, 2019	1.97	1893.63	6.69	13.49	49.9	6.99	
Dec 30, 2019	3.71	1846.89	4.27	14.07		6.15	
Jun 30, 2020			1.6	11.86		9.62	
Dec 31, 2020		3256.93	4.65	17.97		15.36	
Jun 15, 2021		3380	10.15	26		12.49	



#### statista 🍒

Description: Publishing company Houghton Mifflin Harcourt saw an increased stock price towards the middle of 2021, partly helping to recover from the 71 percent decrease in stock price for the first half of 2020. The effect of the pandemic on the printing industry took its toll, as the stock prices of select publishing companies shows a decrease in stock performance for all companies from the end of December 2019 to the end of June 2020. However, some companies made a recovery in the latter [...Read more Note(s): Worldwide; June 2016 to June 2021 Source(s): MarketWatch

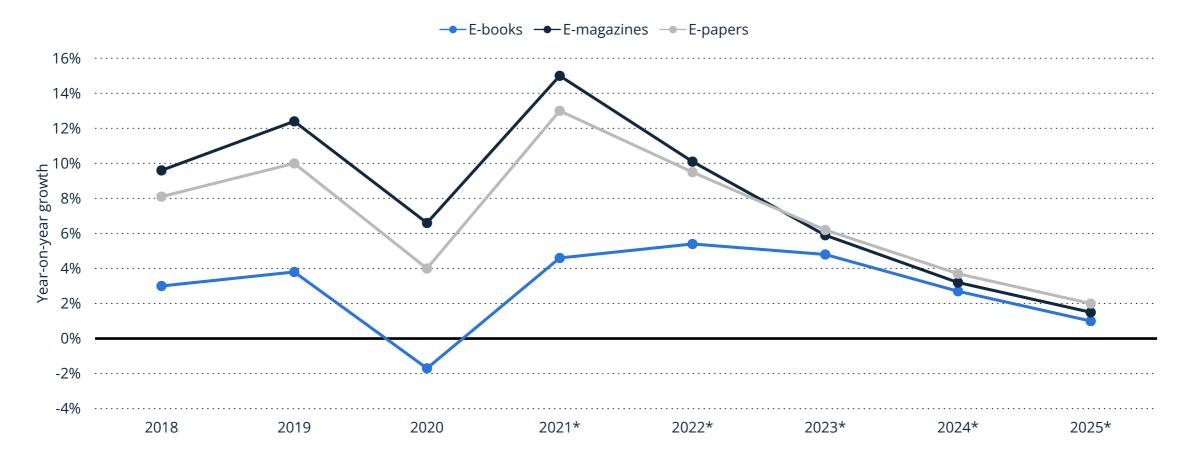


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# Digital publishing revenue growth in the United States from 2018 to 2025, by format

Digital Market Outlook: e-publishing revenue change in the U.S. 2018-2025, by format

14

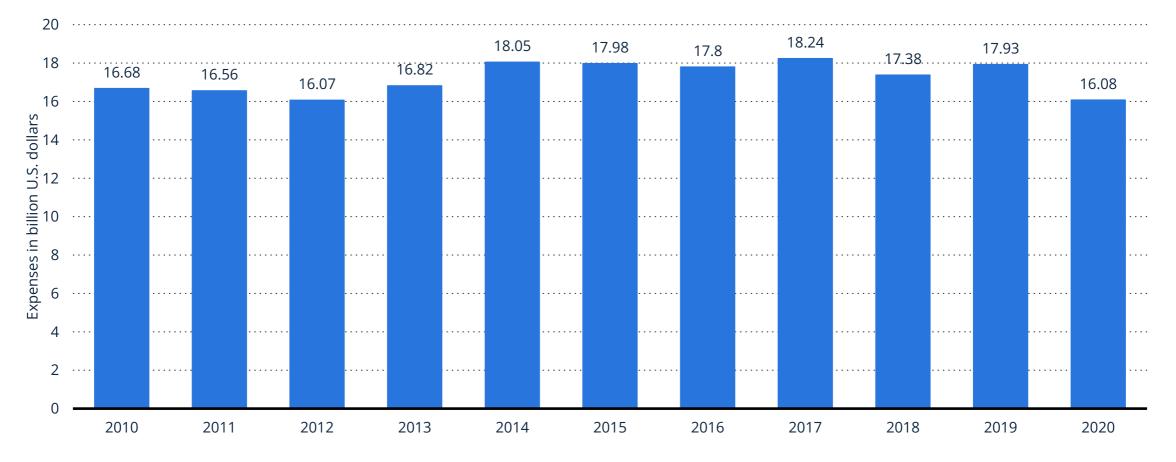


Description: The e-book revenue in the U.S. decreased by 1.7 percent in 2020, compared to the previous year. An overview of all Digital Markets can be found here.<u>Read more</u> Note(s): United States; 2018 to 2020; \* Forecast - data as of October 2021 ePublishing is defined as paid editorial/written content distributed over the internet, including eBooks (fiction, non-fiction & academic eBooks), digital editions (replicas) of [...<u>Read more</u> Source(s): Statista; Statista Digital Market Outlook statista 🗹

# Estimated expenses of U.S. book publishers from 2010 to 2020 (in billion U.S. dollars)

Estimated expenses of U.S. book publishers 2010-2020

15



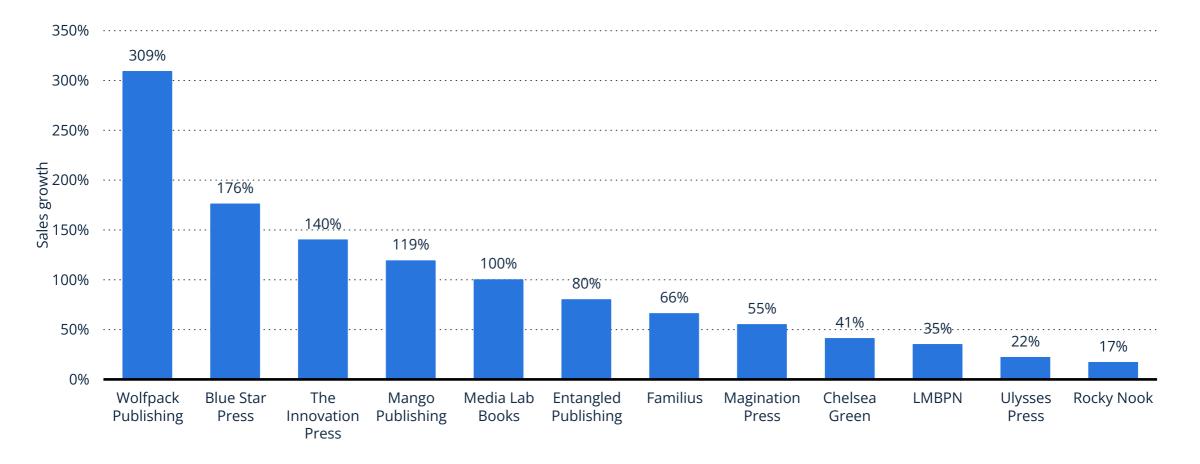
Description: In 2020, U.S. book publishers spent a total of 16.08 billion U.S. dollars on expenses. This marks a decrease from the previous year, when the annual expenses of book publishers was 17.93 billion U.S. dollars Read more Note(s): United States; 2010 to 2020; includes all taxable employer firms Source(s): US Census Bureau

statista 🗹

# Sales growth of independent book publishers in the United States from 2018 to 2020

Fastest growing indie publishers in the U.S. 2018-2020

16

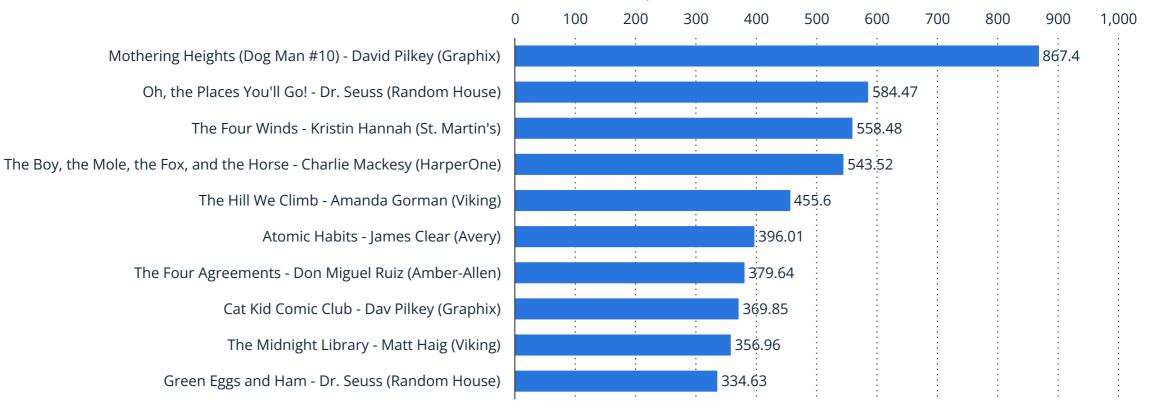


statista 🔽

Description: According to the most recently available data, Wolfpack Publishing, based in Las Vegas, Nevada, was the fastest growing independent book publisher in the United States with sales growth of 309 percent between 2018 and 2020. Other indie publishers to see sales growth of 100 percent or more during that time period included Blue Star Press, The Innovation Press, Mango Publishing, and Media Lab Books Read more
Note(s): United States; 2018 to 2020
Source(s): Publishers Weekly

# Best-selling print books in the United States in 1st half 2021, by unit sales (in 1,000s)

Best-selling print books in the U.S. 2021



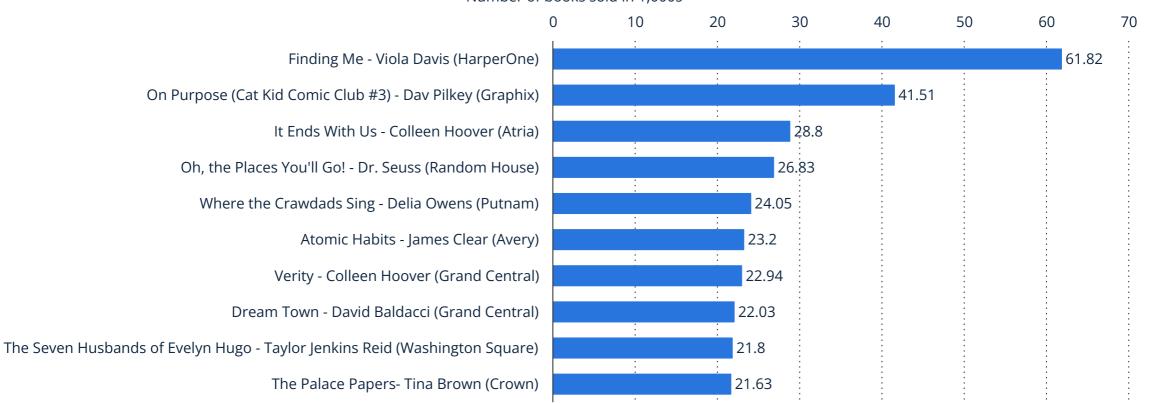
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#### Number of books sold in 1,000s



# Best-selling books in the United States in the week ending April 30, 2022, by unit sales (in 1,000s)

Best-selling books in the U.S. 2022

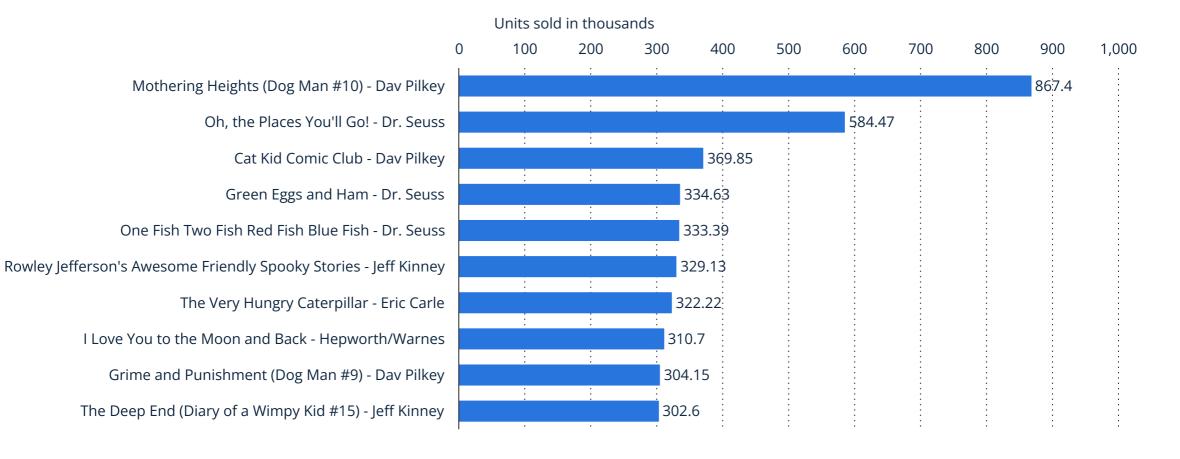


Number of books sold in 1,000s



# Best-selling frontlist children's books in the United States in 1st half 2021 (in 1,000s)

Unit sales of frontlist children's books U.S. H1 2021



19 Description: In the first half of 2021, the best-selling frontlist children's book in the United States was 'Mothering Heights (Dog Man #10)' by Dav Pilkey, with 867.4 thousand copies sold. Also in the top ten were two books by Dr. Seuss, 'Oh, the Places You'll Go!' and 'Green Eggs and Ham', which sold 584.47 and 334.63 thousand copies respectively. Read more Note(s): United States; January to June 2021 Source(s): Publishers Weekly



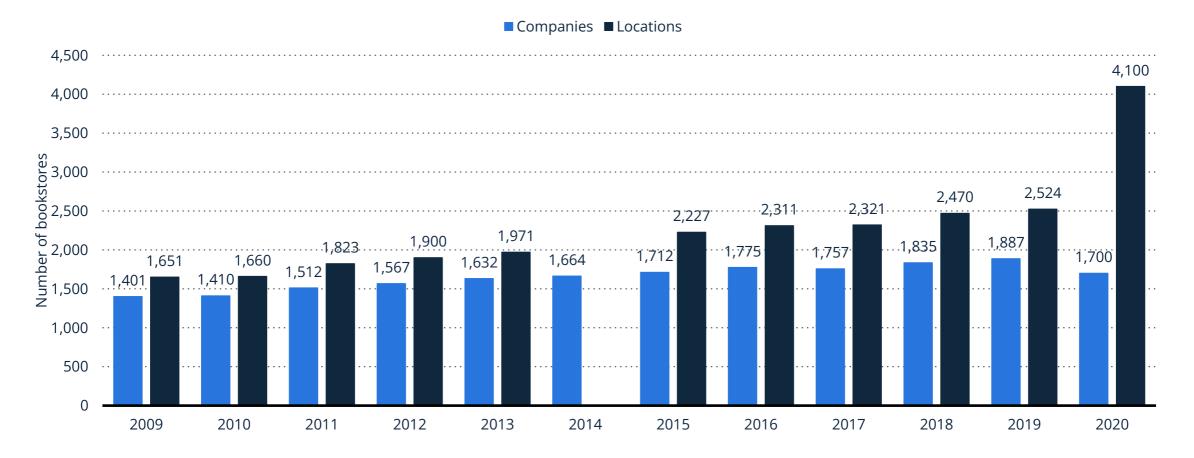
CHAPTER 03

Retail

### Number of independent bookstores in the United States from 2009 to 2020

Number of independent bookstores in the U.S. 2009-2020

21

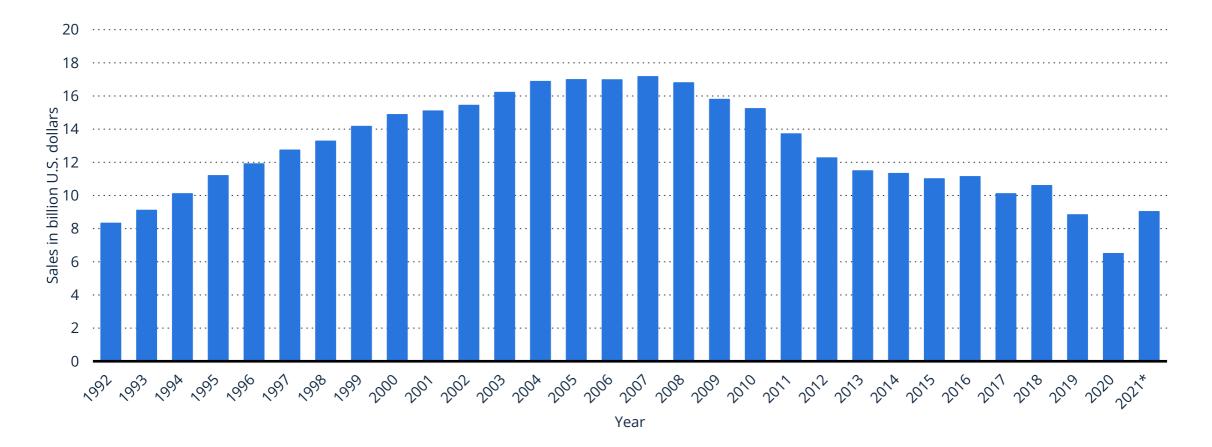


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Description: Whilst the source reported a drop in the number of bookstore members between 2019 and 2020, the figures provided showed that there were 1,700 independent bookselling companies running 4,100 stores. During a recent survey in the United States, 20 percent of respondents stated that they still purchase most of their print books in store, in comparison to 22 percent who stated that they mostly buy books online <u>Read more</u> Note(s): United States; 2009 to 2020; American Booksellers Association members Source(s): American Booksellers Association; Publishers Weekly

# Book store sales in the United States from 1992 to 2021 (in billion U.S. dollars)

Book store sales in the U.S. 1992-2021



22 Description: In 2021, U.S. book store sales reached 9.03 billion U.S. dollars, up from 6.5 billion in the previous year. The 2021 figure was a preliminary estimate which will be subject to later adjustments, but demonstrated a substantial improvement from the figure for 2020, where retail shutdowns detrimentally affected sales. Read more Net of 2021 to 2022 to 2021 to

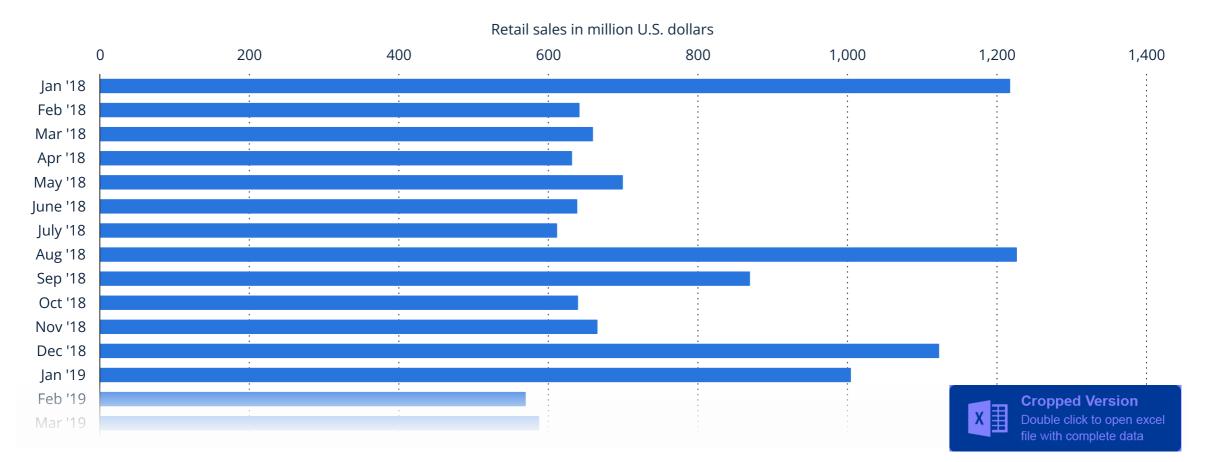
Note(s): United States; 1992 to 2021; bookstore sales are from stores at which books account for at least 50 percent of revenue; \*Preliminary estimate. Figures have been rounded. Data for years prior to 2020 and 2021 come from previous reports. [...]Read more Source(s): Publishers Weekly; US Census Bureau



# Monthly retail sales of bookstores in the United States from January 2018 to April 2022 (in million U.S. dollars)

Monthly retail sales of U.S. bookstores 2018-2022

23



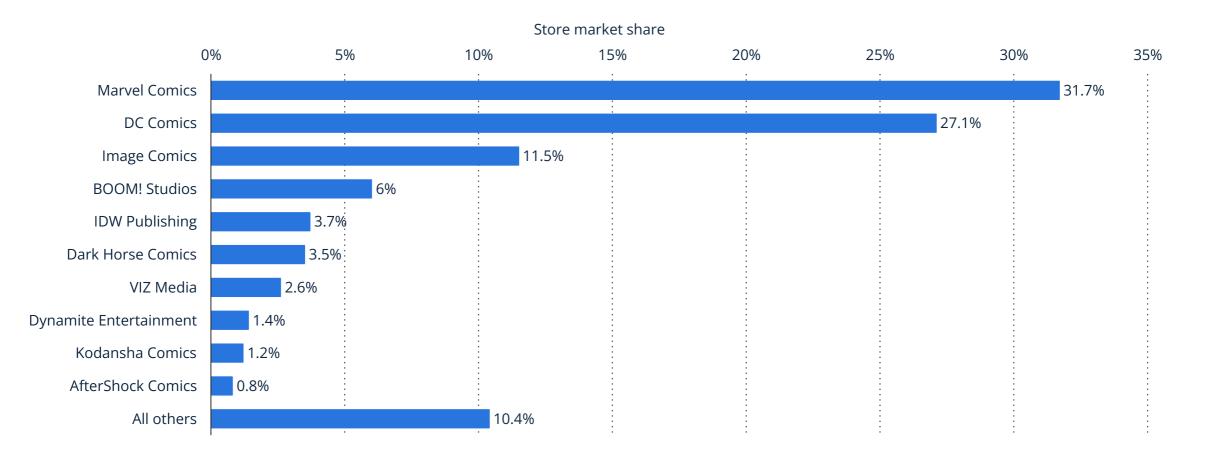
Description: Retail sales data for bookstores in the United States showed that the sales of U.S. book retailers amounted to 634 million U.S. dollars in April 2022, marking an increase from the 481 million recorded in April of the previous year Read more Note(s): United States; January 2018 to April 2022; publication date is the date of access Source(s): US Census Bureau



# Distribution of comic store sales in the United States in 4th quarter 2021, by publisher

Comic publisher: store market share in the U.S. 2021

24



Description: Data on the distribution of comic store sales in the United States according to publisher revealed that Marvel Comics' dollar sales share in comic stores amounted to 31.7 percent in the final quarter of 2021. Ranked second that quarter was DC Comics, with a market share of 27.1 percent. Both companies compete for the top spot each month and command far larger shares than their smaller rivals. Read more Note(s): United States; Q4 2021; share in comic stores as a comic stores and that quarter was DC Comics, Source(s): ICV2

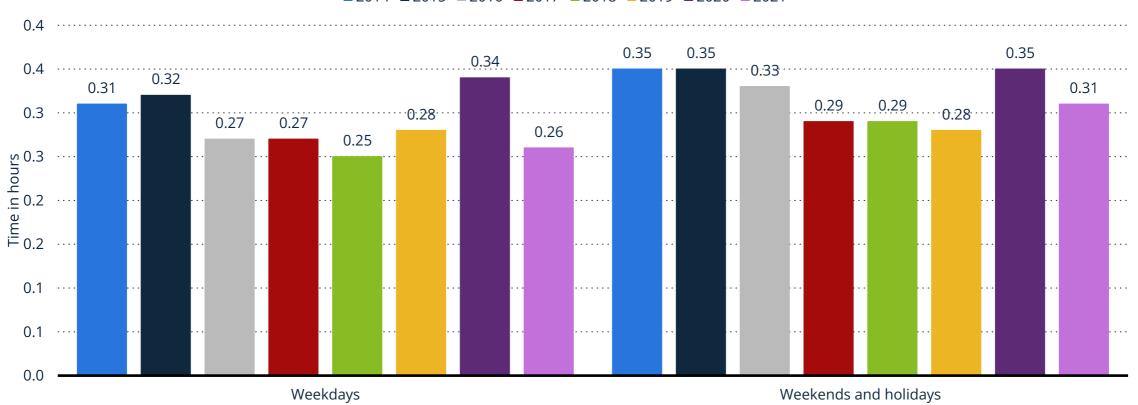


**CHAPTER 04** 

## Consumption

# Average daily time spent reading per capita in the United States from 2014 to 2021 (in hours)

U.S. daily time spent reading 2014-2021



■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2020 ■ 2021

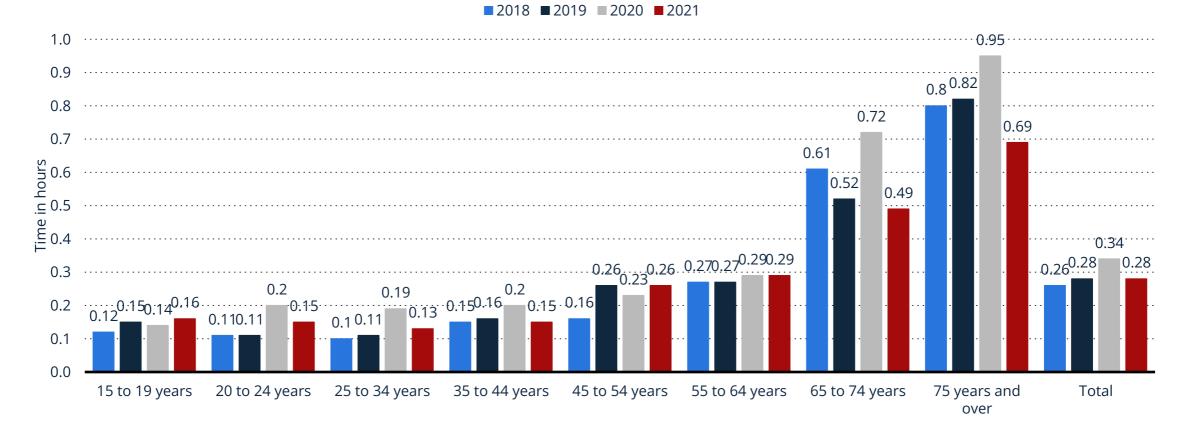
26 Description: In 2021, adults in the United States spent more time reading on weekends than weekdays, according to recent data. The average time spent reading in the U.S. amounted to 0.31 hours (18.6 minutes) on weekends and holidays, while daily time spent reading on weekdays in 2021 dropped back to pre-pandemic levels at just over a quarter of an hour. Read more Note(s): United States; 2015 to 2021; 6,666 respondents; 15 years and older Source(s): Bureau of Labor Statistics

#### statista 🗹

# Average daily time spent reading per capita in the United States from 2018 to 2021, by age group (in hours)

Average reading time in the U.S. 2018-2021, by age group

27

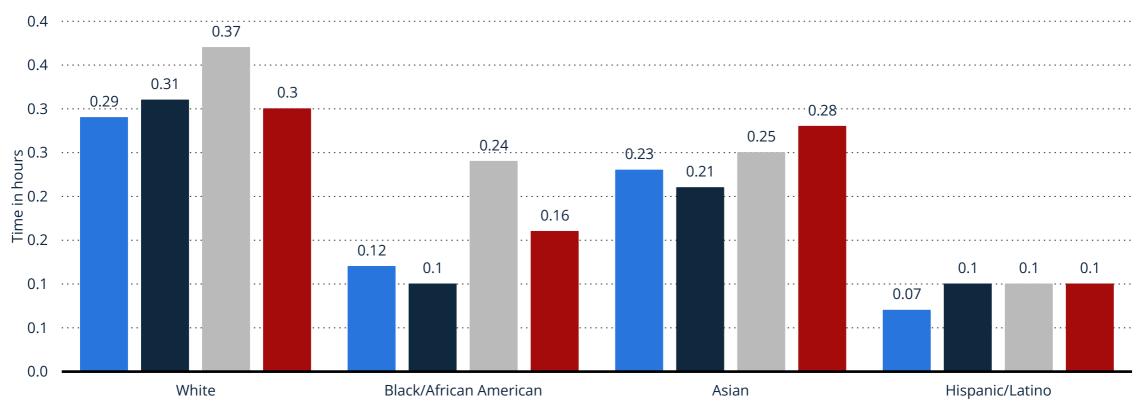


Description: The average daily time spent reading by individuals in the United States in 2021 amounted to 0.28 hours, or 16.8 minutes. According to the study, adults over the age of 75 were the most avid readers, spending over 40 minutes reading each day. Meanwhile, those aged between 15 and 19 years read for less than 10 minutes per day on average. Read more Note(s): United States; 2018 to 2021; 6,666 respondents; 15 years and older Source(s): Bureau of Labor Statistics



# Average daily time spent reading per capita in the United States from 2018 to 2021, by ethnicity (in hours)

Average reading time in the U.S. 2018-2021, by ethnicity



■ 2018 ■ 2019 ■ 2020 ■ 2021

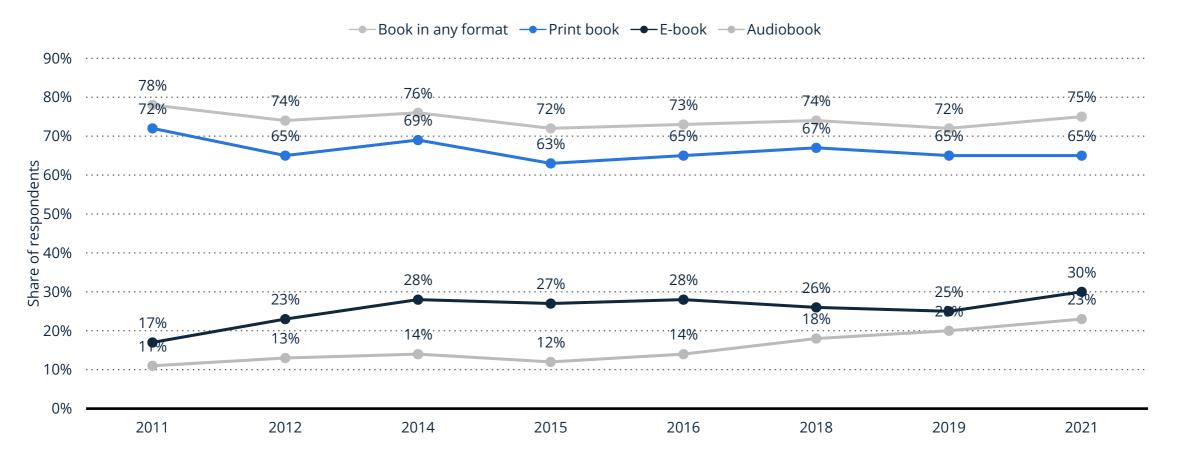
28 Description: In the United States in 2021, Asian Americans spent an average of 16.8 minutes reading per day. White readers spent the most time with books each day, whereas Hispanic Americans read for just six minutes on average Read more Note(s): United States; 2018 to 2021; 6,666 respondents; 15 years and older Source(s): Bureau of Labor Statistics



# Share of adults who have read a book in any format in the last 12 months in the United States from 2011 to 2021, by format

Book consumption in the U.S. 2011-2021, by format

29



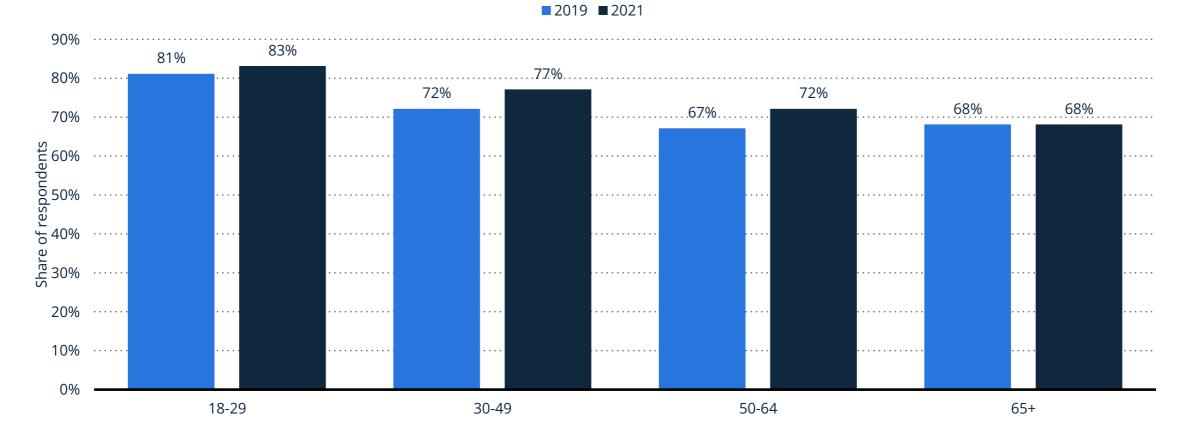
Description: Reading books remains a popular pastime for U.S. adults, with 75 percent of respondents to a 2021 survey saying that they had read a book in any format within the last year. Despite online media formats now being the preferred option for many consumers when it comes to television, music, and gaming, print books are by far the most popular format among readers in the United States. Whilst almost double the share of adults now read audiobooks compared to 2011, only 23 percent [...<u>Read more</u> Note(s): United States; 2011 to 2021; 2021: n = 1,502; 18 years and older; read/listened to at least one book in the following formats in the past 12 months Source(s): Pew Research Center



# Share of adults who have read a book in any format in the last 12 months in the United States in 2019 and 2021, by age group

Book readers in the U.S. 2019-2021, by age group

30



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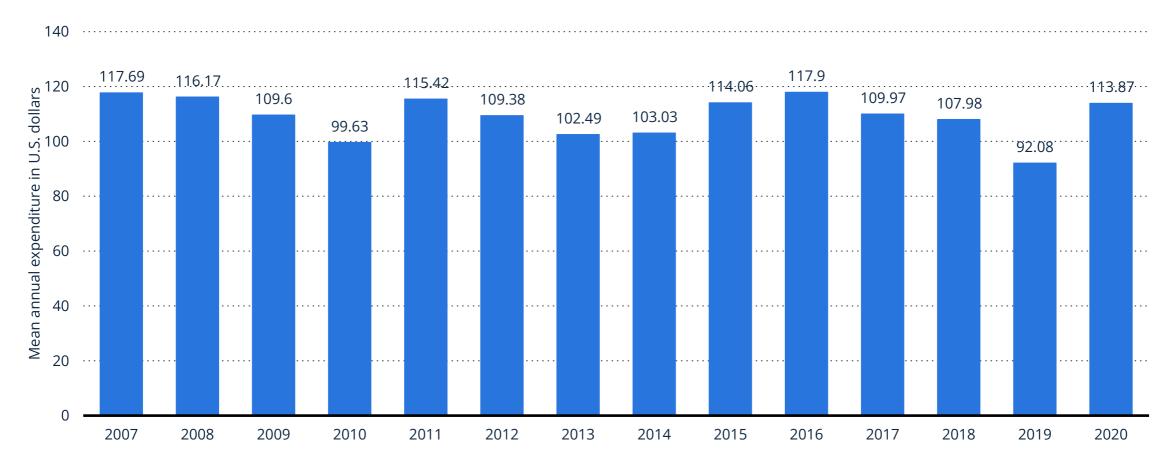
Description: During a survey held in early 2021, it was found that 83 percent of adults aged between 18 and 29 years old had read a book in any format in the previous year, up by two percent from the share who said the same in 2019. The survey results showed that adults within this age category were more likely than older respondents to have read a book within the last twelve months. Read more Note(s): United States; 2019 and 2021; 1,502 respondents; 18 years and older Source(s): Pew Research Center

CHAPTER 05

## Consumer expenditures

# Mean annual expenditure on reading per consumer unit in the United States from 2007 to 2020 (in U.S. dollars)

U.S. household expenditure on reading 2007-2020

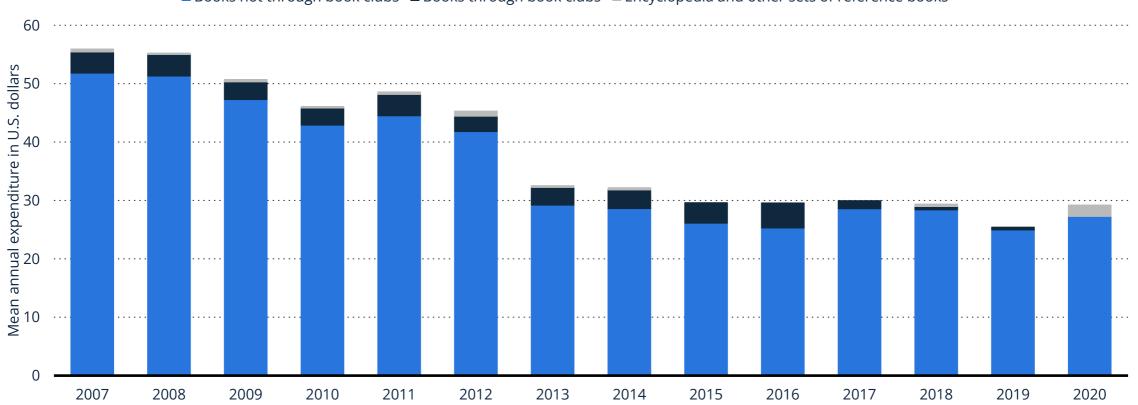


32 Description: In 2020, the mean annual expenditure on reading per consumer unit in the United States amounted to 113.87 U.S. dollars, an increase from 92 dollars recorded in the previous year. Consumer spending on reading fluctuates slightly each year, but in 2019 it was the first time it dipped below 100 dollars since 2010. Read more Note(s): United States; 2007 to 2020 Source(s): Bureau of Labor Statistics



# Mean annual expenditure on books per consumer unit in the United States from 2007 to 2020, by type (in U.S. dollars)

U.S. household expenditure on books 2007-2020, by type



■ Books not through book clubs ■ Books through book clubs ■ Encyclopedia and other sets of reference books

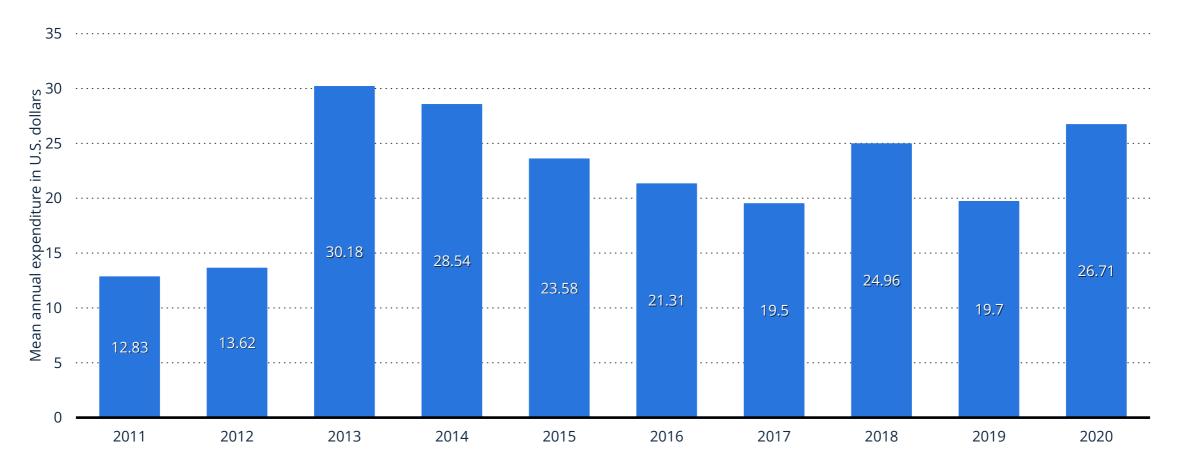
33 Description: The mean annual expenditure on books per consumer unit in the United States was 27.27 U.S. dollars in 2020. The entire sum was derived from books not acquired through book clubsRead more Note(s): United States; 2007 to 2020 Source(s): Bureau of Labor Statistics



# Mean annual expenditure on digital book readers per consumer unit in the United States from 2011 to 2020 (in U.S. dollars)

U.S. household expenditure on digital book readers 2011-2020

34



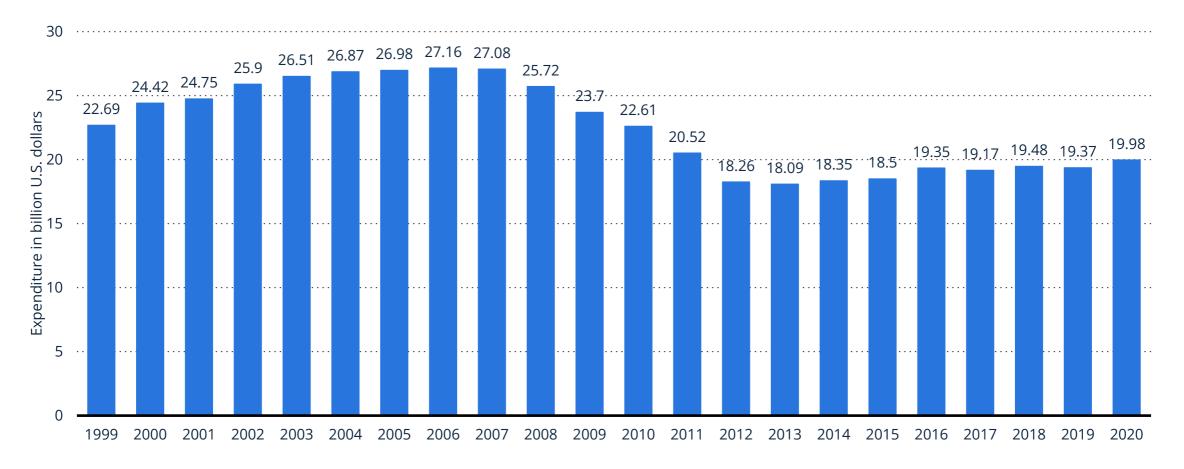
Description: In 2020, the mean annual expenditure on digital book readers per consumer unit in the United States reached 26.71 U.S. dollars, up from 19.7 dollars in the previous year Read more Note(s): United States; 2011 to 2020 Source(s): Bureau of Labor Statistics

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# Consumer expenditure on recreational books in the United States from 1999 to 2020 (in billion U.S. dollars)

Recreational books: consumer expenditure in the U.S. 1999-2020

Source(s): Archival FRED; BEA

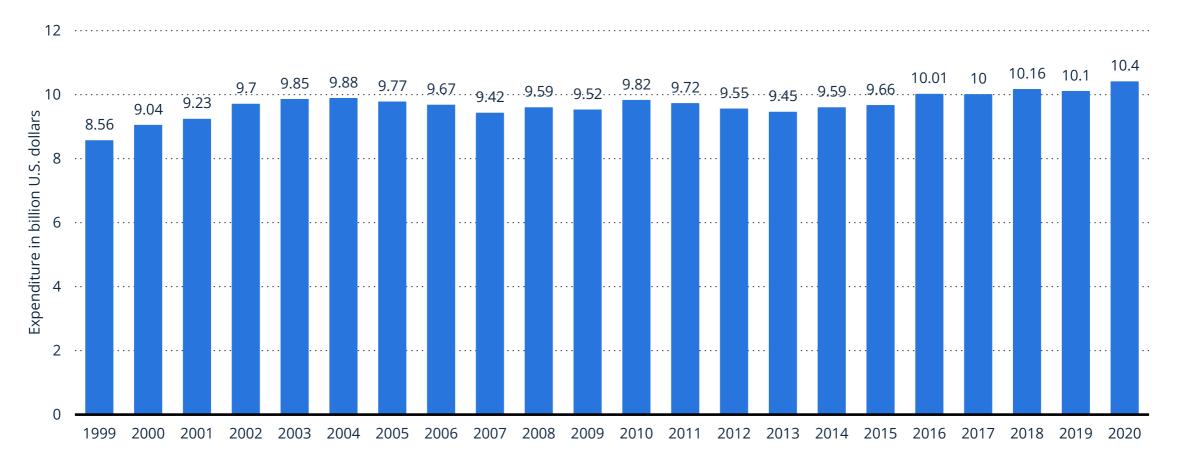


35 Description: Consumer expenditure on recreational books in the United States amounted to 19.98 billion U.S. dollars in 2020, up from 19.37 billion a year earlier. Americans tend to spend between 18 and 20 billion U.S. dollars on recreational books each year Read more Note(s): United States; 1999 to 2020



# Consumer expenditure on educational books in the United States from 1999 to 2020 (in billion U.S. dollars)

Educational books: consumer expenditure in the U.S. 1999-2020

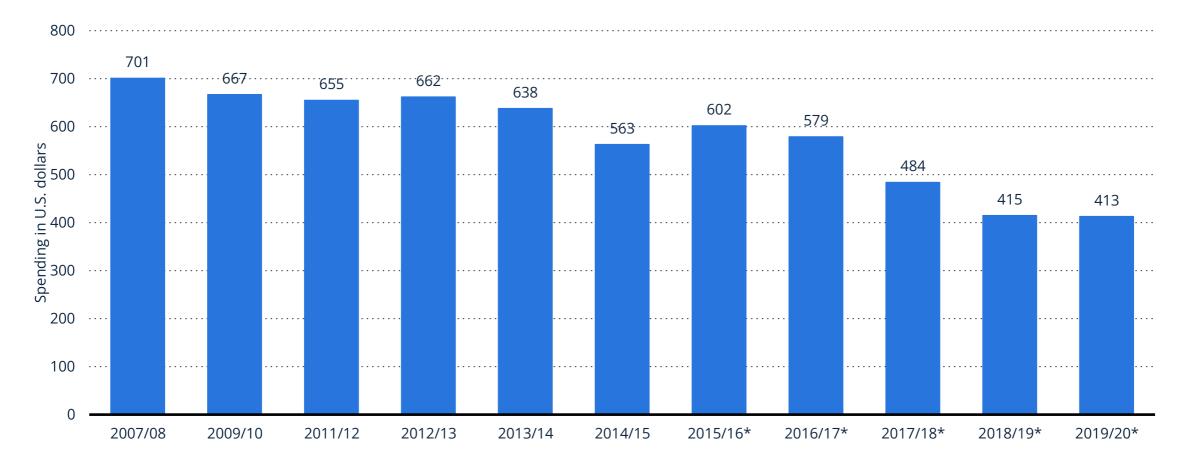


36 Description: The consumer expenditure on educational books in the United States amounted to 10.4 billion U.S. dollars in 2020, up from 10.1 billion a year earlier. For many years, Americans tended to spend around nine billion U.S. dollars on educational books each year, but since hitting the ten billion mark in 2016, the figure has remained above that level. Read more Note(s): United States; 1999 to 2020 Source(s): Archival FRED; BEA



# Student spending on course material in the United States from the academic years 2007/08 to 2019/20 (in U.S. dollars)

Student spending on course material in the U.S. 2007-2020



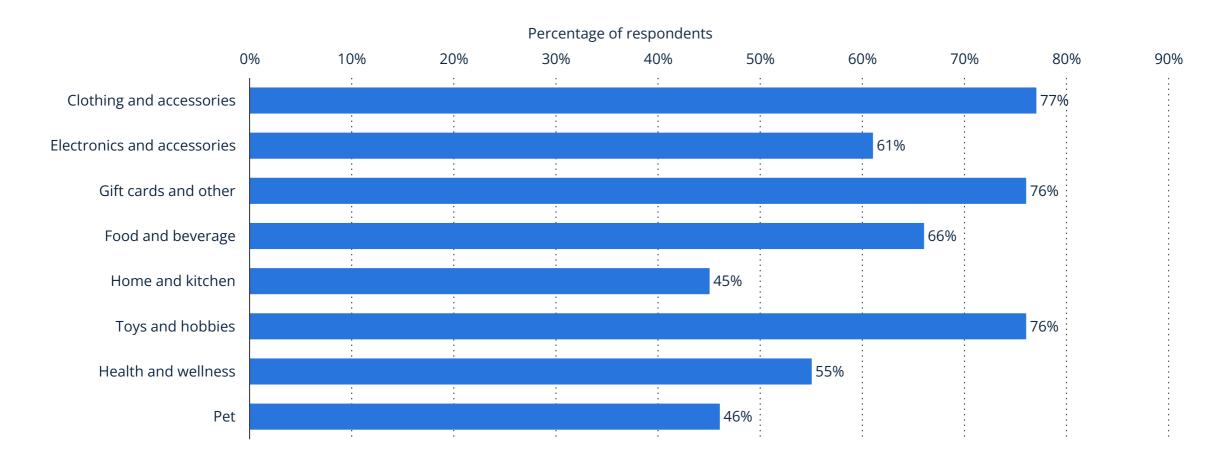
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37 Description: The average student spending on course material in the United States came to 413 U.S. dollars in the 2019/20 academic year, down from 415 dollars a year earlier. Course material spending has been declining for years, and has dropped by over 200 U.S. dollars since the 2014/15 academic year. Read more

Note(s): United States; 2007/08 to 2019/2020; \*The source provides the following information: "Starting in 2015-16, total spending for the academic year was weighted by campus type to more accurately reflect the proportion of students enrolled [...<u>Read more</u> Source(s): AAP; National Association of College Stores; Publishing Perspectives

# Holiday gifts to be bought by consumers in the United States in 2021, by category

Holiday gifts: what U.S. consumers plan to buy 2021



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38 Description: According to an online holiday shopping survey carried out in the United States in September 2021, toys, apparel, and gift cards were some of the most popular Christmas gifts shoppers were planning to buy - over 75 percent of respondents stated that they wanted to buy such goods as a present during this year's holiday season. Read more Note(s): United States; September 7 to 14, 2021; 3,836 respondents Source(s): Deloitte

### Sources

AAP American Booksellers Association Archival FRED Audio Publishers Association BEA Bureau of Labor Statistics Deloitte ICV2 MarketWatch MPI National Association of College Stores Nielsen Nielsen BookScan NPD Group (NPD Bookscan, NPD PubTrack Digital) Pew Research Center Publishers Weekly **Publishing Perspectives** PwC Statista Statista Digital Market Outlook US Census Bureau

