

INDUSTRIES & MARKETS

Book market in the U.S.

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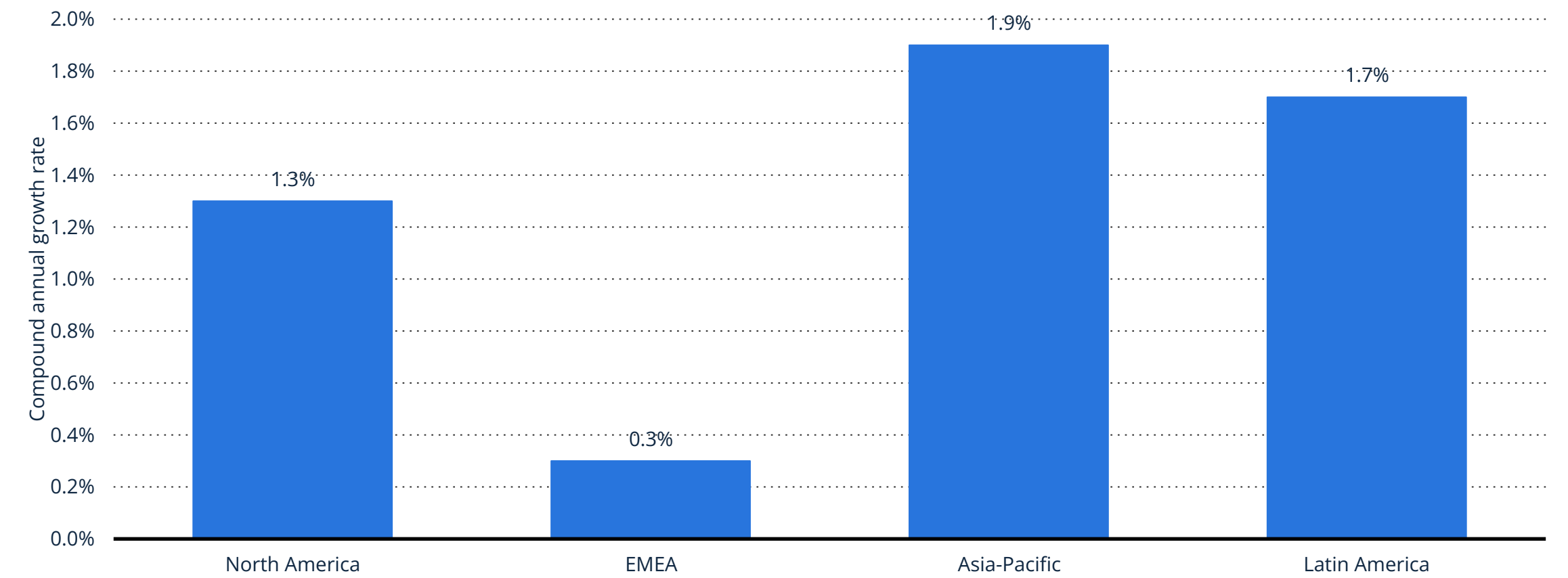
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CHAPTER 01

Overview

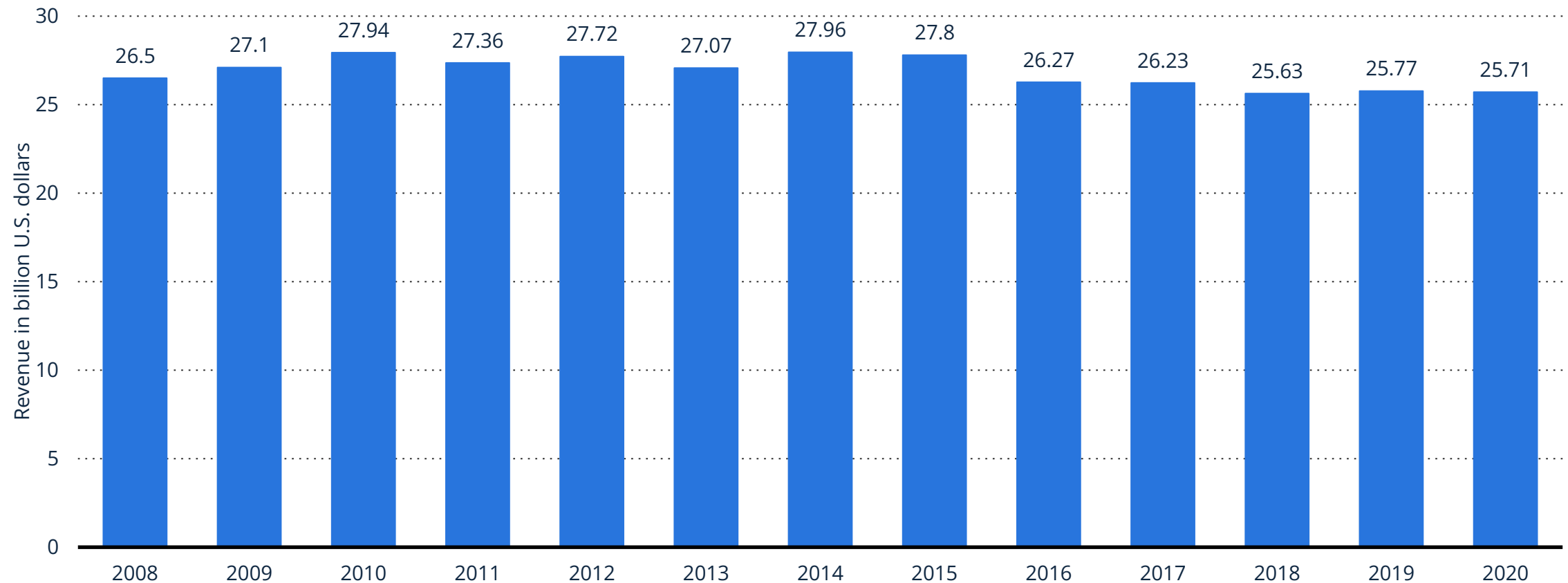
Compound annual growth rate of global book publishing revenue between 2018 and 2023, by region

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



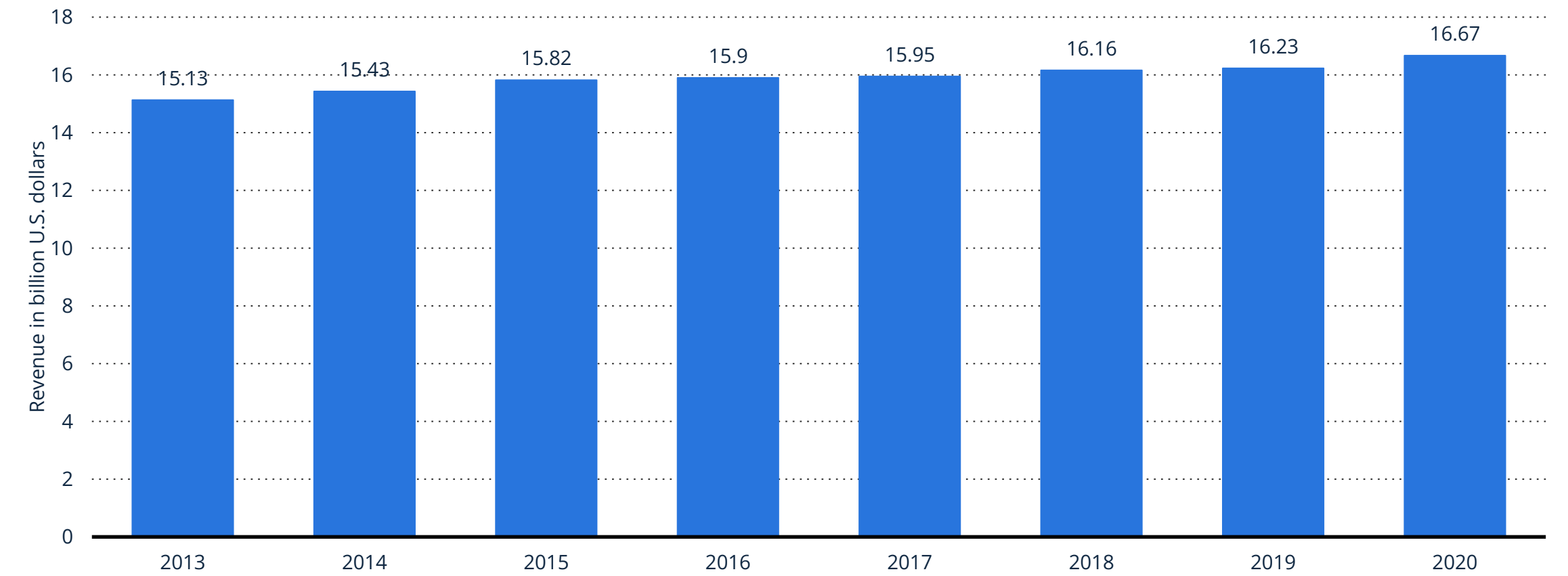
Net revenue of the book publishing industry in the United States from 2008 to 2020 (in billion U.S. dollars)

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



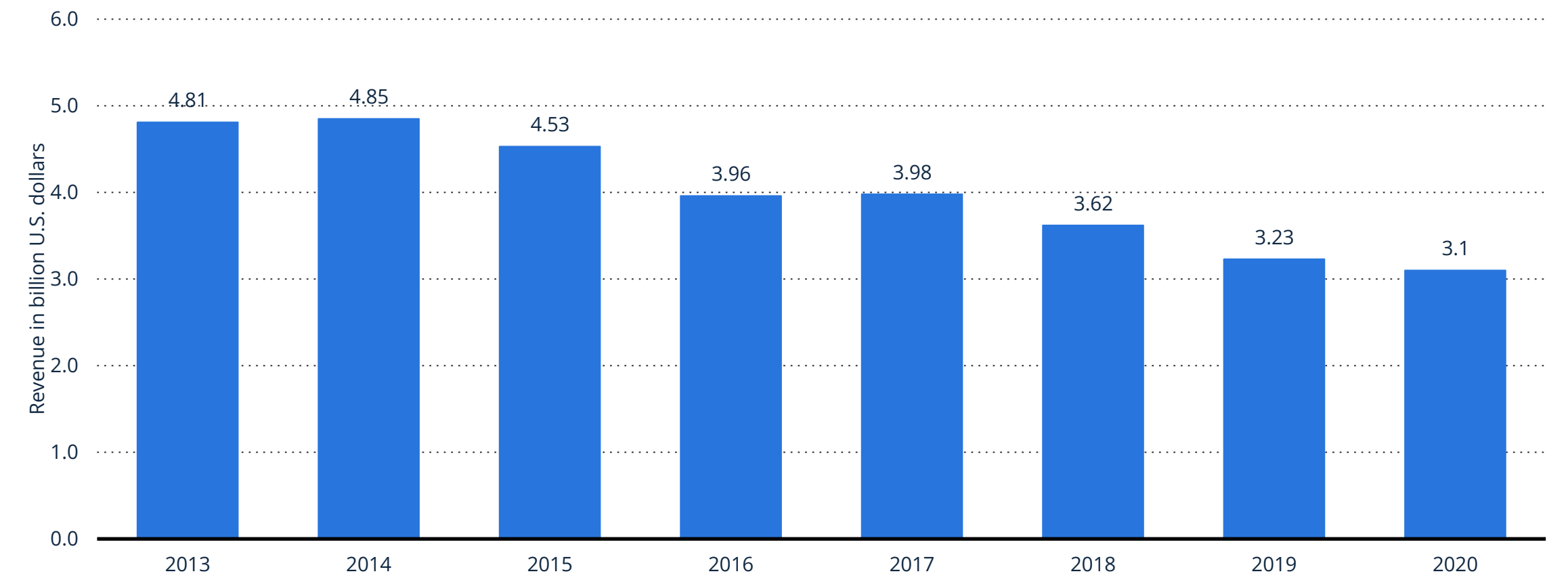
Net revenue of the trade book publishing industry in the United States from 2013 to 2020 (in billion U.S. dollars)

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



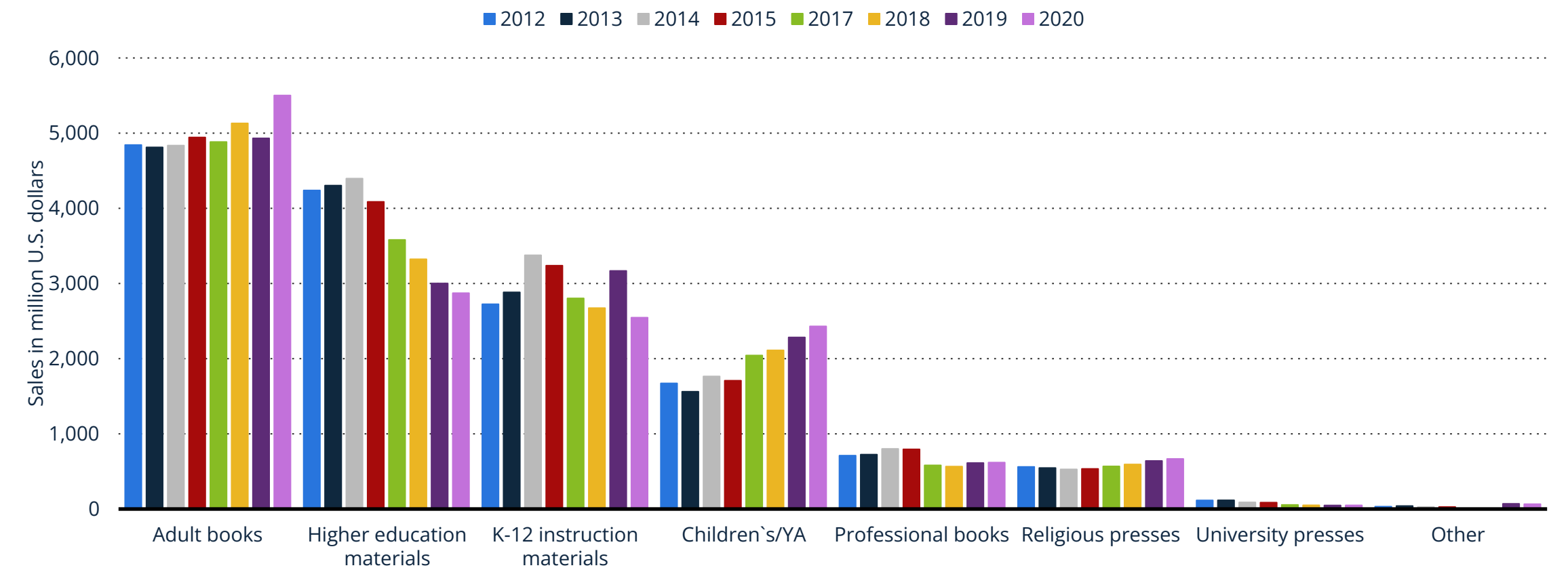
Net revenue of the higher education book publishing industry in the United States from 2013 to 2020 (in billion U.S. dollars)

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



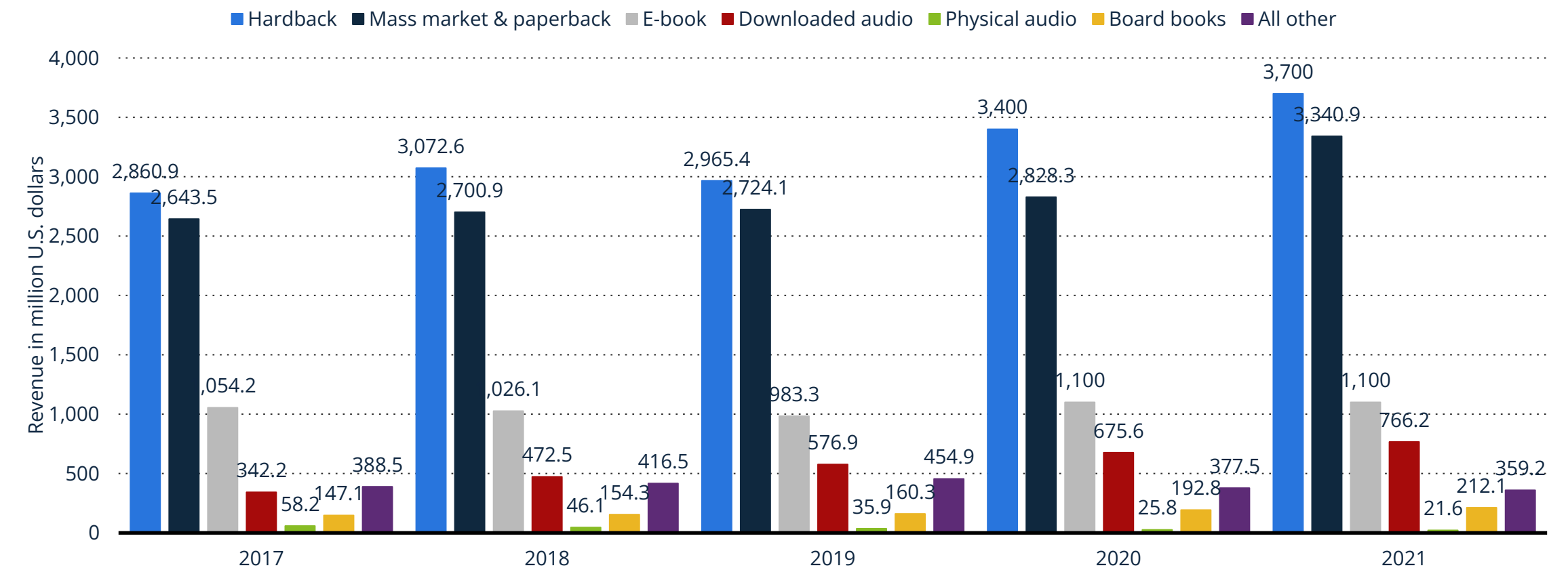
Book sales revenue in the United States from 2012 to 2020, by category (in million U.S. dollars)

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



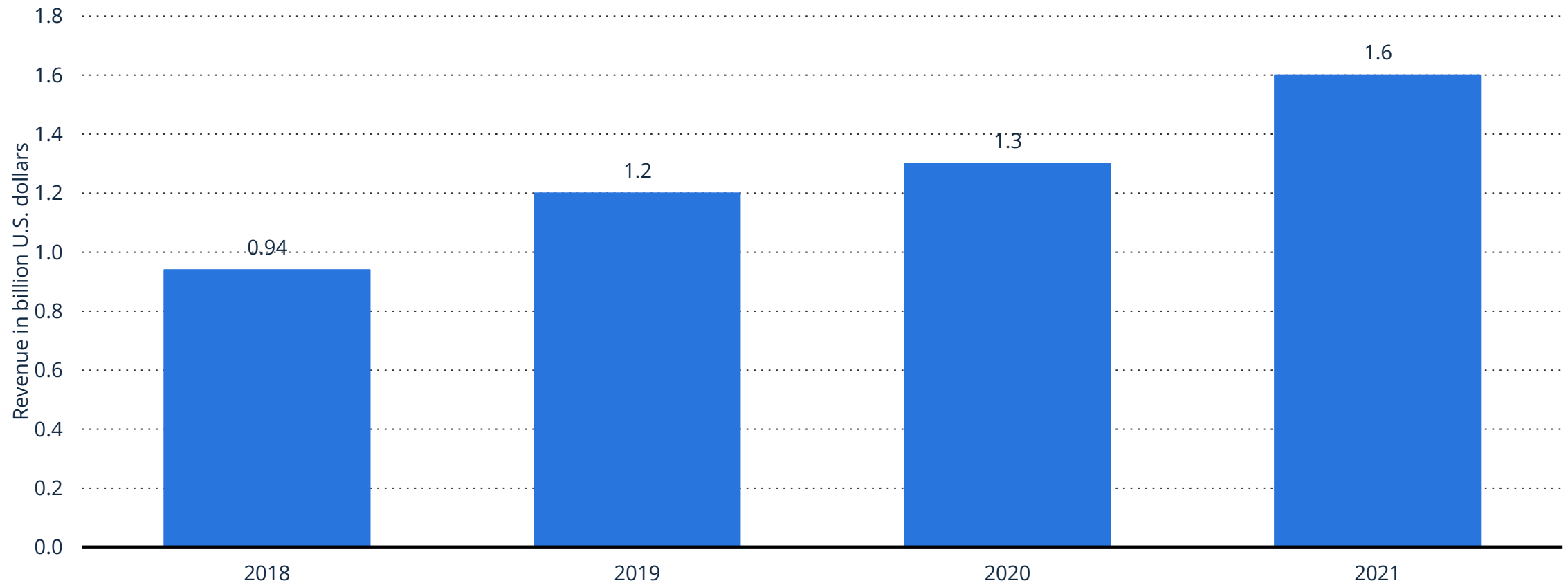
Book sales revenue in the United States from 2017 to 2021, by format (in million U.S. dollars)

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



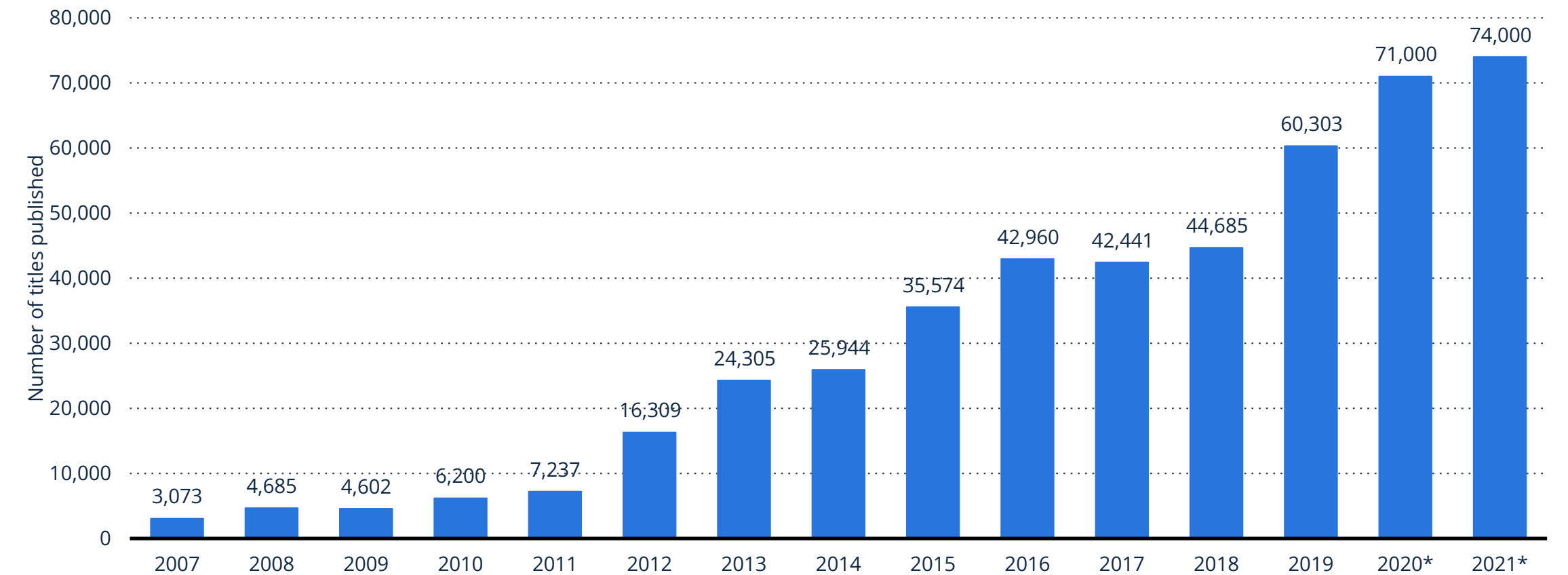
Audiobook sales revenue in the United States from 2018 to 2021 (in billion U.S. dollars)

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



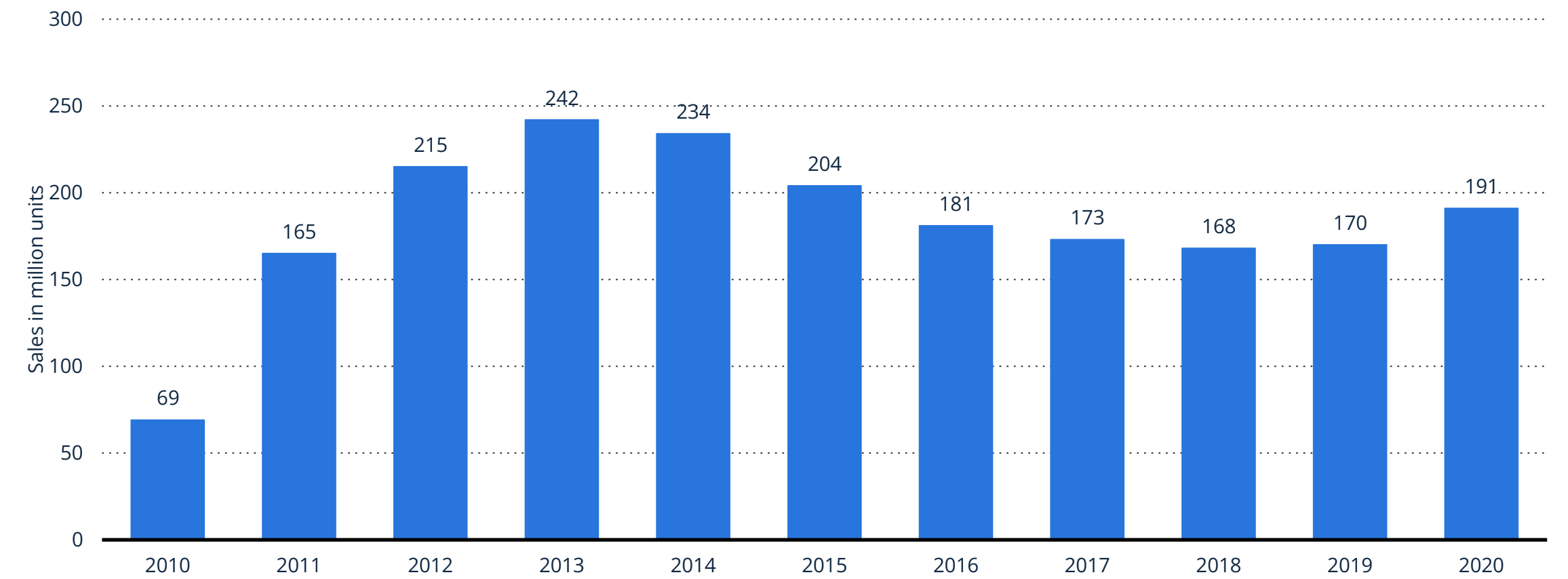
Number of audiobook titles published in the United States from 2007 to 2021

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



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




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. | Disney Co. |
|---------------|----------------|---------|----------------|------------|-------|------------------|------------|
| June 30, 2016 | 16.92 | 715.62 | 11.35 | 11.67 | 54.44 | 11.61 | 97.8 |
| Dec 30, 2016 | 16.32 | 749.87 | 11.15 | 11.8 | 63.62 | 9.95 | 104.2 |
| Jun 30, 2017 | 12.54 | 968 | 7.6 | 14.15 | 63.78 | 10.6 | 106.2 |
| Dec 29, 2017 | 9.3 | 1169.47 | 6.7 | 16.6 | 59 | 18.24 | 107.5 |
| June 29, 2018 | 5.76 | 1699.8 | 6.35 | 15.85 | 56.22 | 18.75 | 104.8 |
| Dec 31, 2018 | 3.96 | 1501.97 | 7.09 | 11.35 | 43.72 | 8.53 | 109.4 |
| Jun 28, 2019 | 1.97 | 1893.63 | 6.69 | 13.49 | 49.9 | 6.99 | 139.6 |
| Dec 30, 2019 | 3.71 | 1846.89 | 4.27 | 14.07 | | 6.15 | 143.7 |
| 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 | 176.0 |

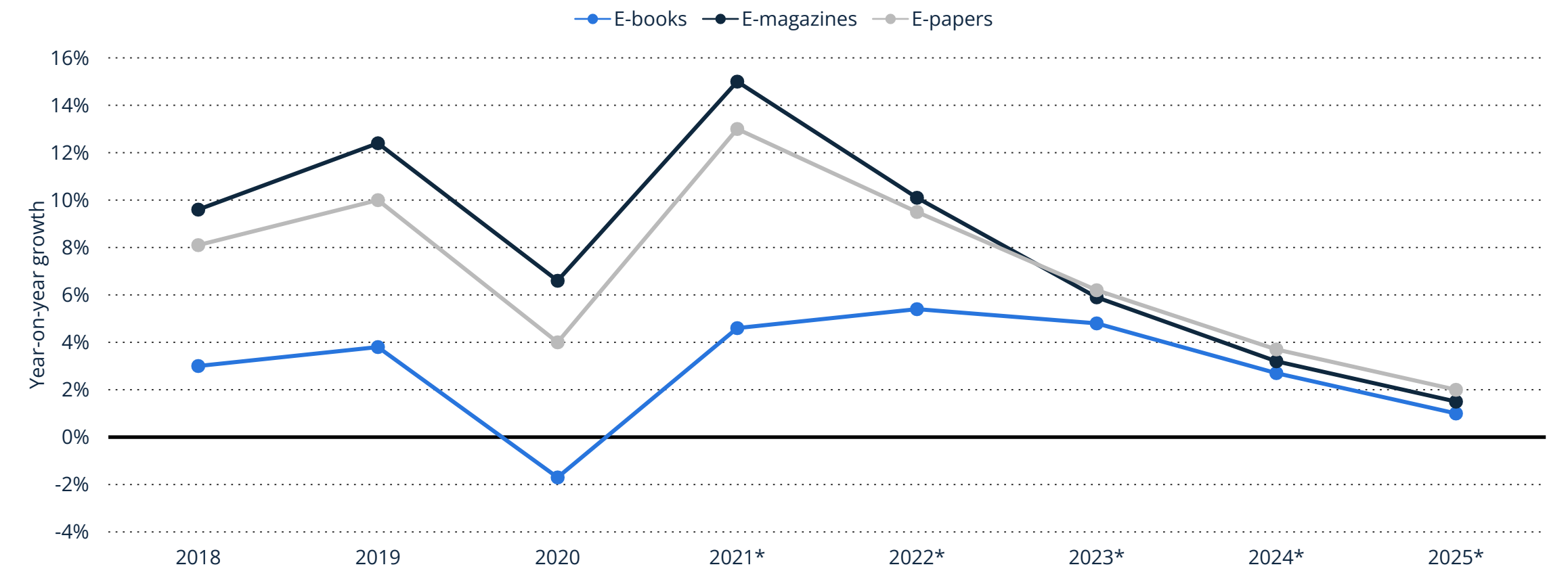


Cropped Version

Double click to open excel file with complete data

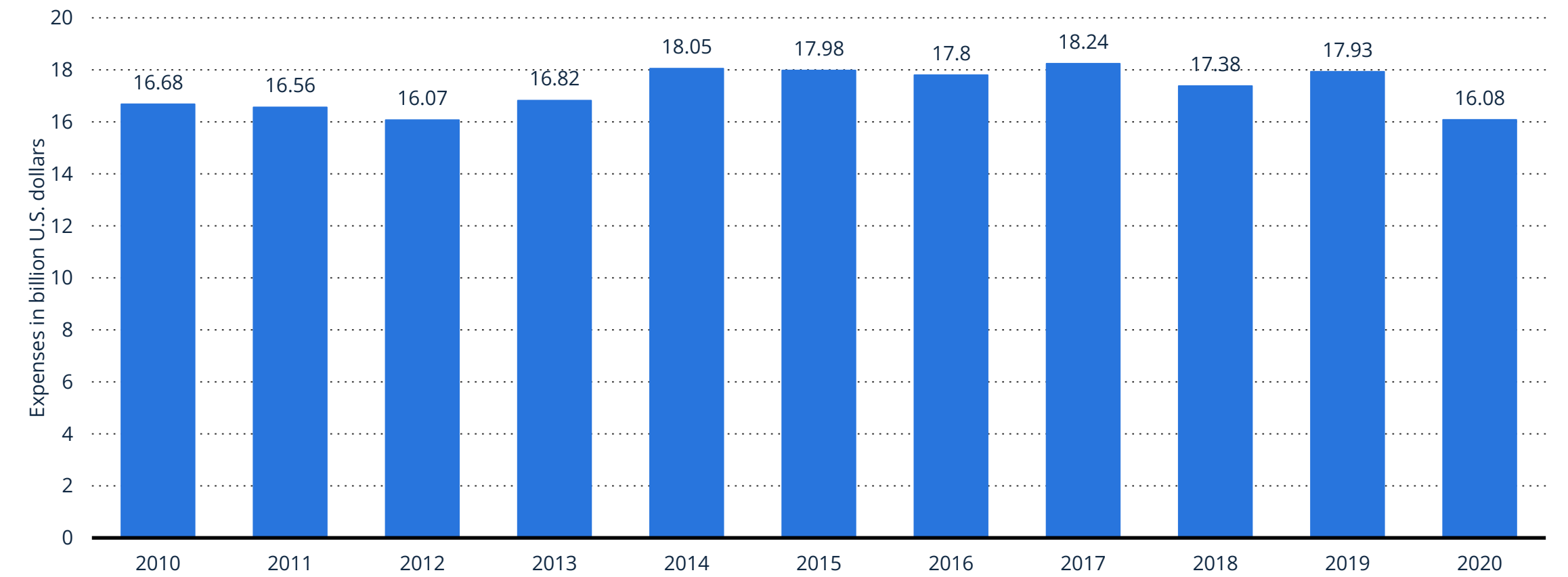
Digital publishing revenue growth in the United States from 2018 to 2025, by format

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



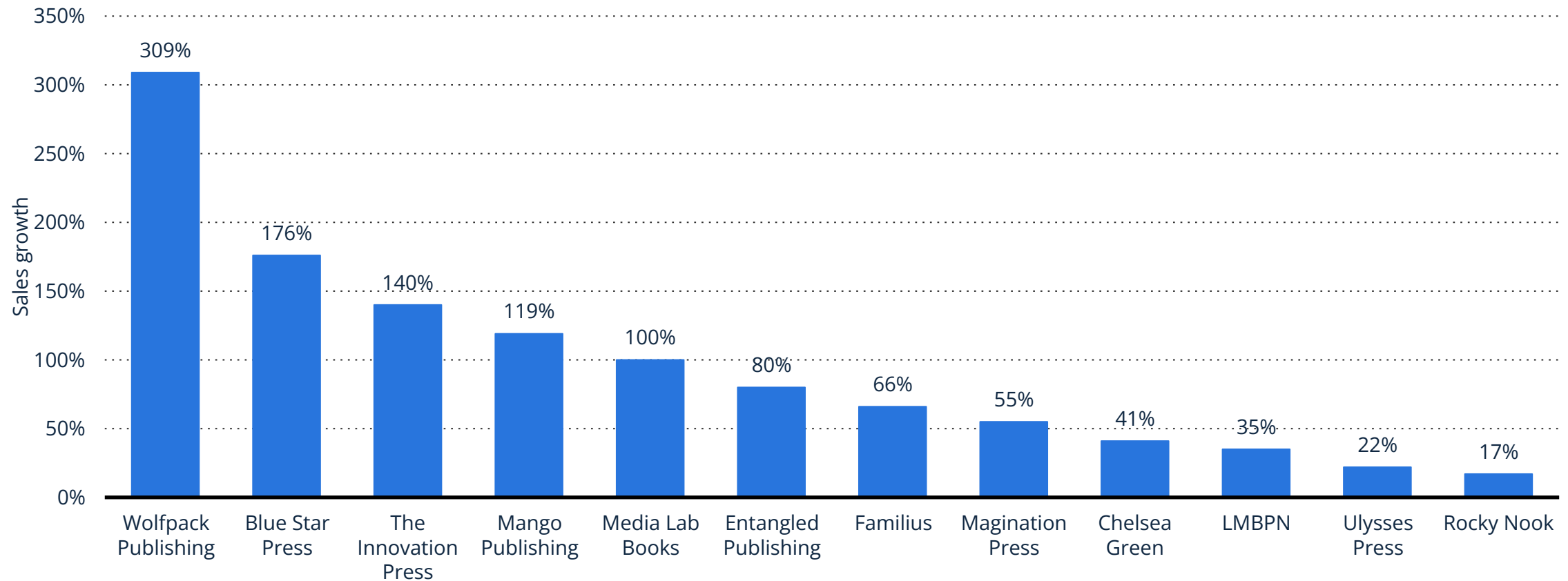
Estimated expenses of U.S. book publishers from 2010 to 2020 (in billion U.S. dollars)

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



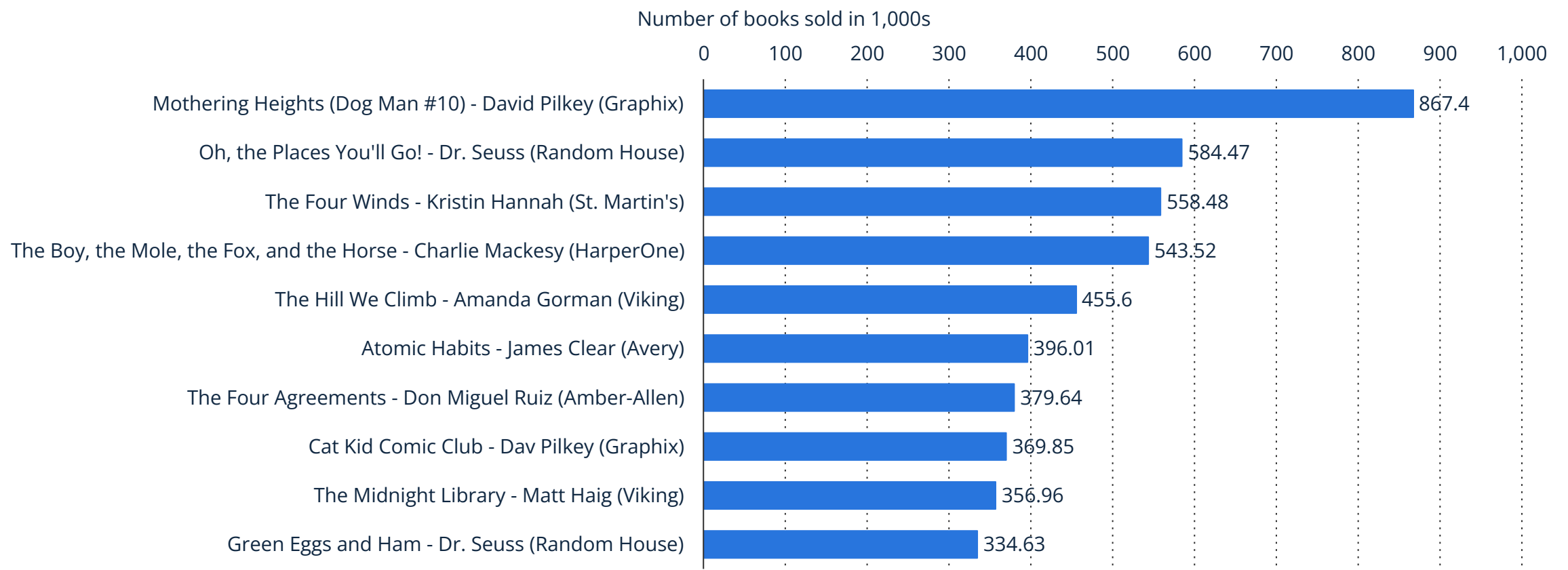
Sales growth of independent book publishers in the United States from 2018 to 2020

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



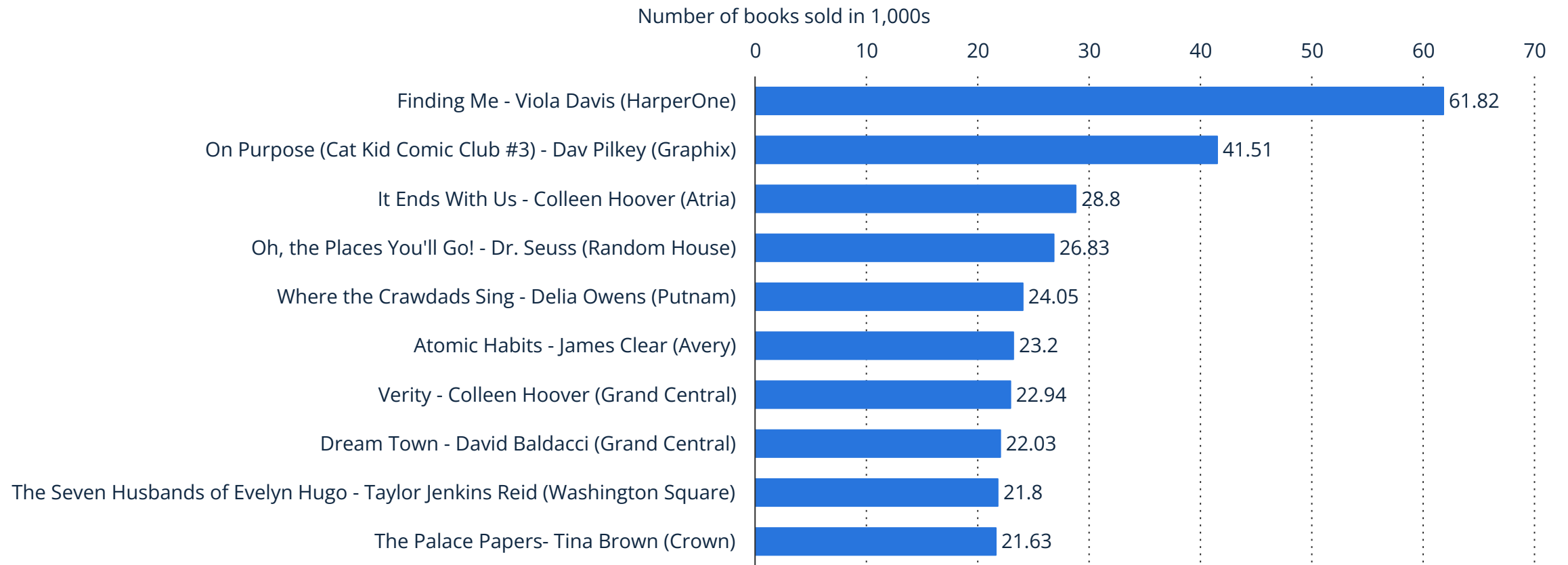
Best-selling print books in the United States in 1st half 2021, by unit sales (in 1,000s)

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



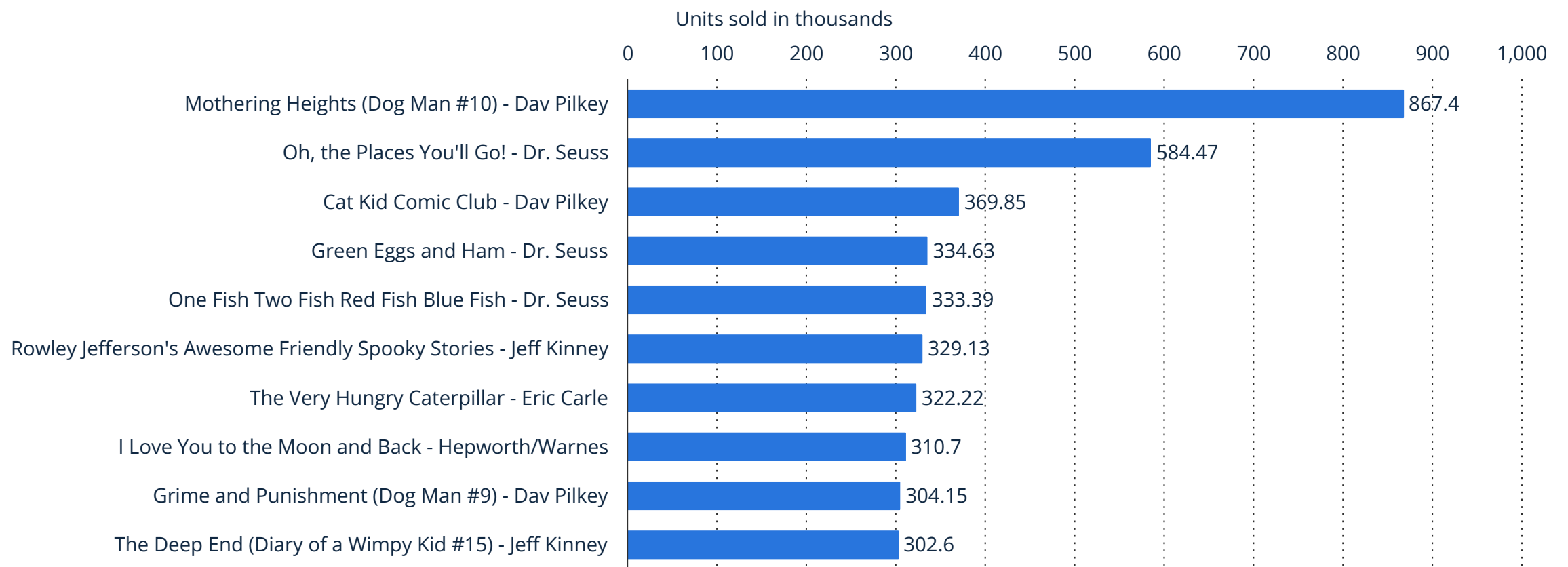
Best-selling books in the United States in the week ending April 30, 2022, by unit sales (in 1,000s)

Best-selling books in the U.S. 2022



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

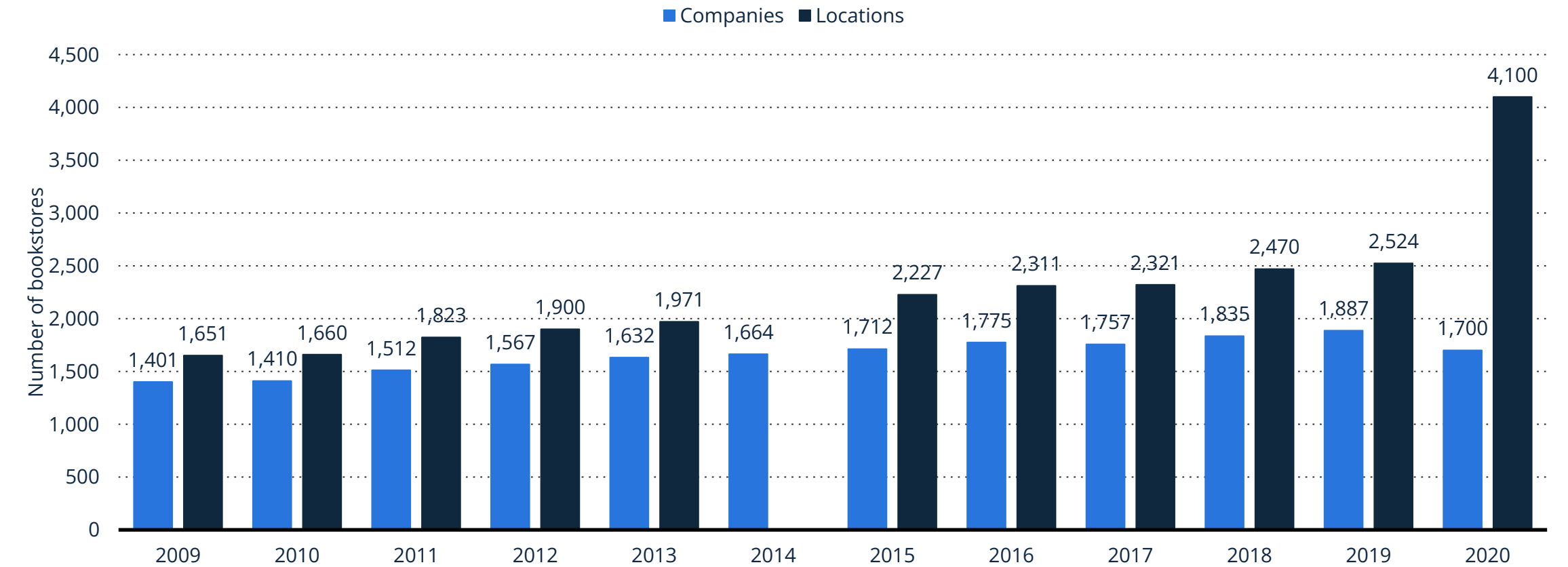


CHAPTER 03

Retail

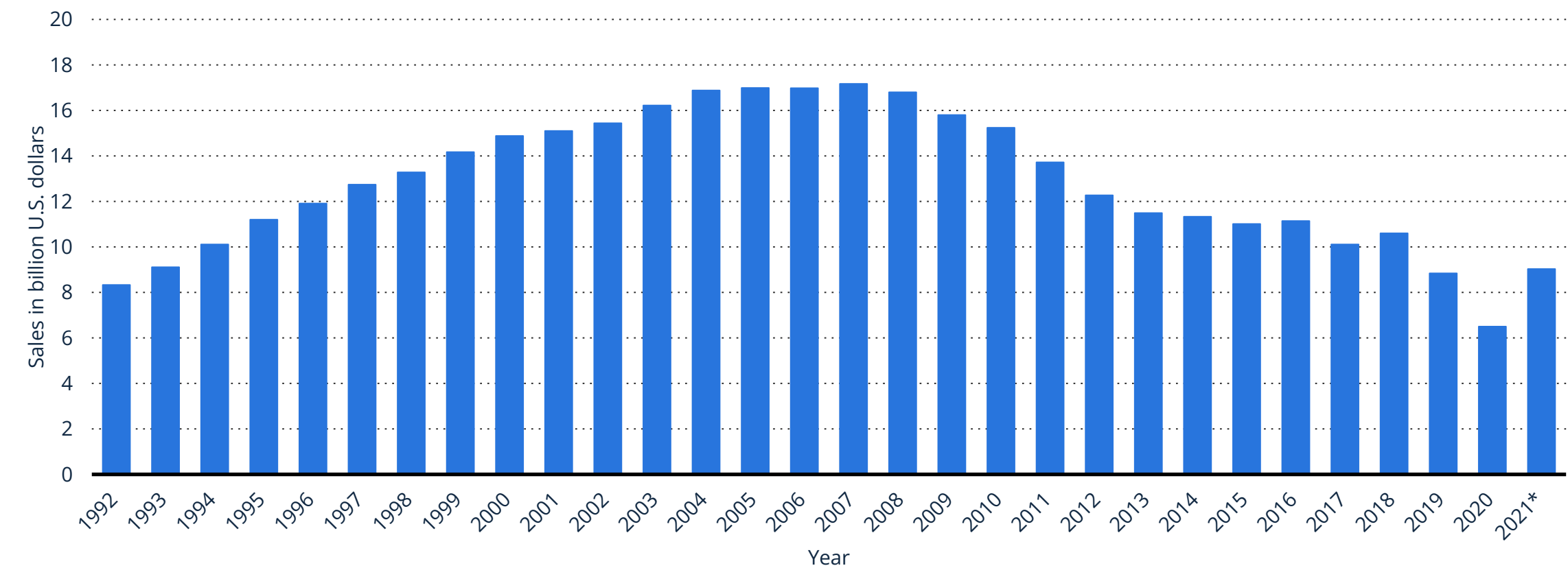
Number of independent bookstores in the United States from 2009 to 2020

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



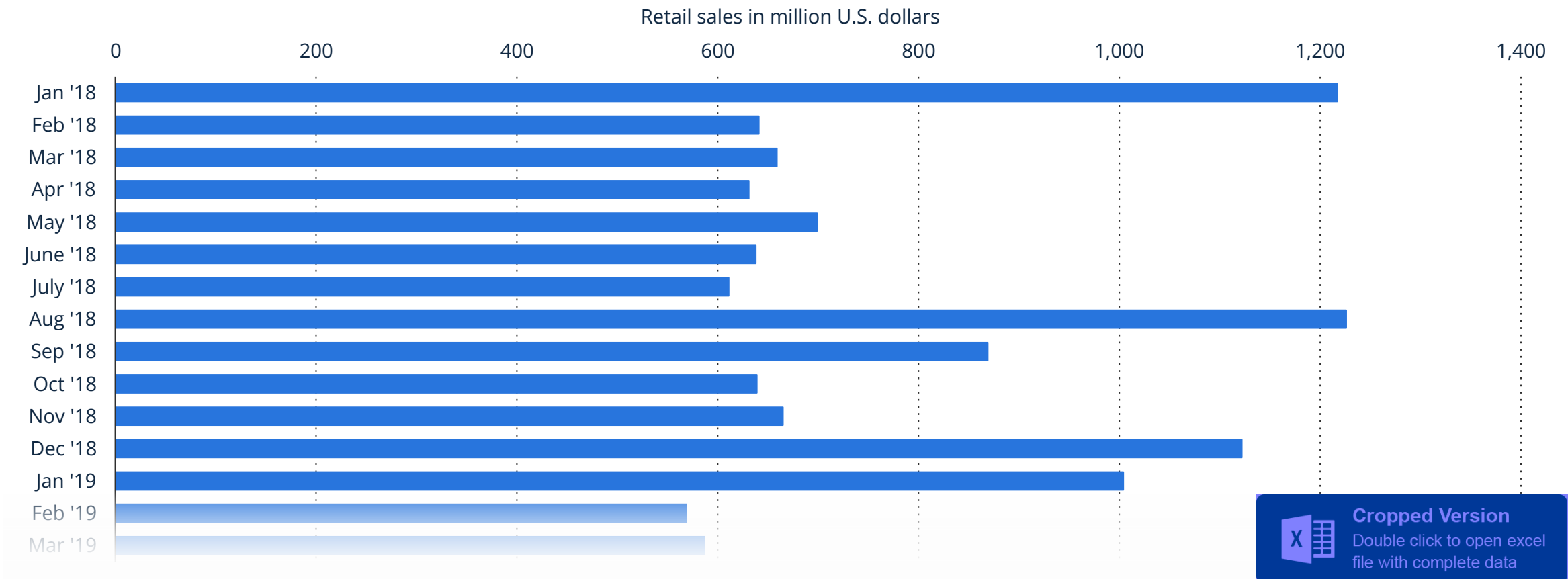
Book store sales in the United States from 1992 to 2021 (in billion U.S. dollars)

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



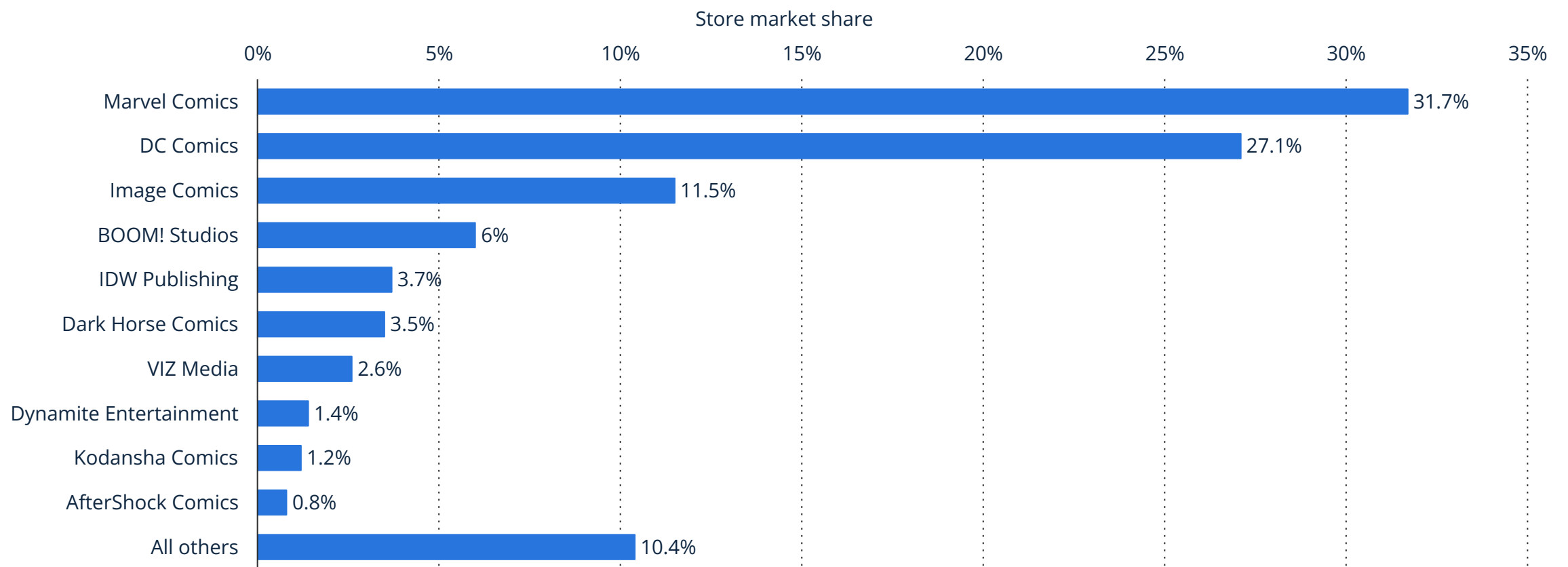
Monthly retail sales of bookstores in the United States from January 2018 to April 2022 (in million U.S. dollars)

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



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

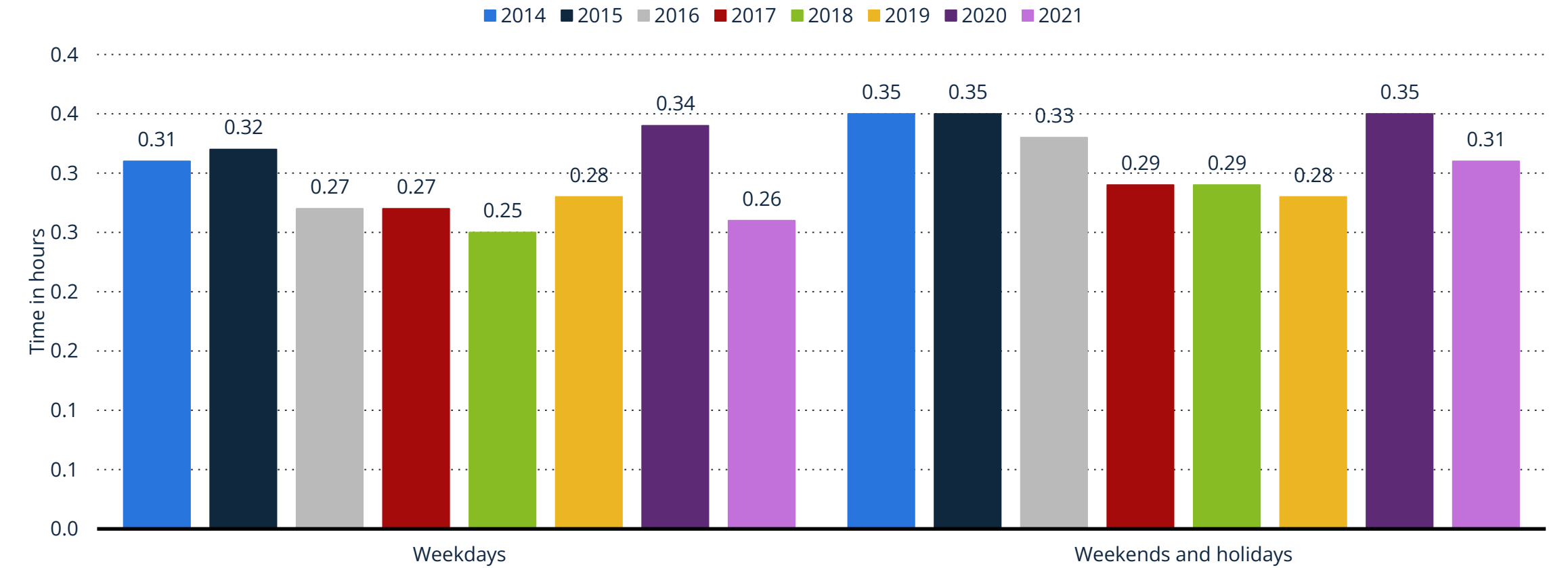


CHAPTER 04

Consumption

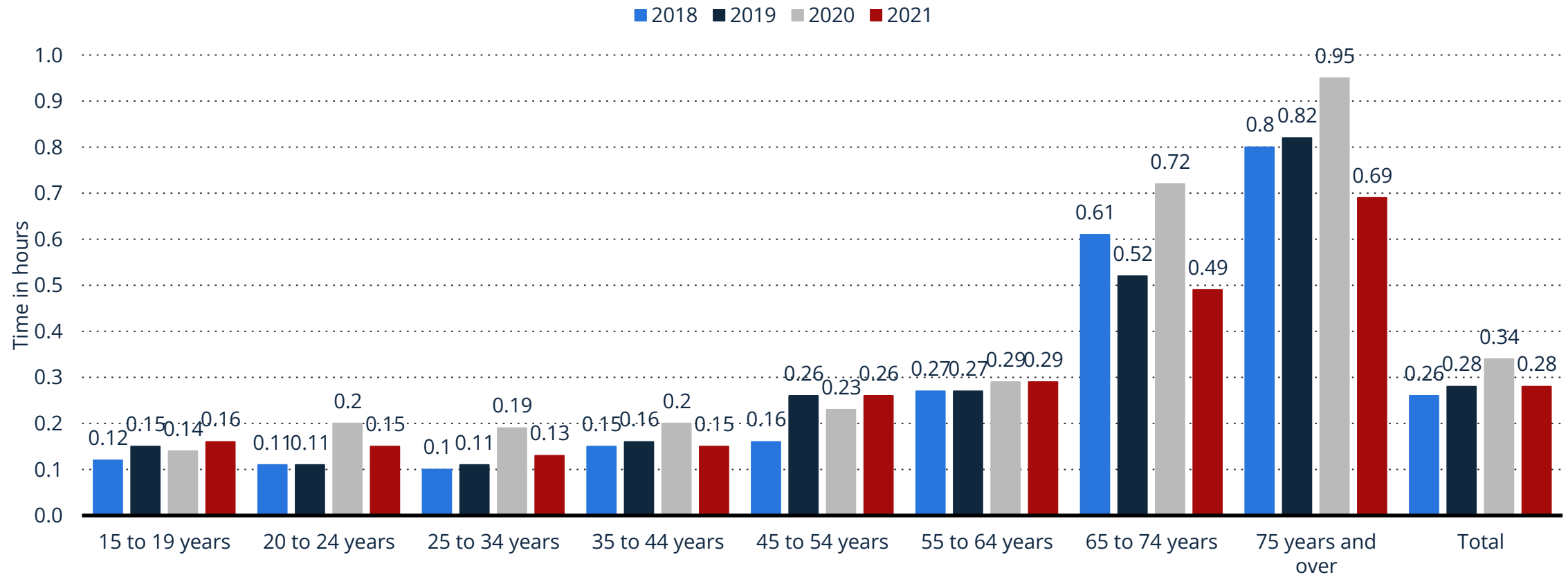
Average daily time spent reading per capita in the United States from 2014 to 2021 (in hours)

U.S. daily time spent reading 2014-2021



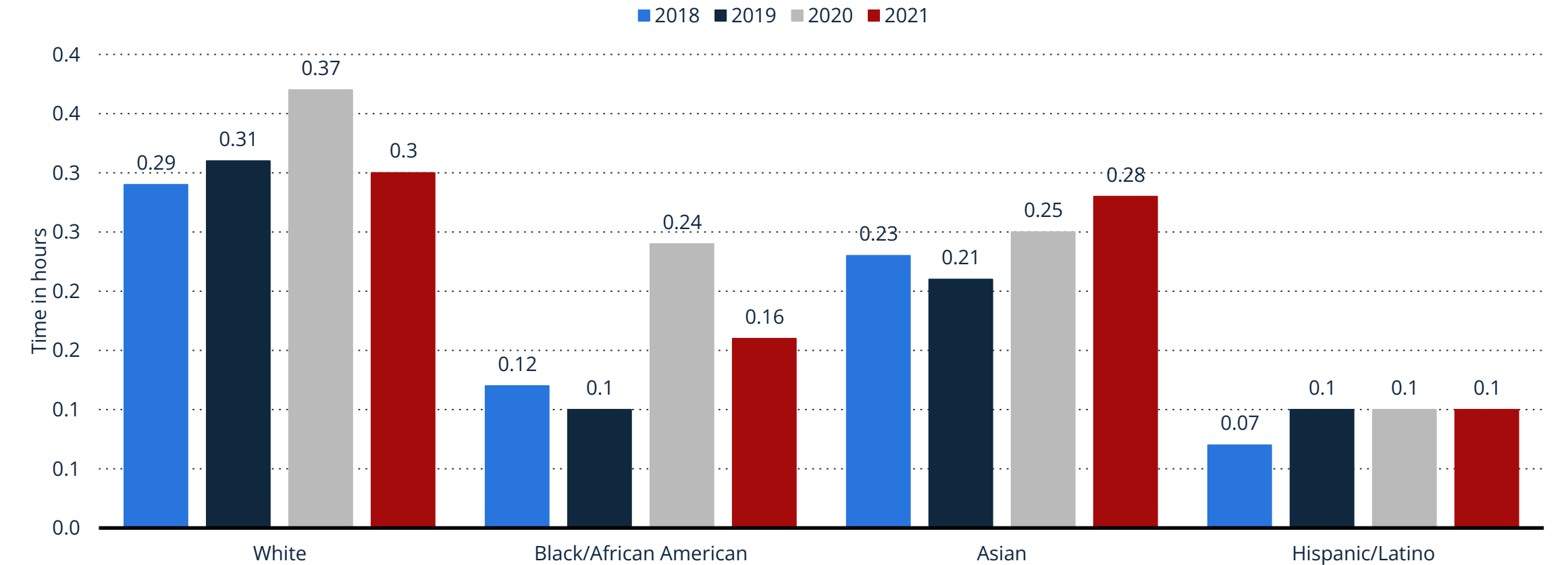
Average daily time spent reading per capita in the United States from 2018 to 2021, by age group (in hours)

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



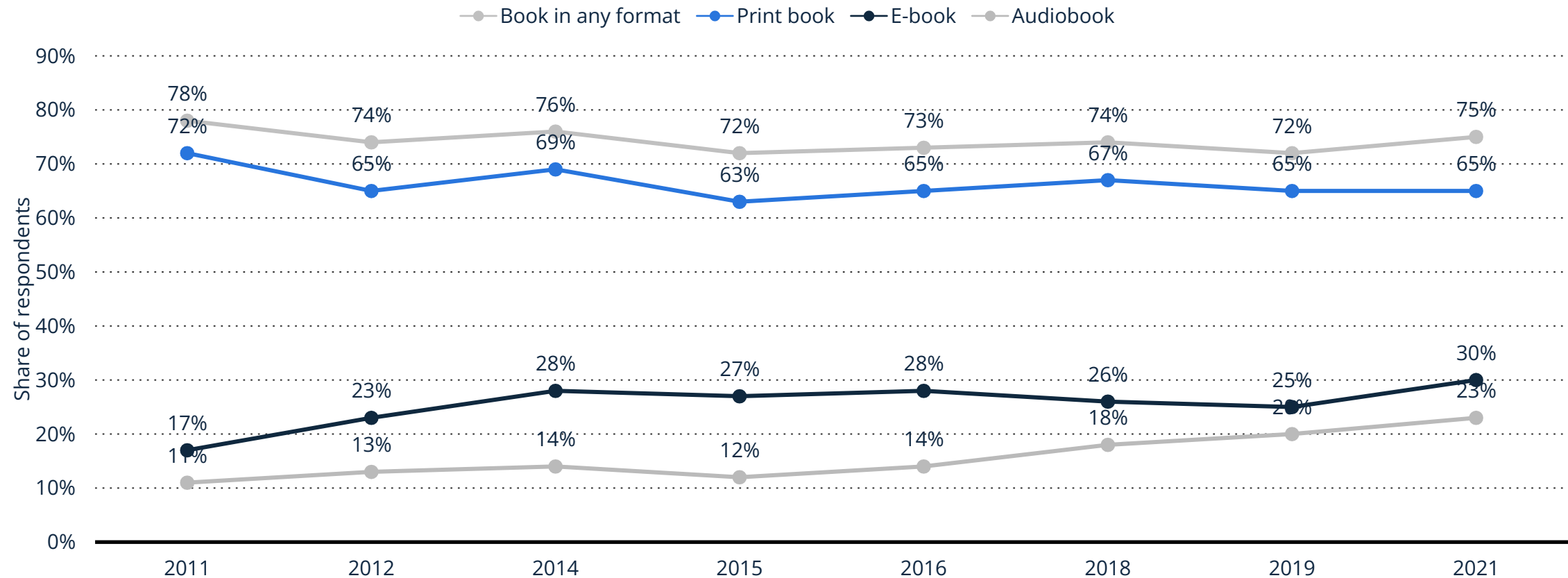
Average daily time spent reading per capita in the United States from 2018 to 2021, by ethnicity (in hours)

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



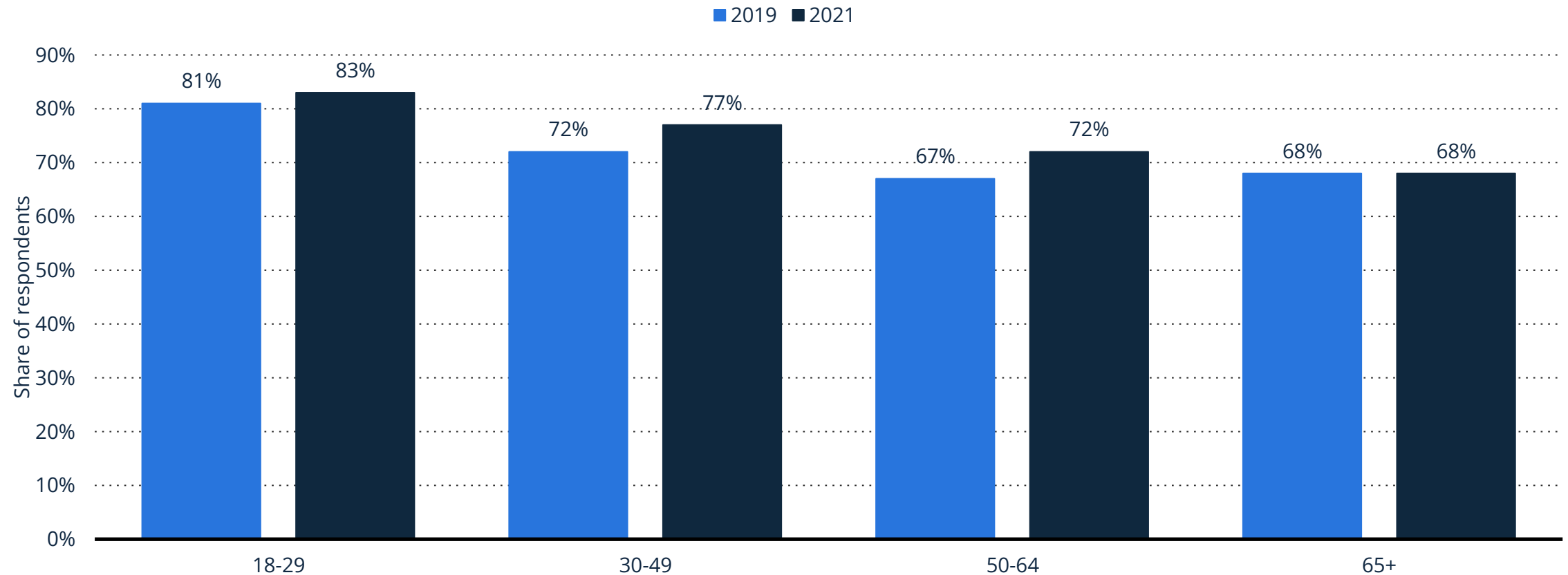
Share of adults who have read a book in any format in the last 12 months in the United States from 2011 to 2021, by format

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



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

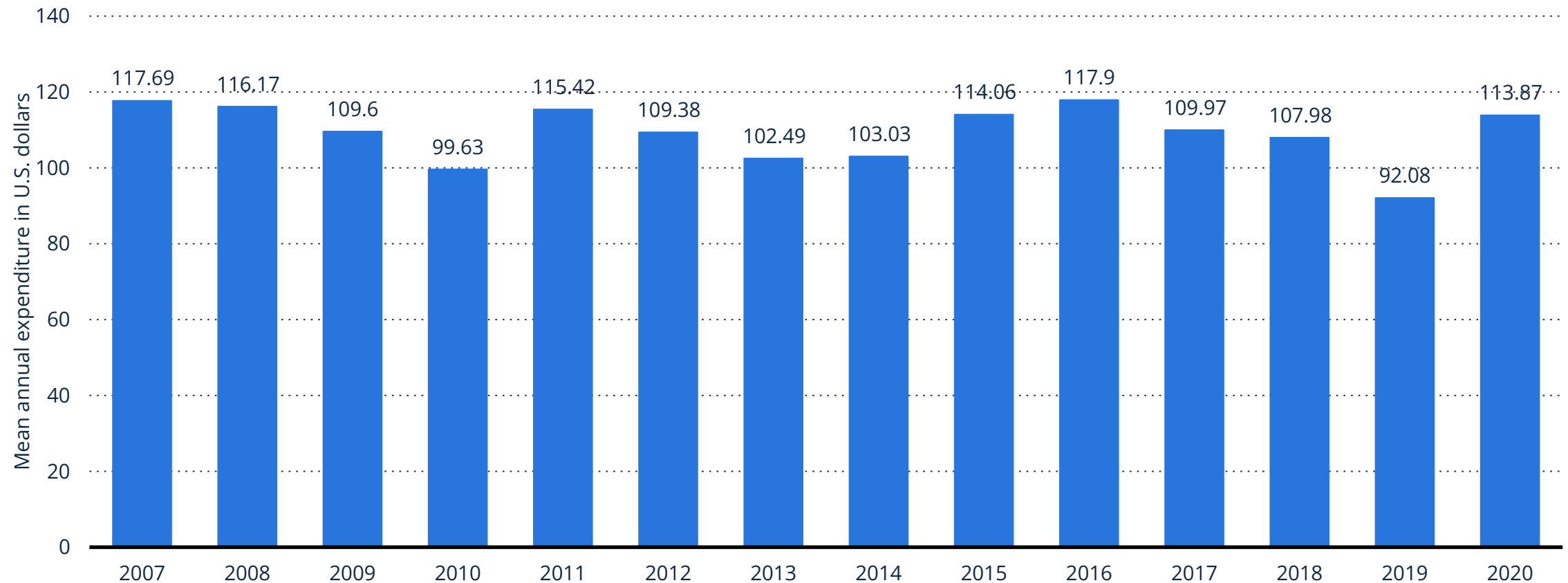


CHAPTER 05

Consumer expenditures

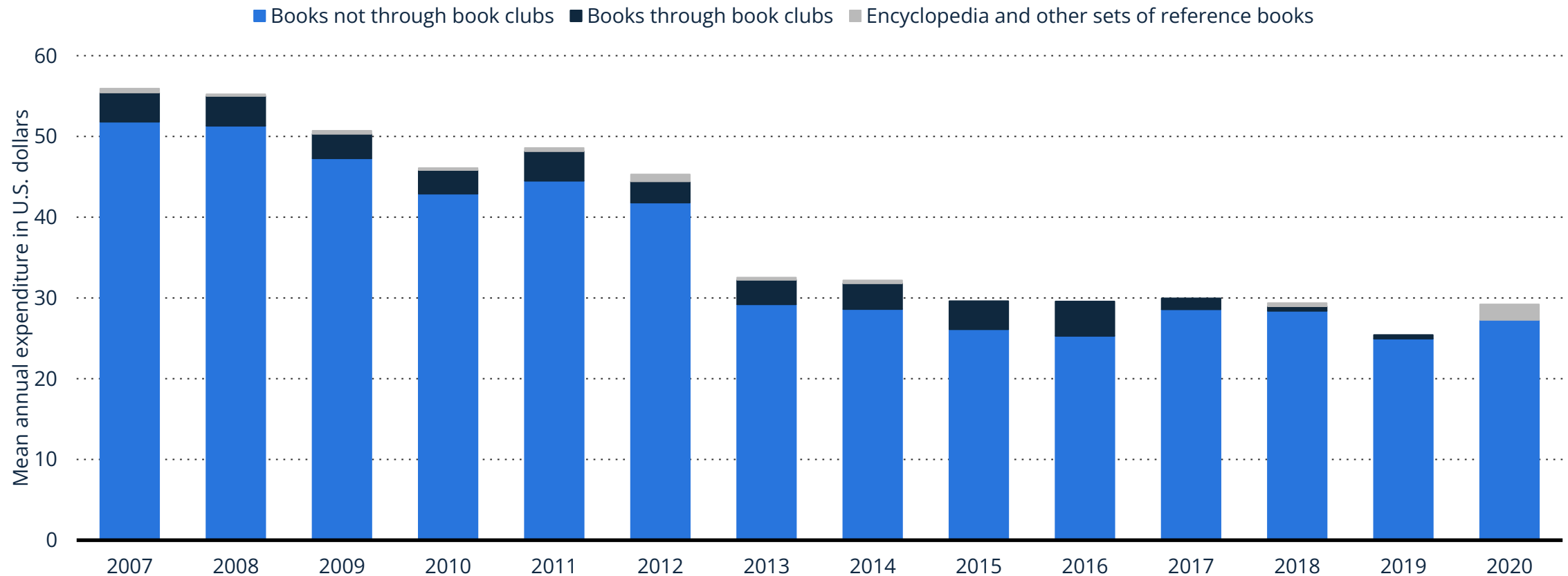
Mean annual expenditure on reading per consumer unit in the United States from 2007 to 2020 (in U.S. dollars)

U.S. household expenditure on reading 2007-2020



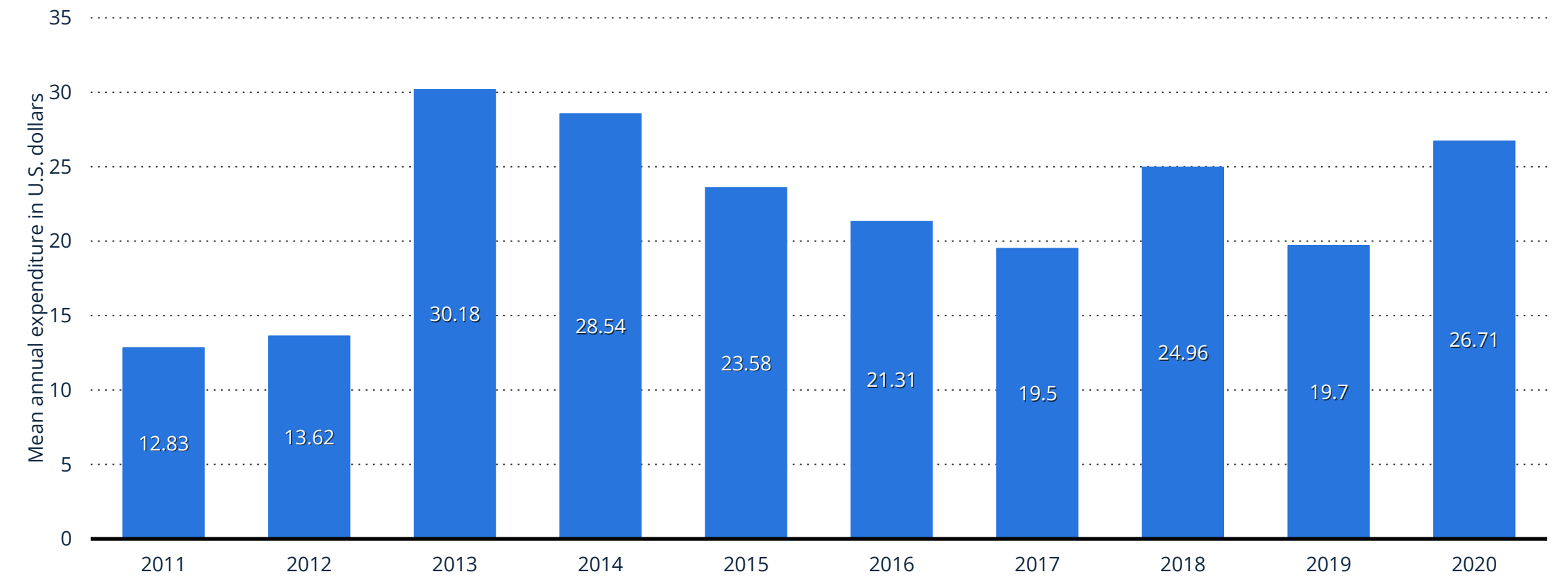
Mean annual expenditure on books per consumer unit in the United States from 2007 to 2020, by type (in U.S. dollars)

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



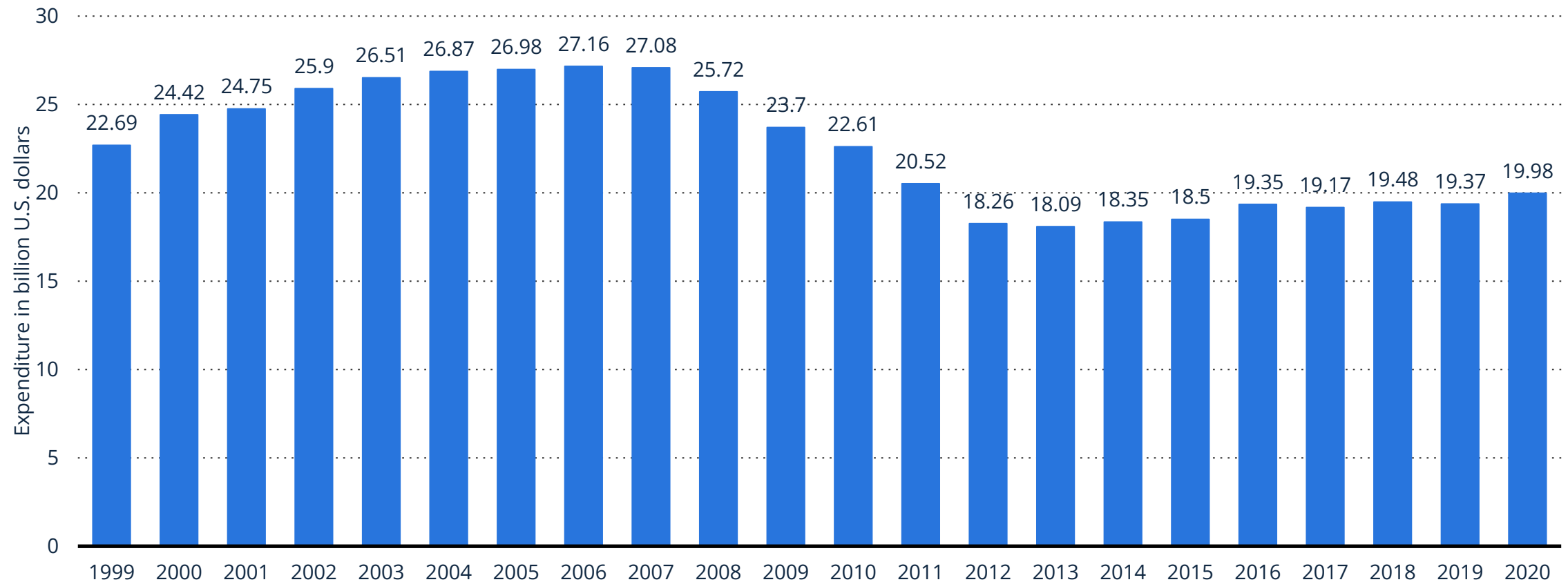
Mean annual expenditure on digital book readers per consumer unit in the United States from 2011 to 2020 (in U.S. dollars)

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



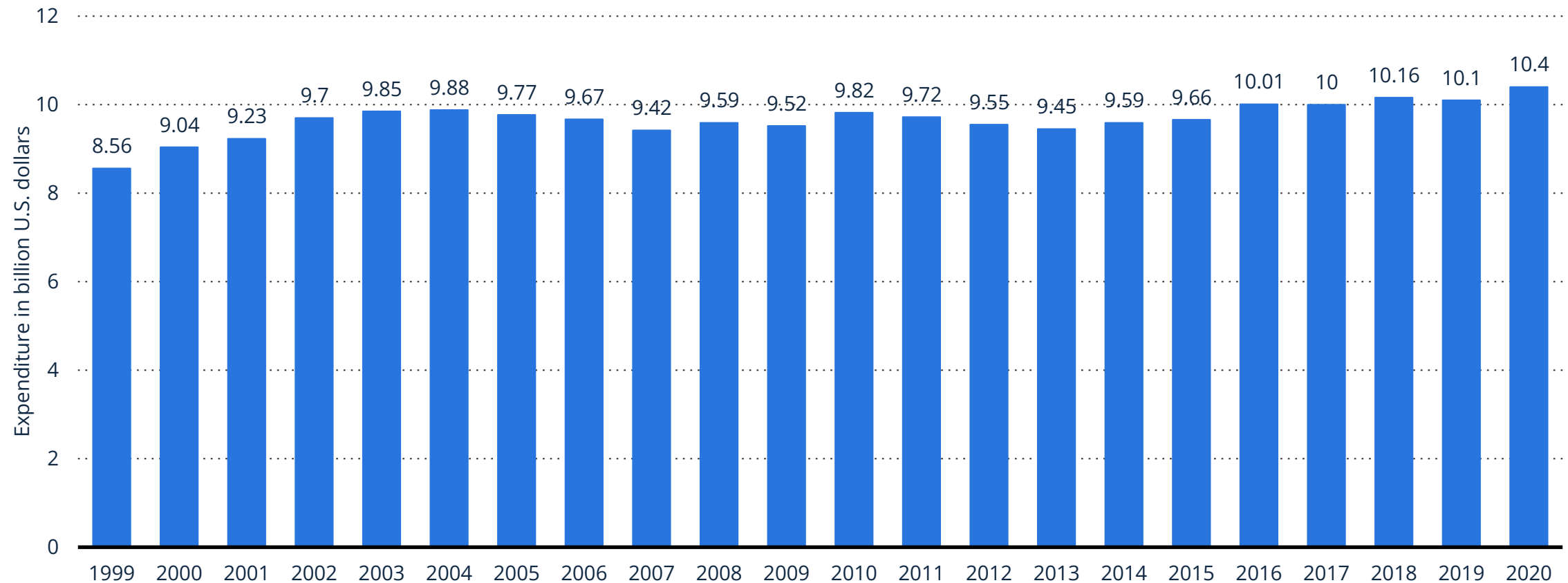
Consumer expenditure on recreational books in the United States from 1999 to 2020 (in billion U.S. dollars)

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



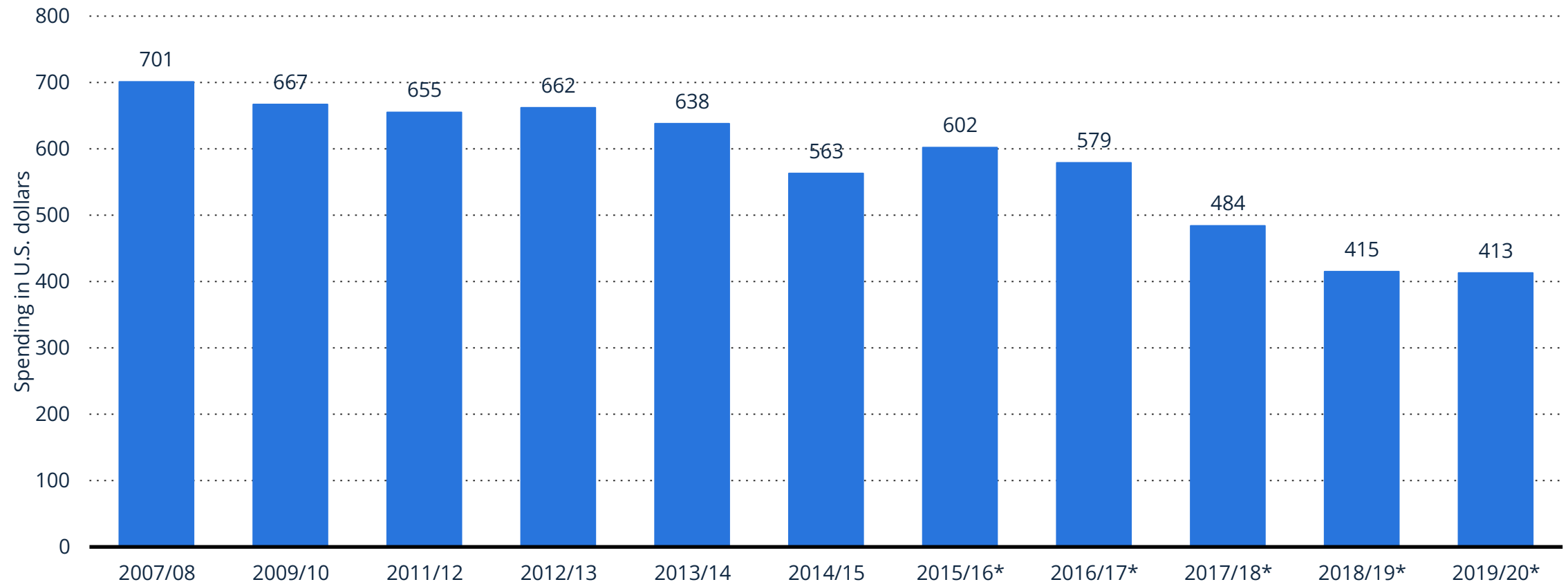
Consumer expenditure on educational books in the United States from 1999 to 2020 (in billion U.S. dollars)

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



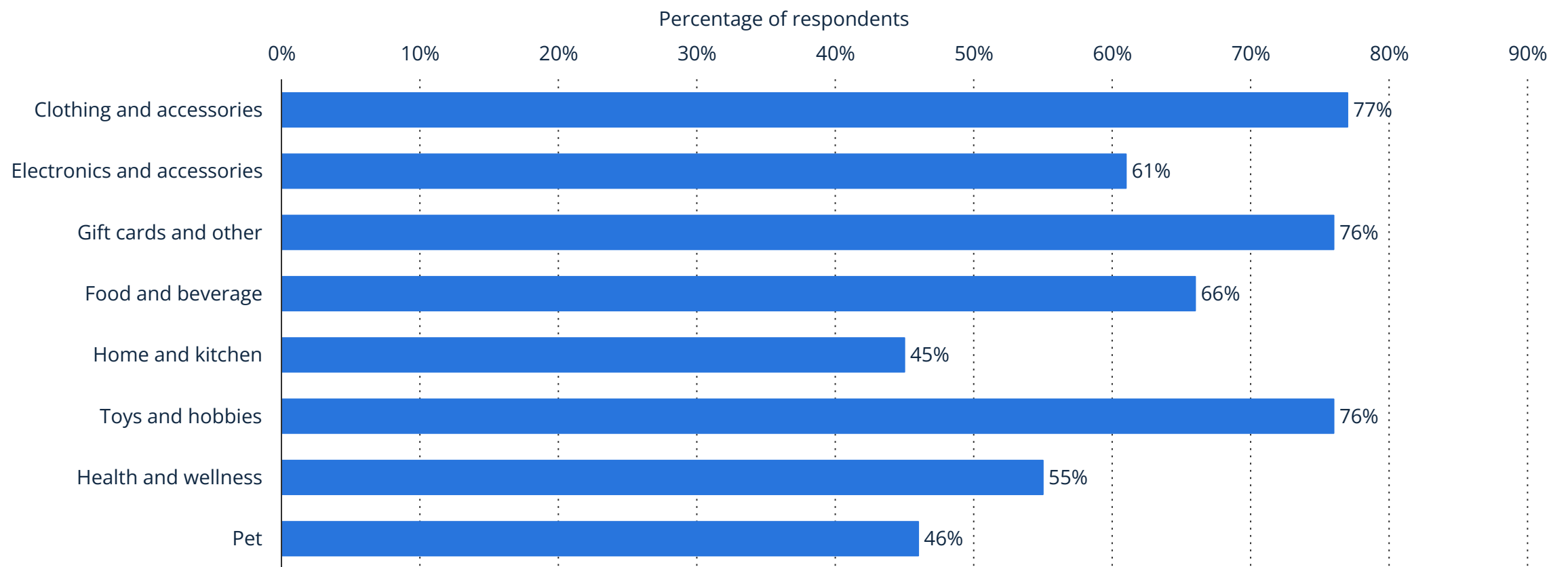
Student spending on course material in the United States from the academic years 2007/08 to 2019/20 (in U.S. dollars)

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



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



Sources

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ICV2
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Pew Research Center
Publishers Weekly
Publishing Perspectives
PwC
Statista
Statista Digital Market Outlook
US Census Bureau