

INDUSTRIES & MARKETS

E-books in the U.S.

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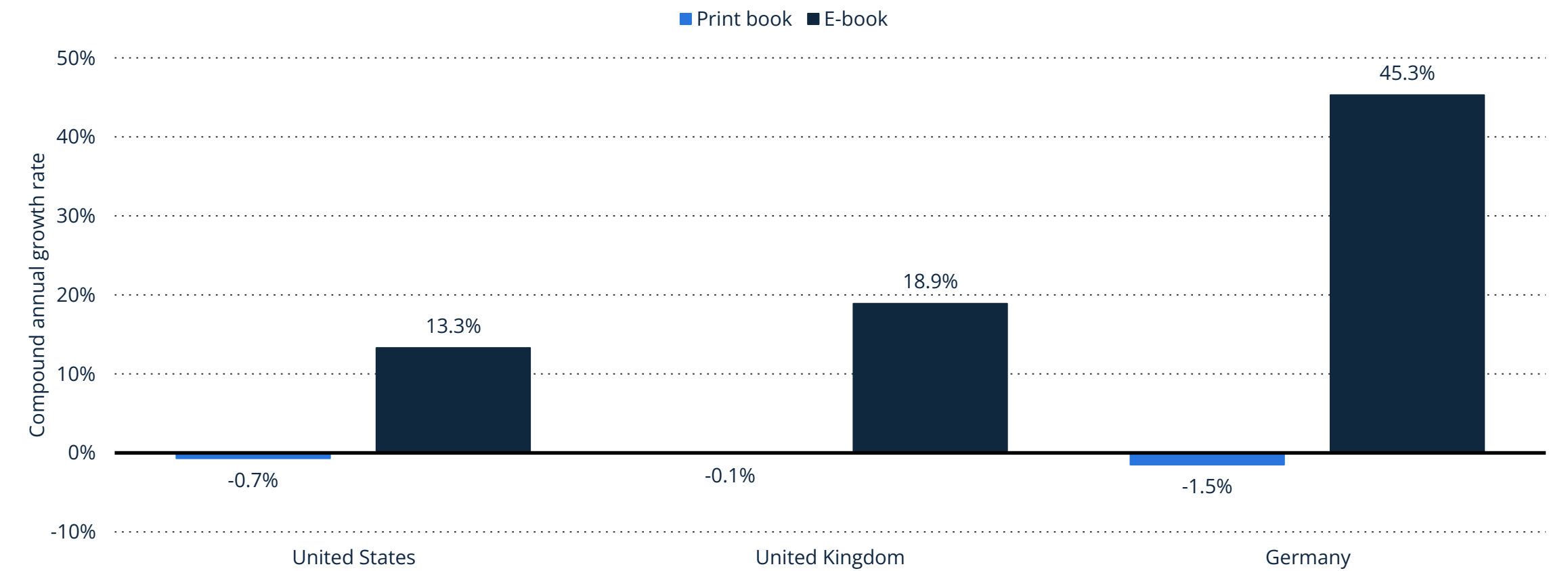
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CHAPTER 01

Overview

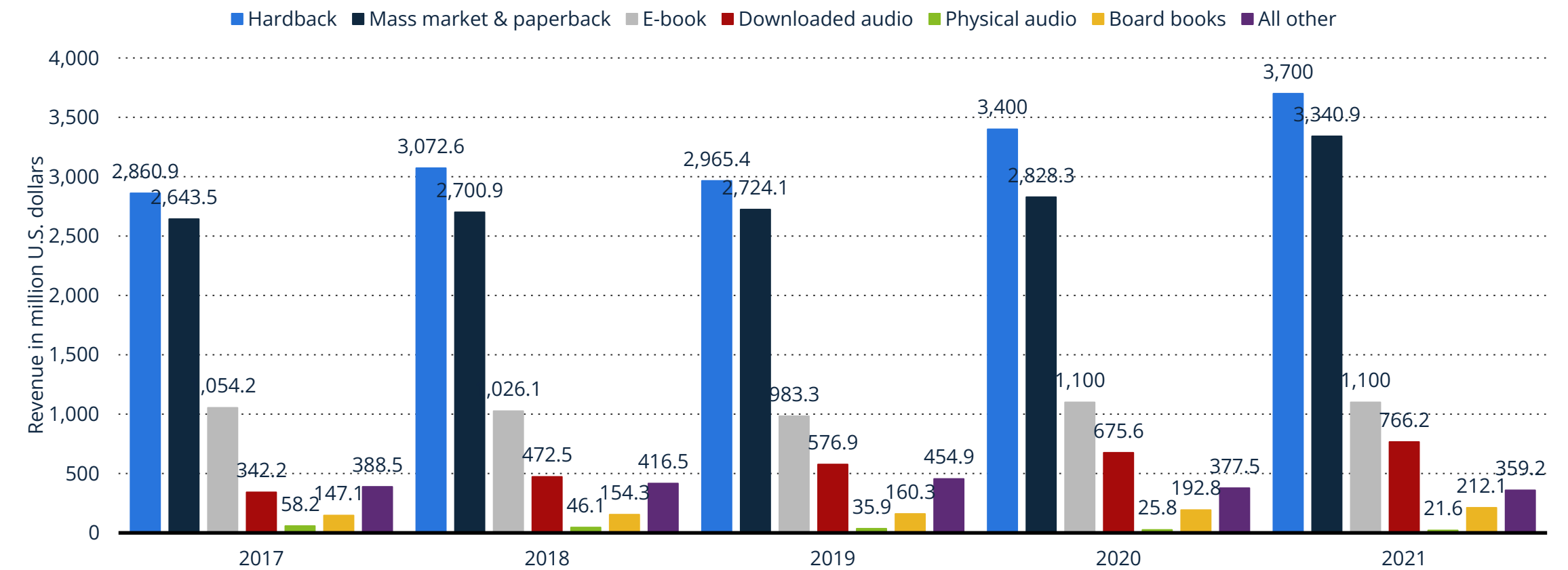
Compound annual growth rate of e-book vs. print book revenue in selected countries worldwide between 2010 and 2020

CAGR of e-book and print book revenue worldwide 2010-2020



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

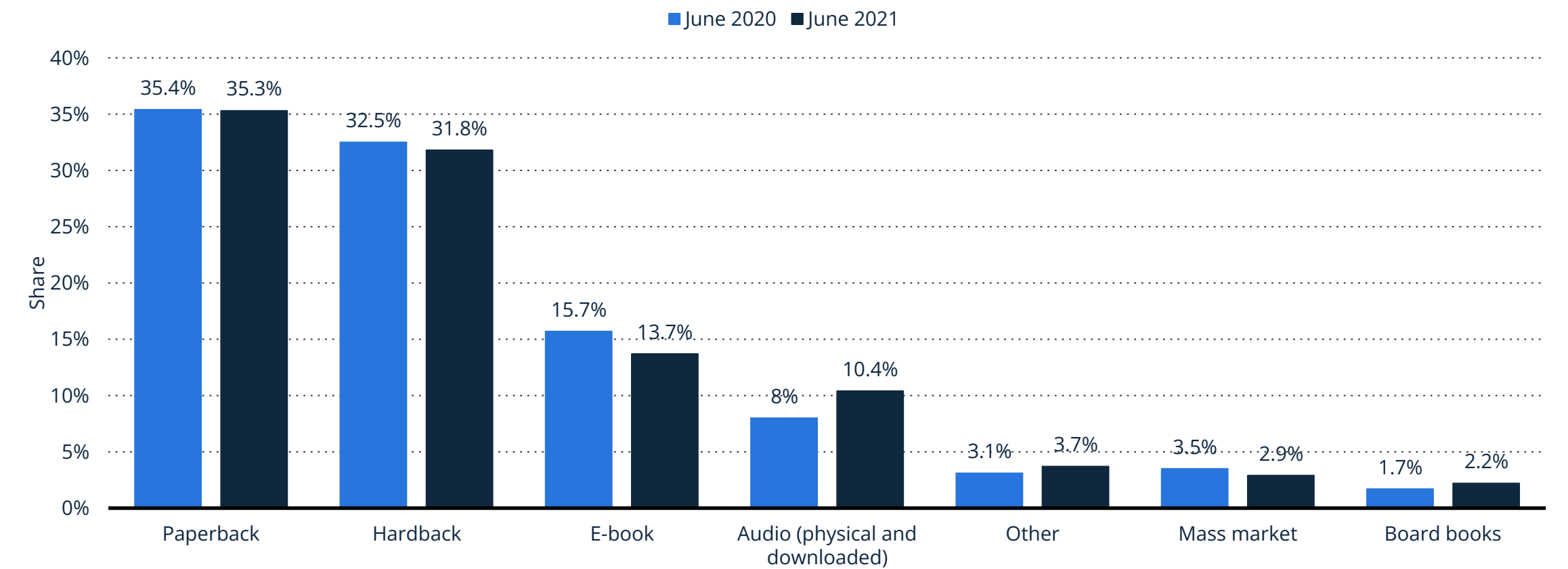
Trade book sales revenue in the U.S. 2017-2021, by format



4 **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 [...]
Note(s): 2017 to 2021; across approximately 1,360 publishers each year
Source(s): AAP

Distribution of trade book sales in the United States in June 2020 and June 2021, by format

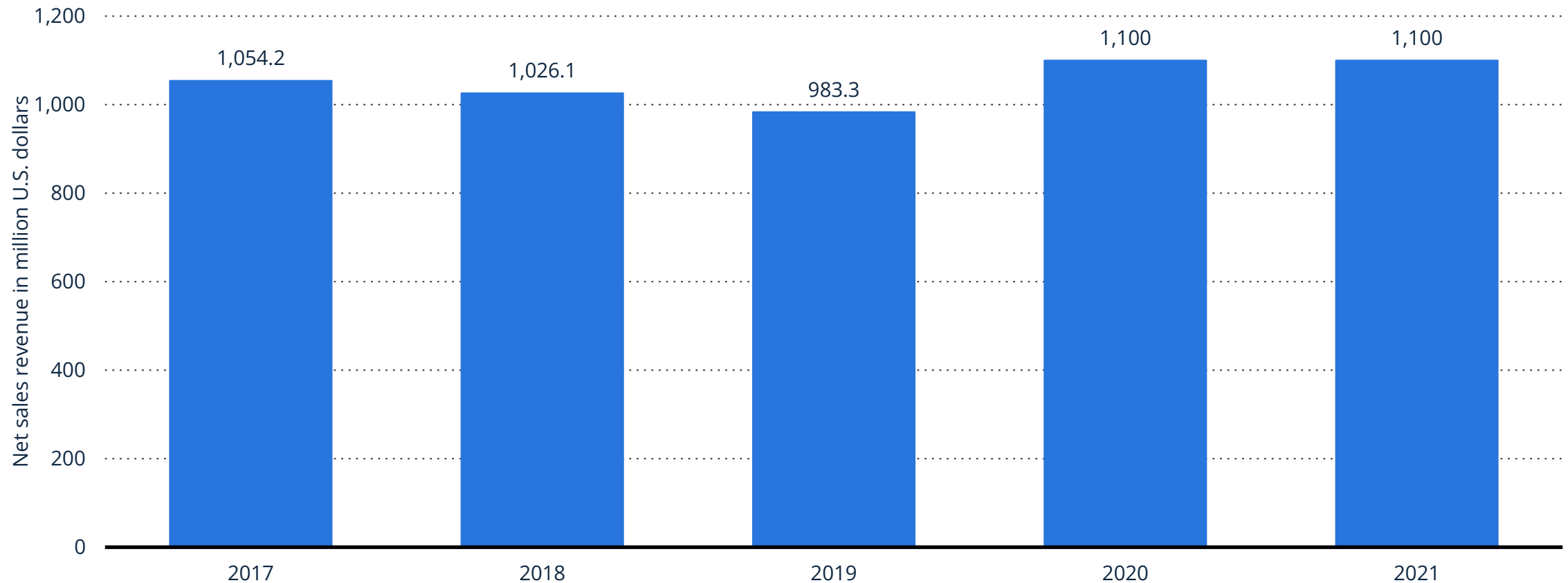
U.S. book market - format market shares 2020-2021



5 **Description:** In June 2021, paperback books had a market share of 35.3 percent, whilst hardbacks accounted for 31.8 percent of total trade book sales. Audiobooks gained ground between June 2020 and June 2021, whereas the share of sales made up by e-books dropped by two percent in the same period. Print still accounts for the majority of trade sales. Figures included in the Excel download file reveal that for the first six months of each year running from 2011 to 2019, paperback and hardback books [...] [Read more](#)
Note(s): United States; June 2020 and June 2021; sales to bookstores, wholesalers, direct to consumer, online retailers, etc.
Source(s): AAP; Publishing Perspectives

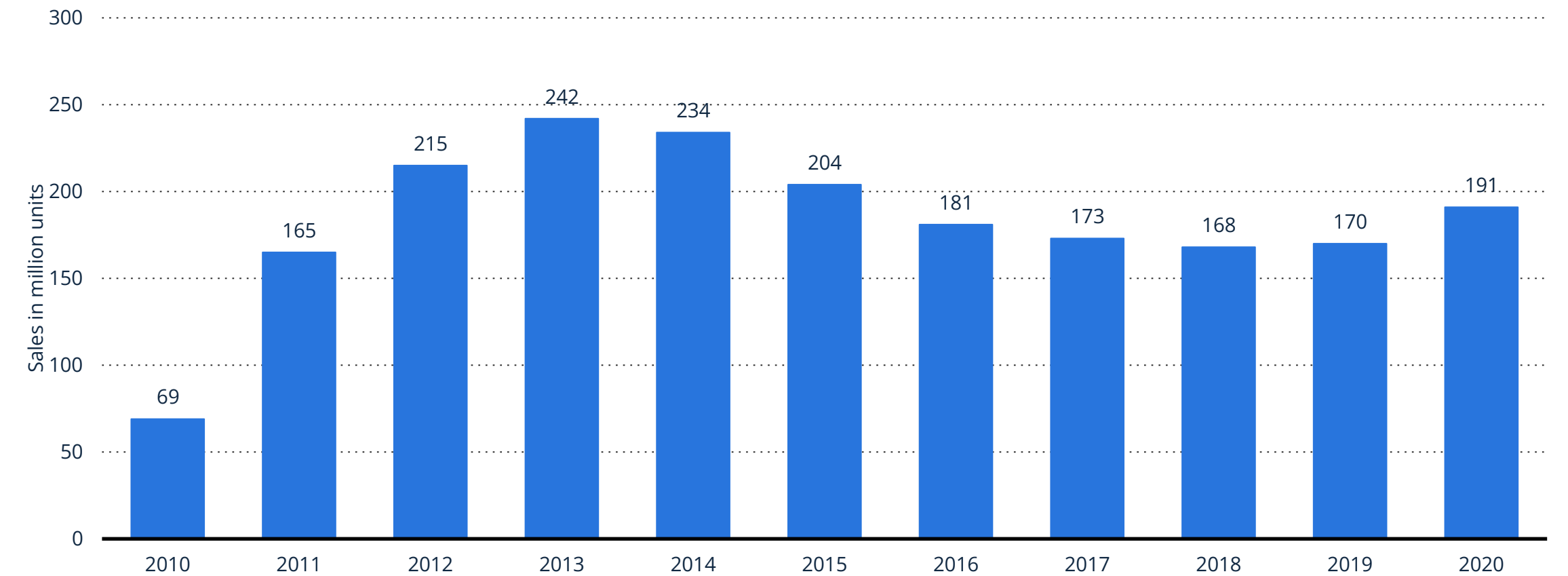
Trade e-book sales revenue in the United States from 2017 to 2021 (in million U.S. dollars)

E-book sales revenue in the U.S. 2017-2021



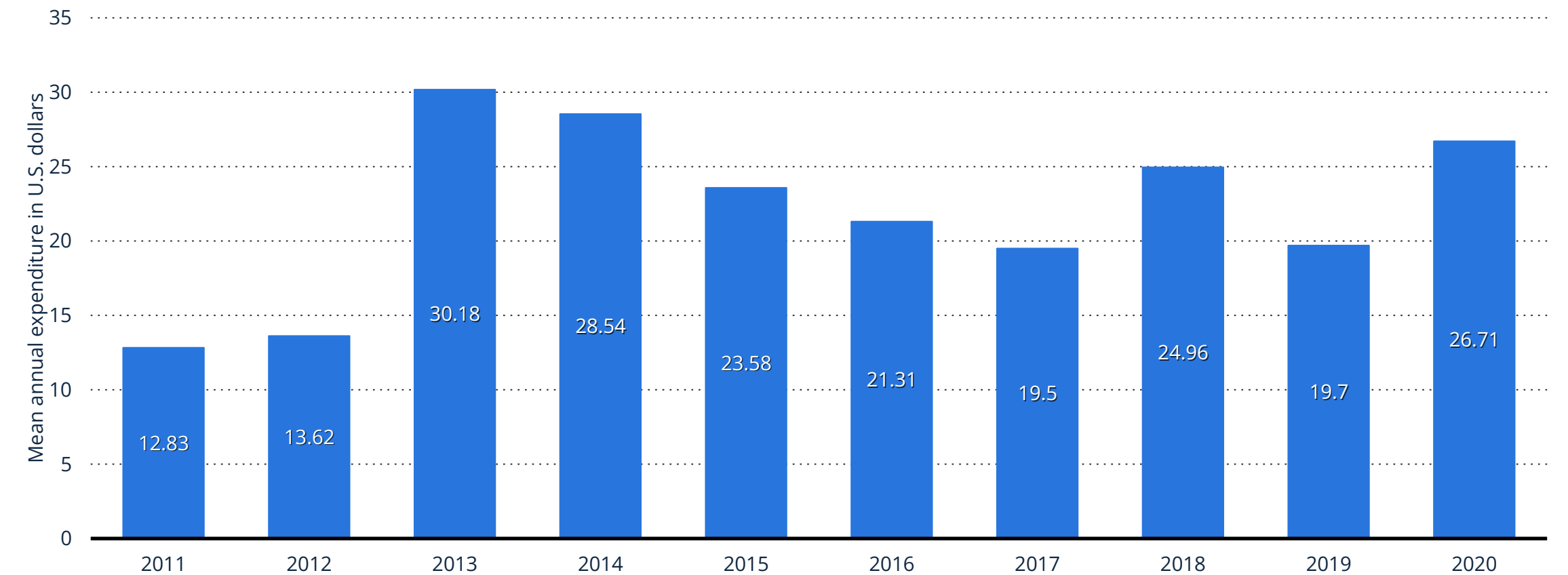
Estimated number of e-books sold in the United States from 2010 to 2020 (in million units)

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



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

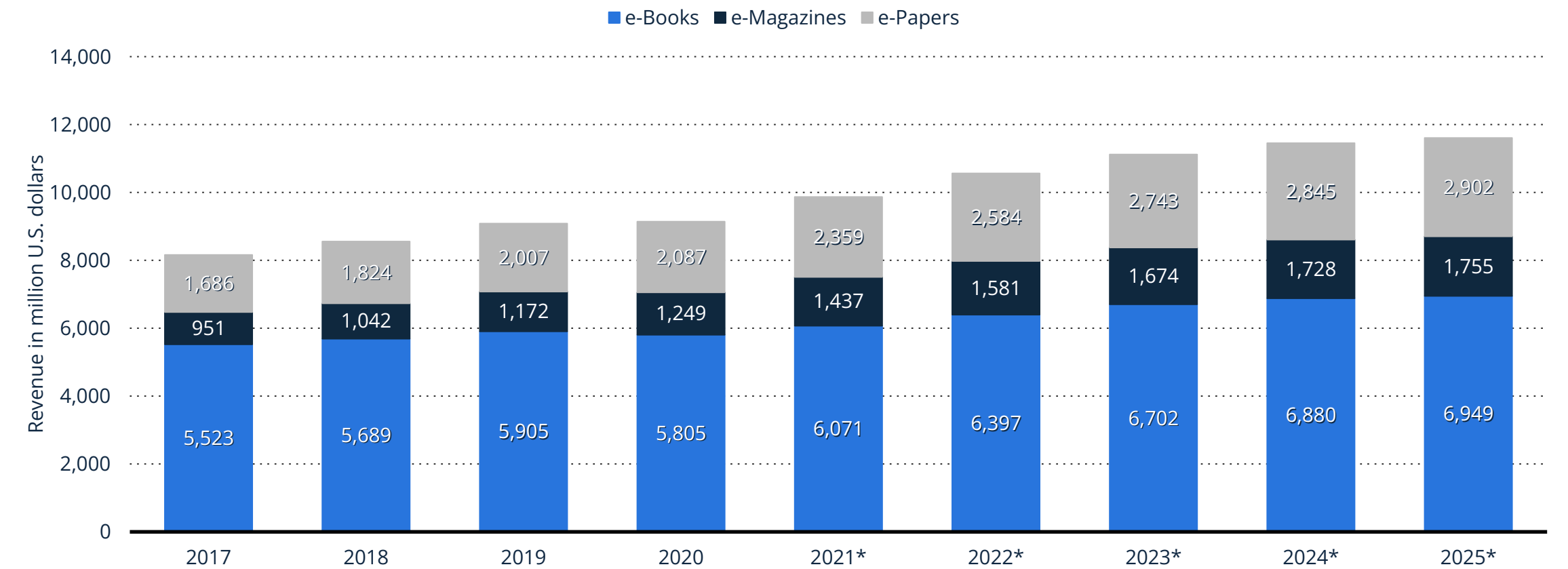


CHAPTER 02

Publishing

Digital publishing revenue in the United States from 2017 to 2025, by format (in million U.S. dollars)

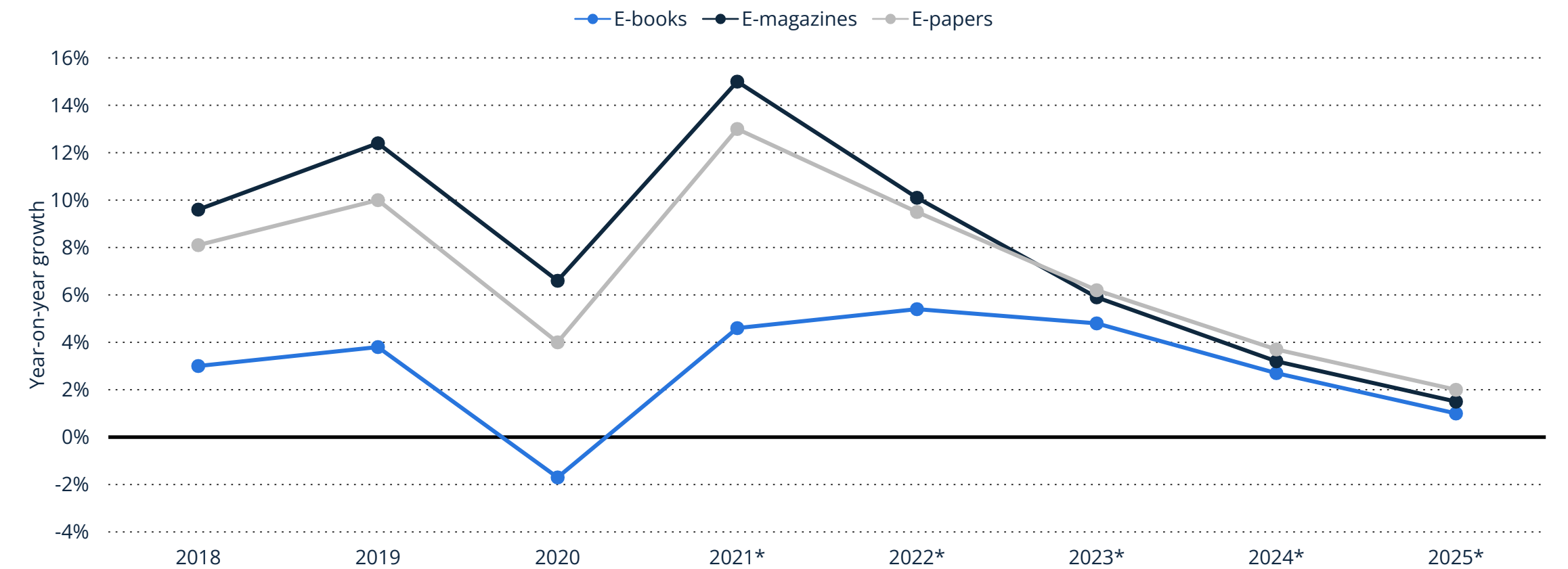
Digital Market Outlook: e-publishing revenue in the U.S. 2017-2025, by format



10 | **Description:** The e-book publishing revenue in the U.S. is expected to grow from 6.07 billion U.S. dollars in 2021 to 6.95 billion in 2025. An overview of all Digital Markets can be found here [Read more](#)
Note(s): United States; 2017 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 [...]
Source(s): Statista; Statista Digital Market Outlook

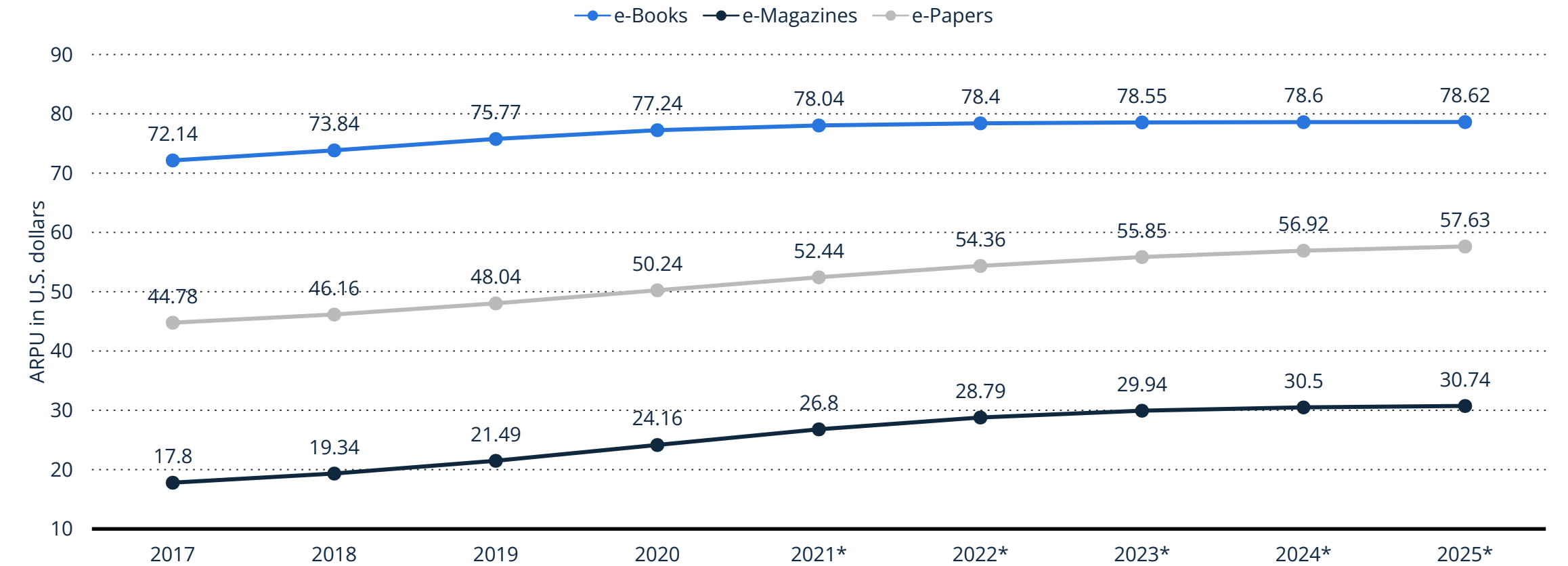
Digital publishing revenue growth in the United States from 2018 to 2025, by format

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



Digital publishing average revenue per user (ARPU) in the United States from 2017 to 2025, by format (in U.S. dollars)

Digital Market Outlook: e-publishing ARPU in the U.S. 2017-2025, by format

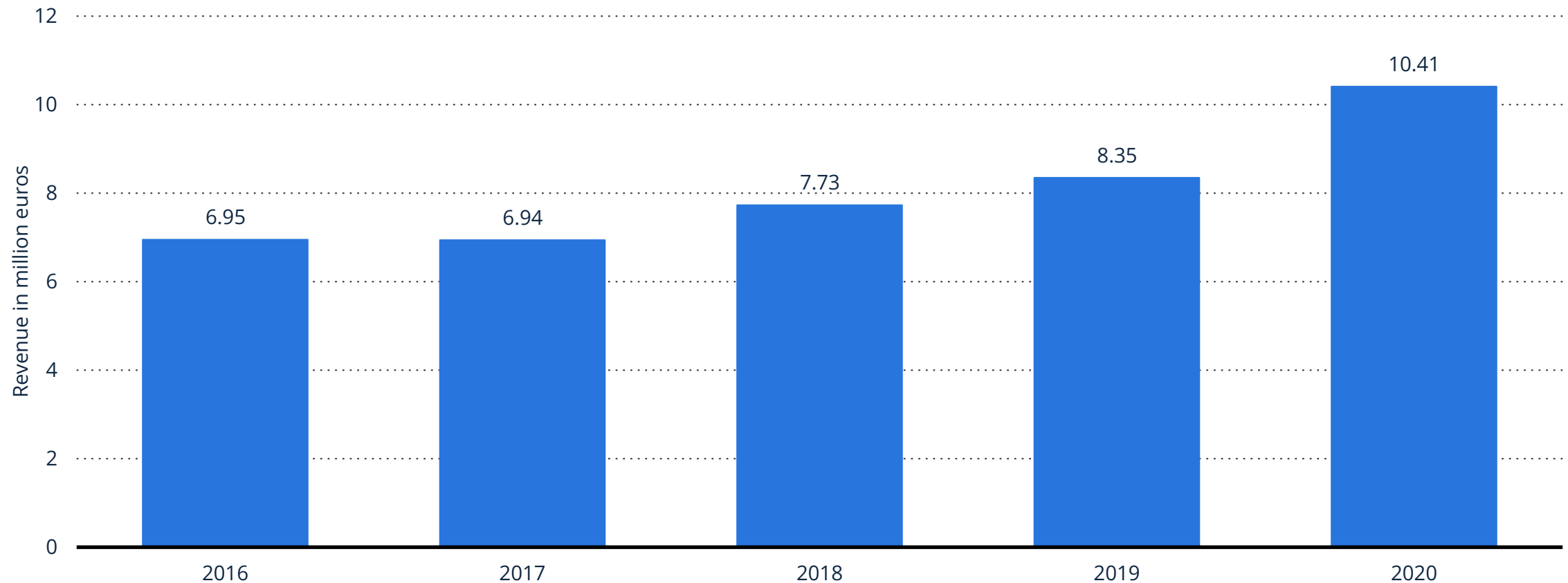


CHAPTER 03

Spotlight: Spanish e-book sales

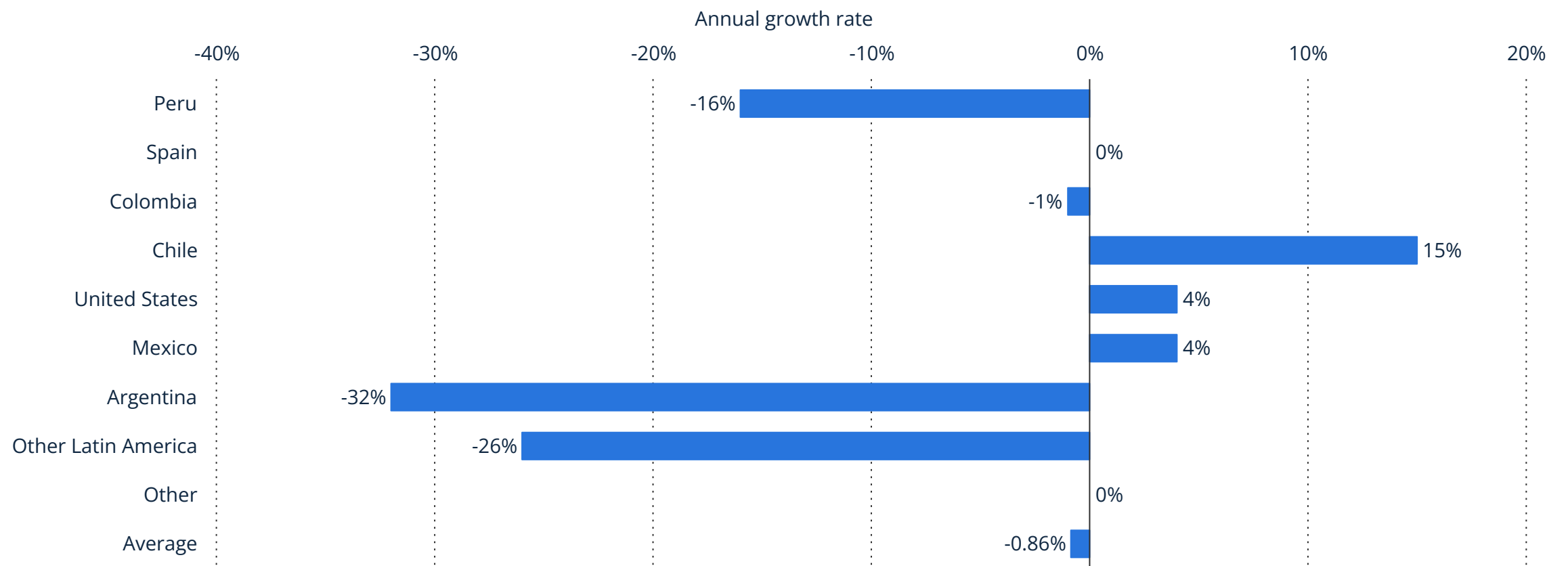
Spanish-language e-book sales revenue in the United States from 2016 to 2020 (in million euros)

Spanish-language e-book revenue in the United States 2016-2020



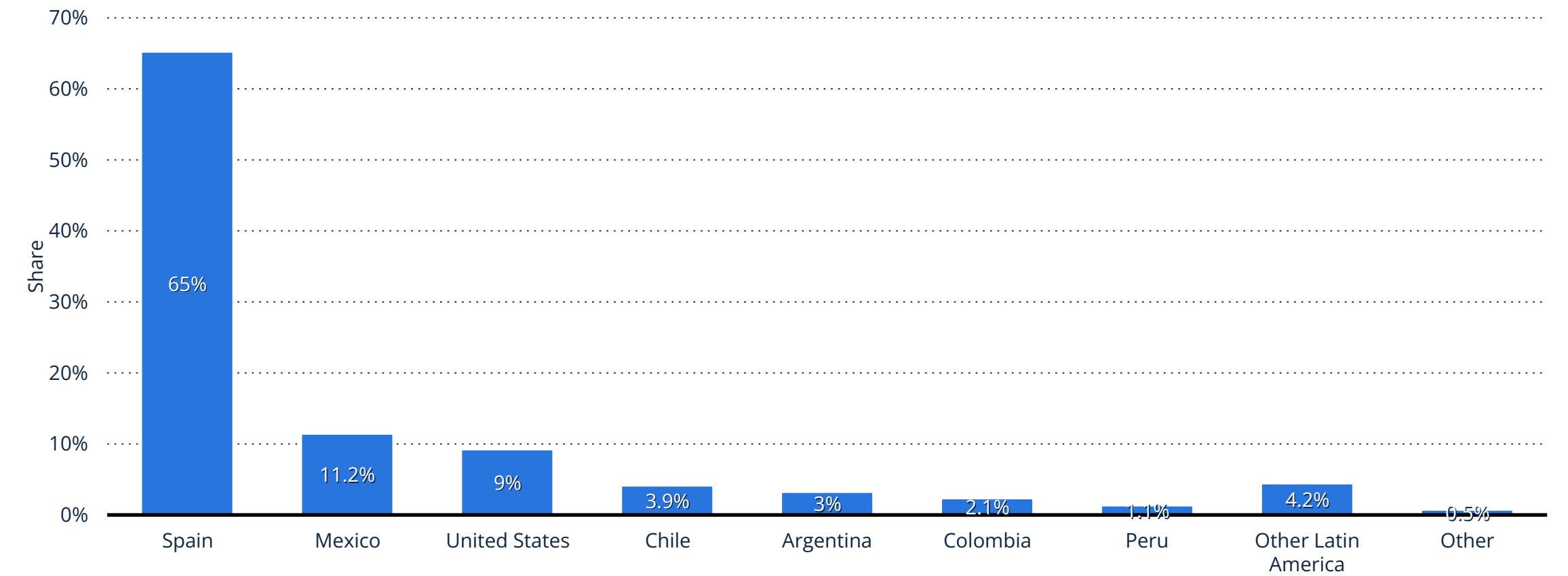
Change in Spanish-language e-book sales revenue worldwide in 2021, by country

Spanish-language e-book sales growth worldwide 2021, by country



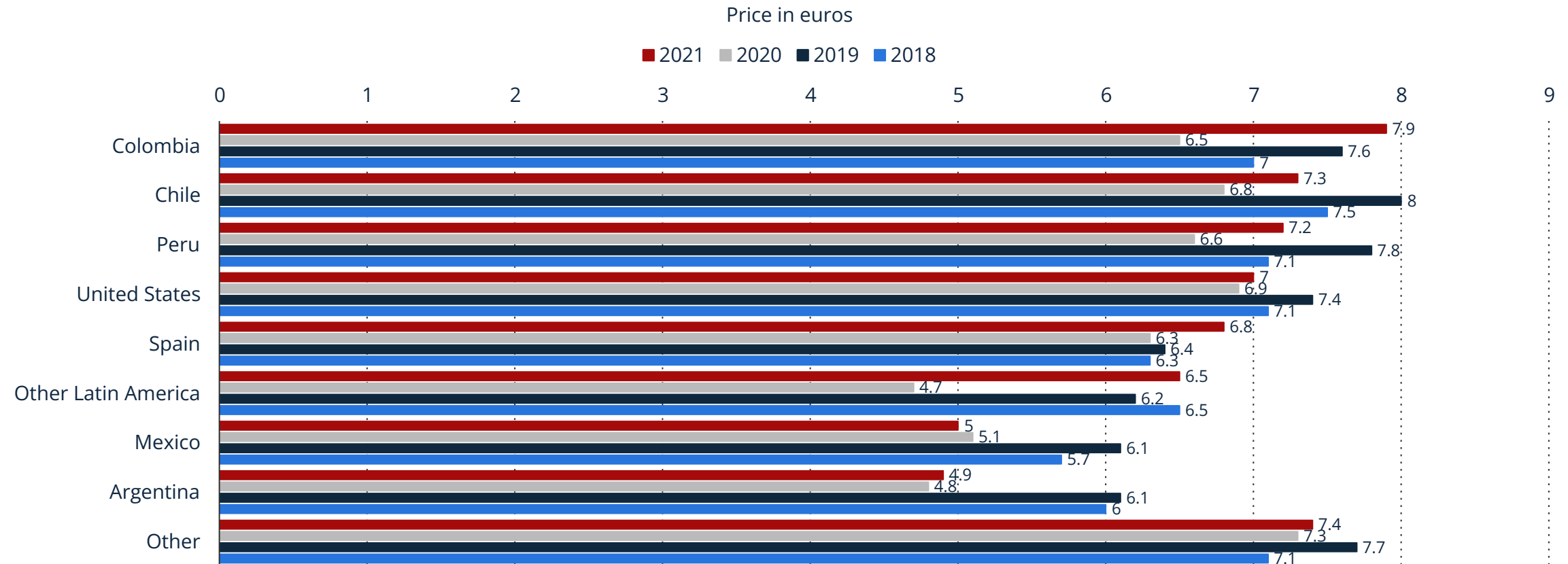
Distribution of Spanish-language e-book sales revenue worldwide in 2020, by country

Spanish-language e-book revenue worldwide 2020, by country



Average price of Spanish-language e-books worldwide from 2018 to 2021, by country (in euros)

Spanish-language e-book price 2018-2021, by country

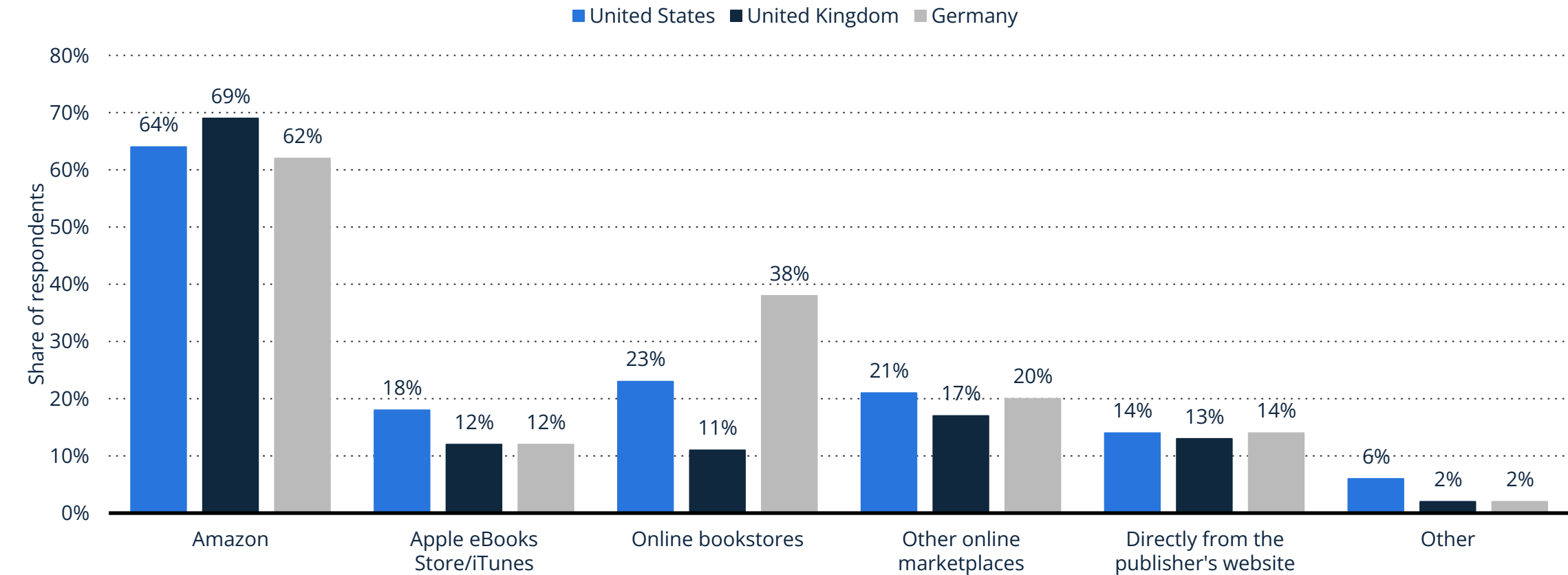


CHAPTER 04

Consumption

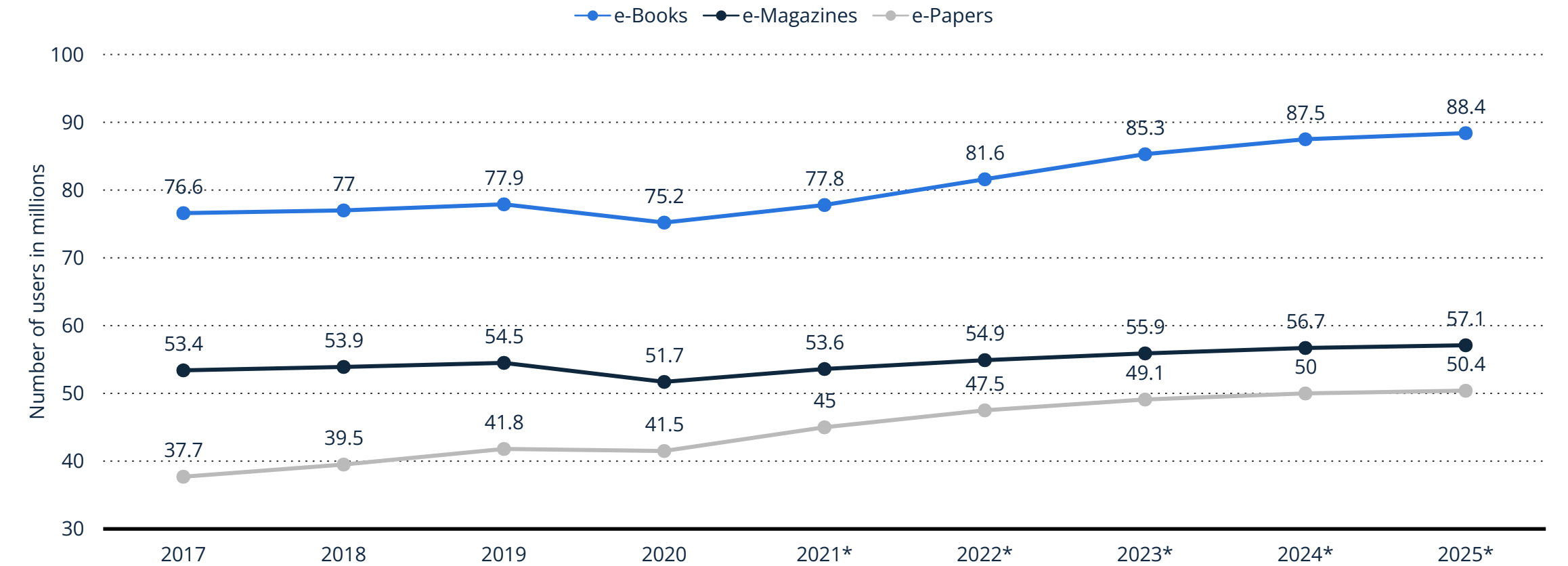
Preferred online shopping locations for e-book purchasing in selected countries worldwide in 2020

Online purchasing locations for e-books worldwide 2020



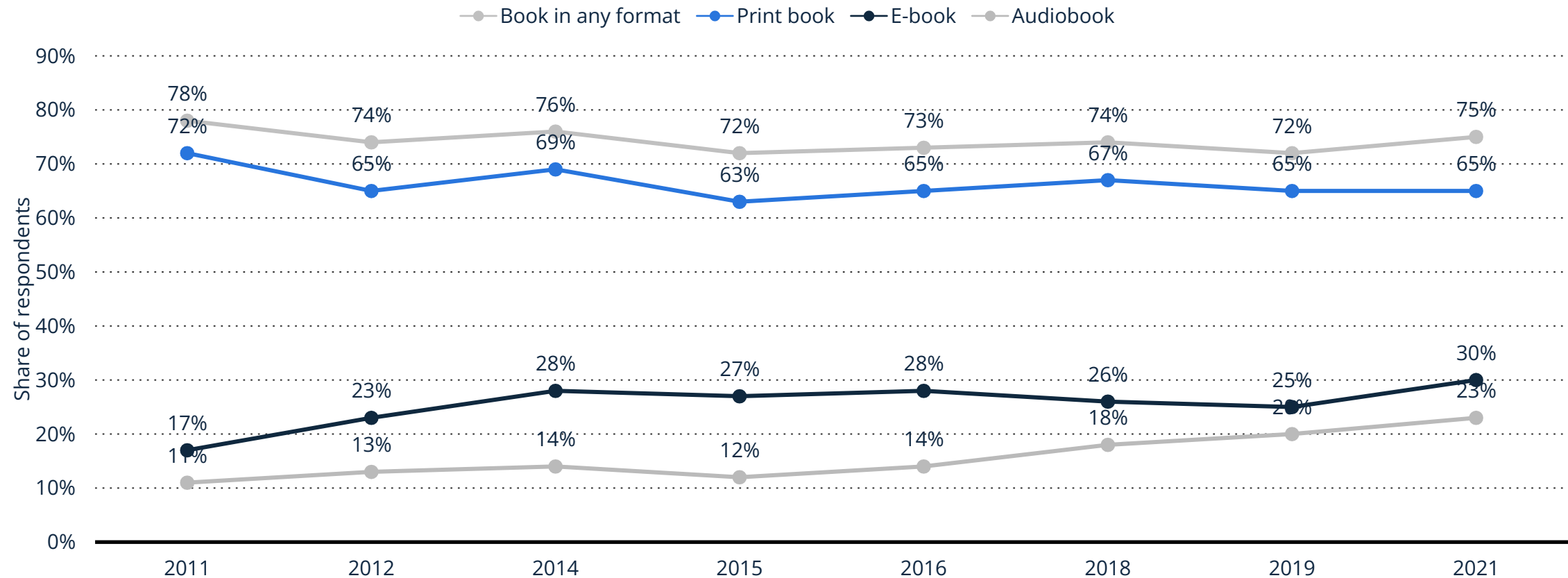
Number of digital publishing product users in the United States from 2017 to 2025, by format (in millions)

Digital Market Outlook: readers of e-publishing formats in the U.S. 2017-2025



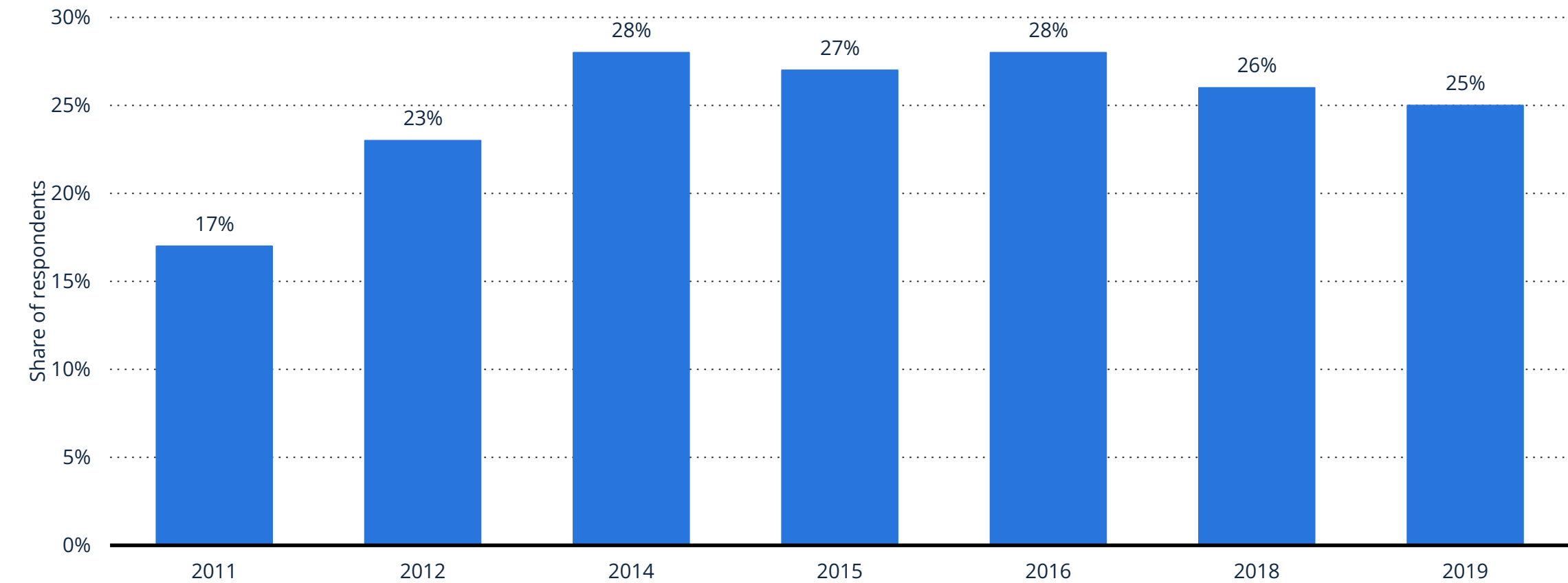
Share of adults who have read a book in any format in the last 12 months in the United States from 2011 to 2021, by format

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



Share of adults who have read an e-book in the last 12 months in the United States from 2011 to 2019

Penetration of e-book consumption in the U.S. 2011-2019



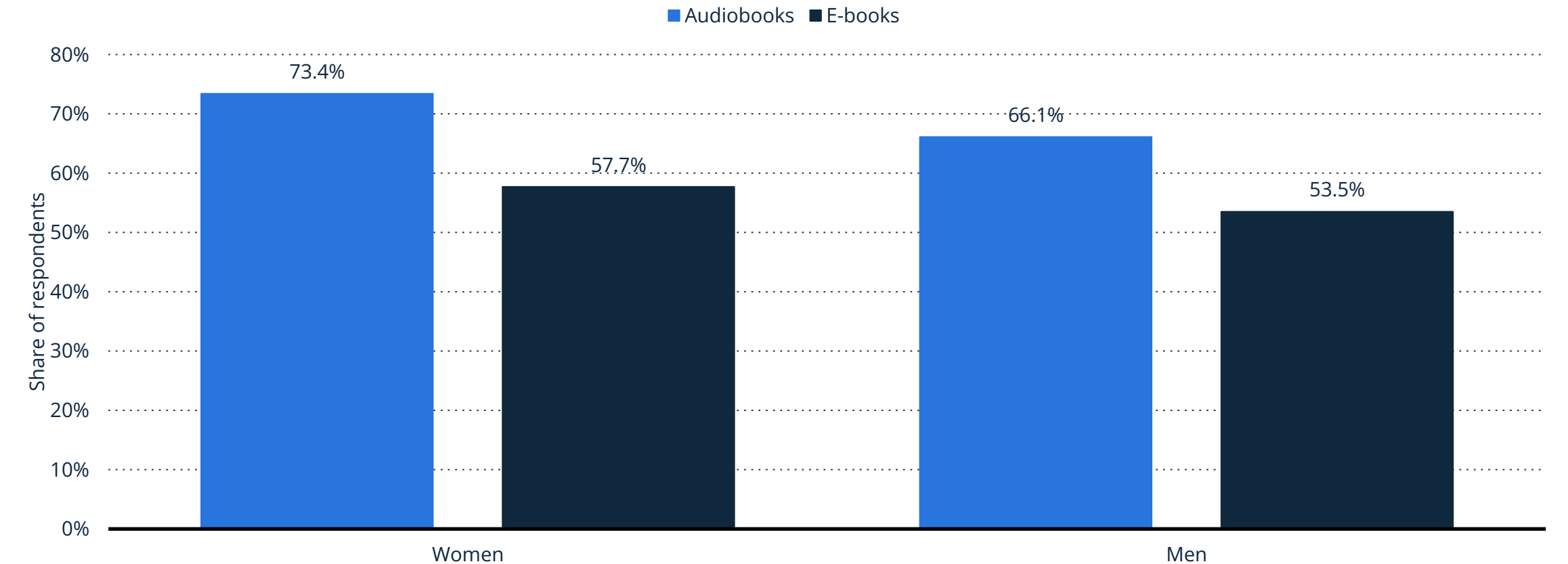
Average number of books engaged with per month among adults in the United States as of November 2020, by format

Average number of books read in the U.S. 2020, by format



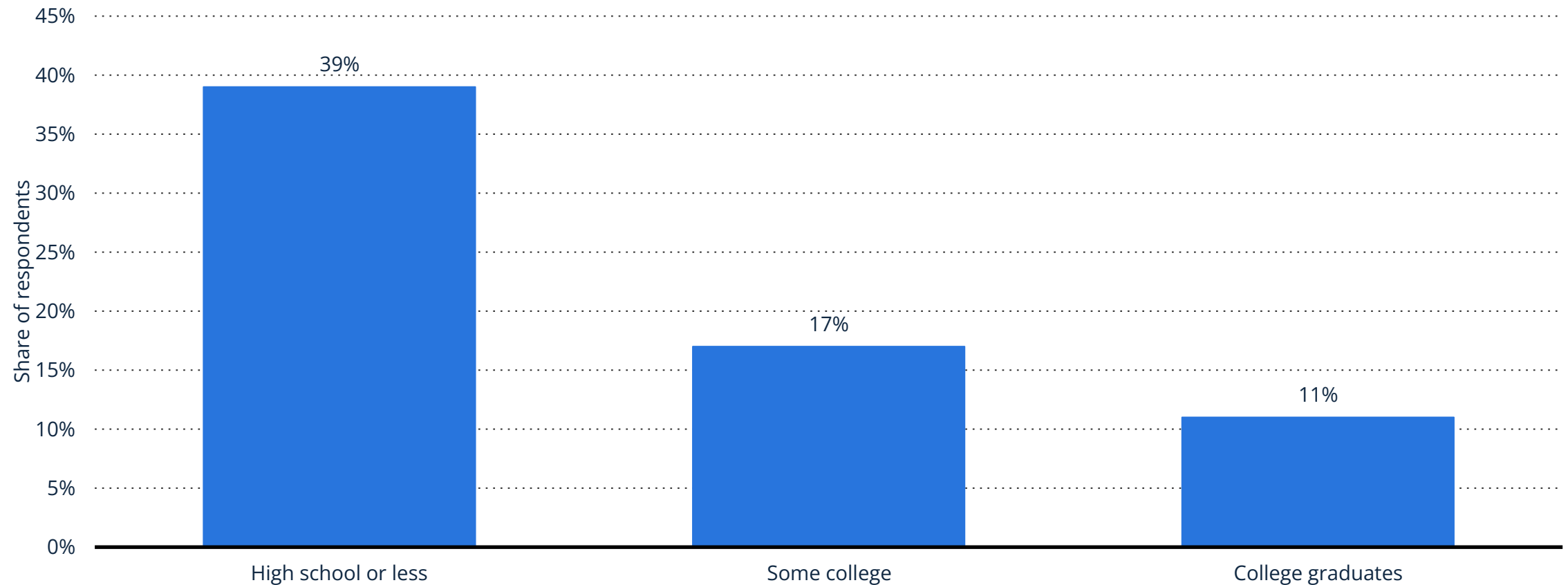
Multi-tasking whilst listening to audiobooks and reading e-books among adults in the United States as of November 2020, by gender

Multi-tasking: audiobooks and e-books U.S. 2020, by gender



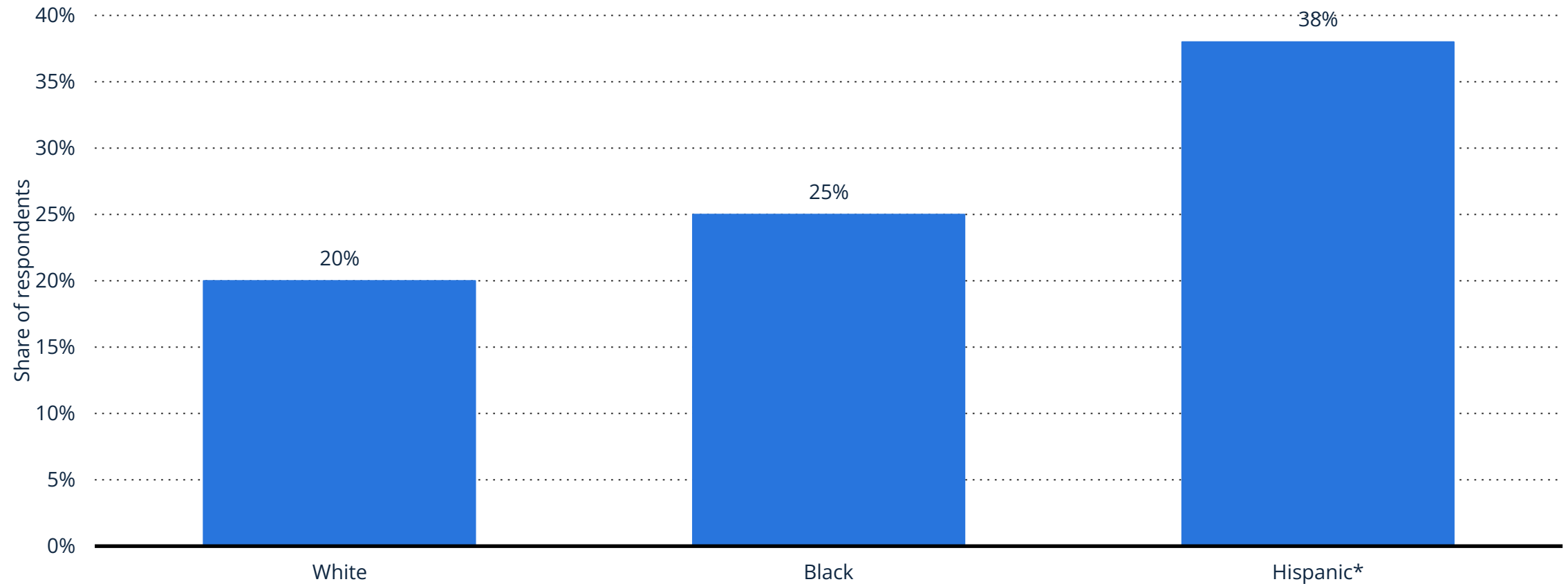
Share of adults who have not read a book in any format the last 12 months in the United States as of February 2021, by education level

Non-book readers in the U.S. 2021, by education



Share of adults who have not read a book in any format the last 12 months in the United States as of February 2021, by ethnicity

Non-book readers in the U.S. 2021, by ethnicity



Sources

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Bureau of Labor Statistics
Good E-Reader
Libranda
Nielsen
NPD Group (NPD Bookscan, NPD PubTrack Digital)
Panorama Project
Pew Research Center
Publishers Weekly
Publishing Perspectives
Simon-Kucher & Partners
Statista
Statista Digital Market Outlook
Website (Infodocket)