

INDUSTRIES & MARKETS

E-books in the U.S.

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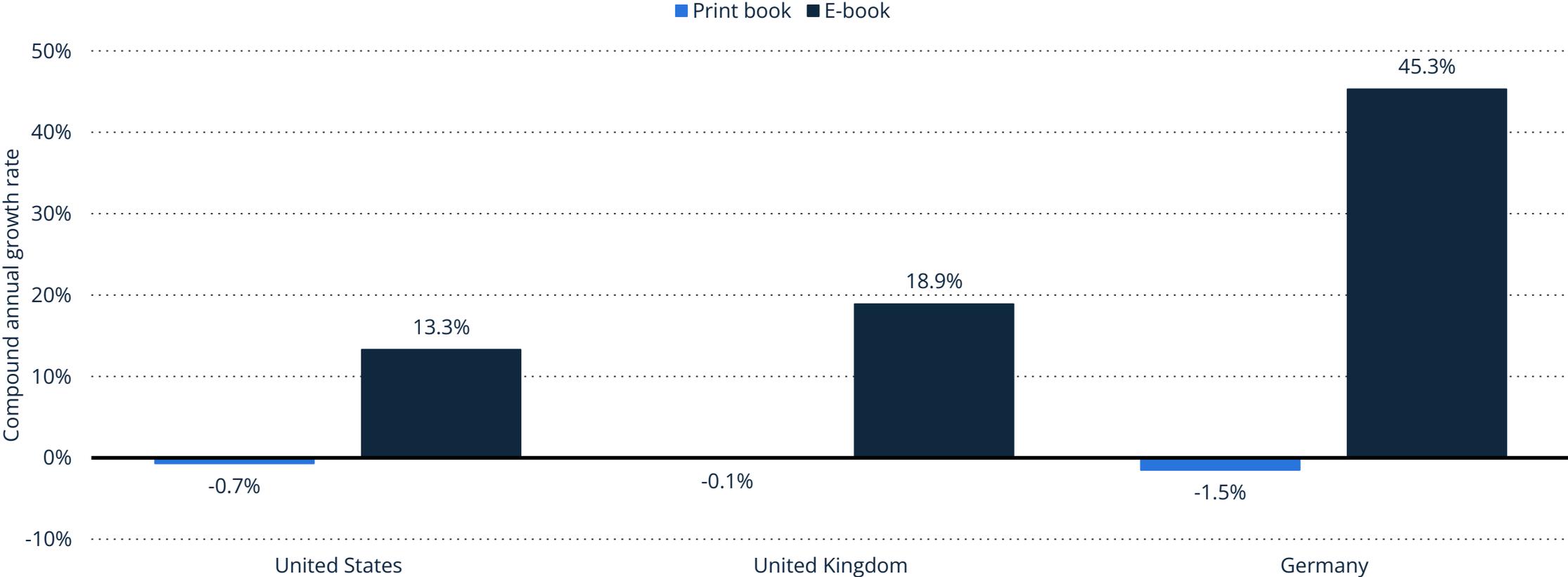
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CHAPTER 01

Overview

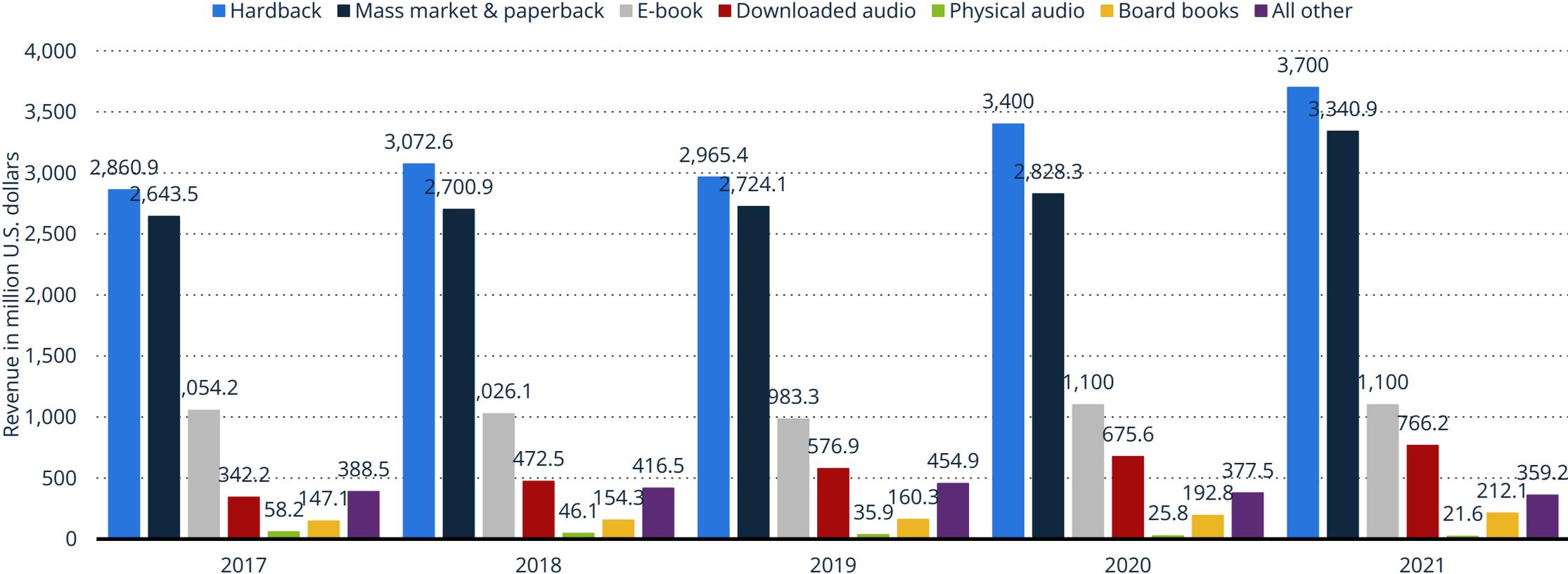
Compound annual growth rate of e-book vs. print book revenue in selected countries worldwide between 2010 and 2020

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



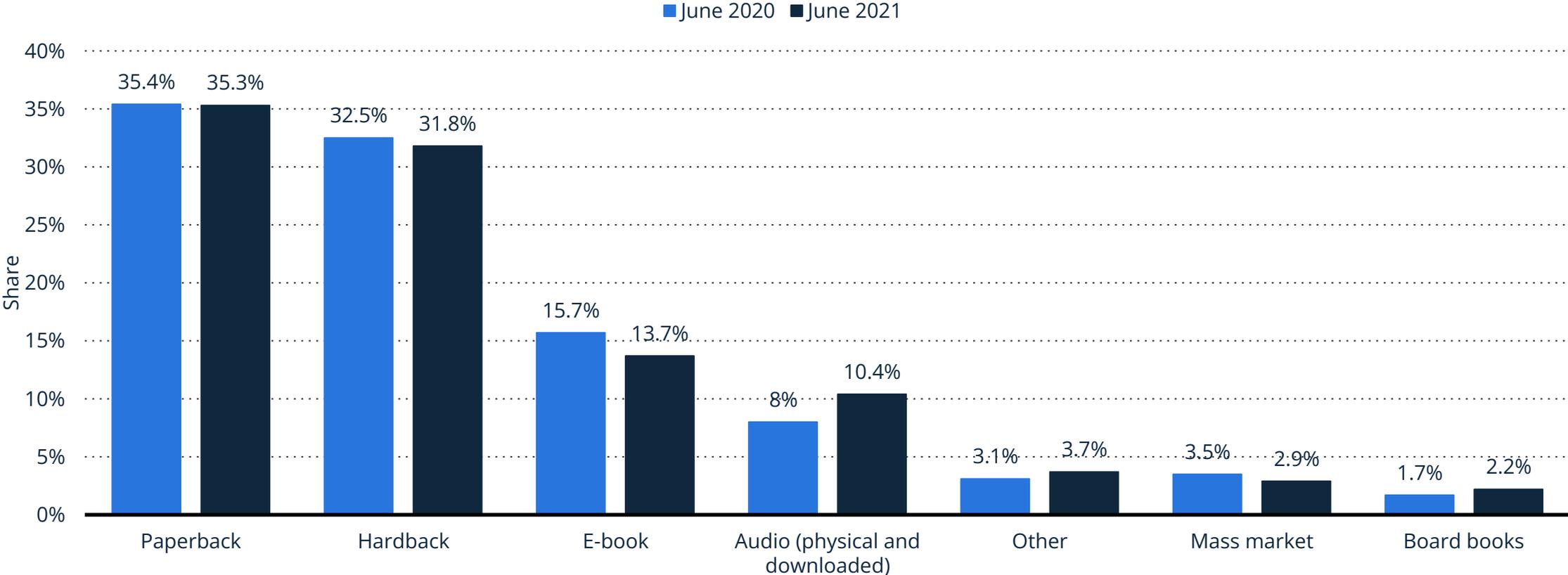
Book sales revenue in the United States from 2017 to 2021, by format (in million U.S. dollars)

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



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

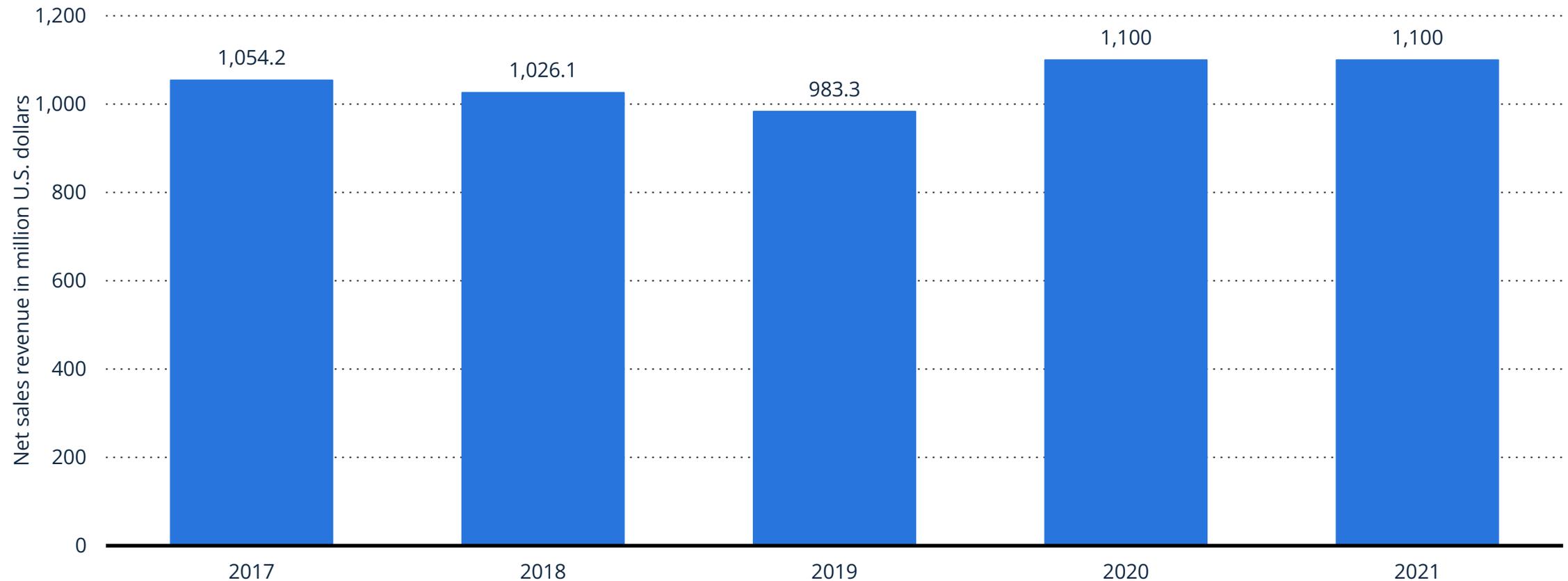
U.S. book market - format market shares 2020-2021



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

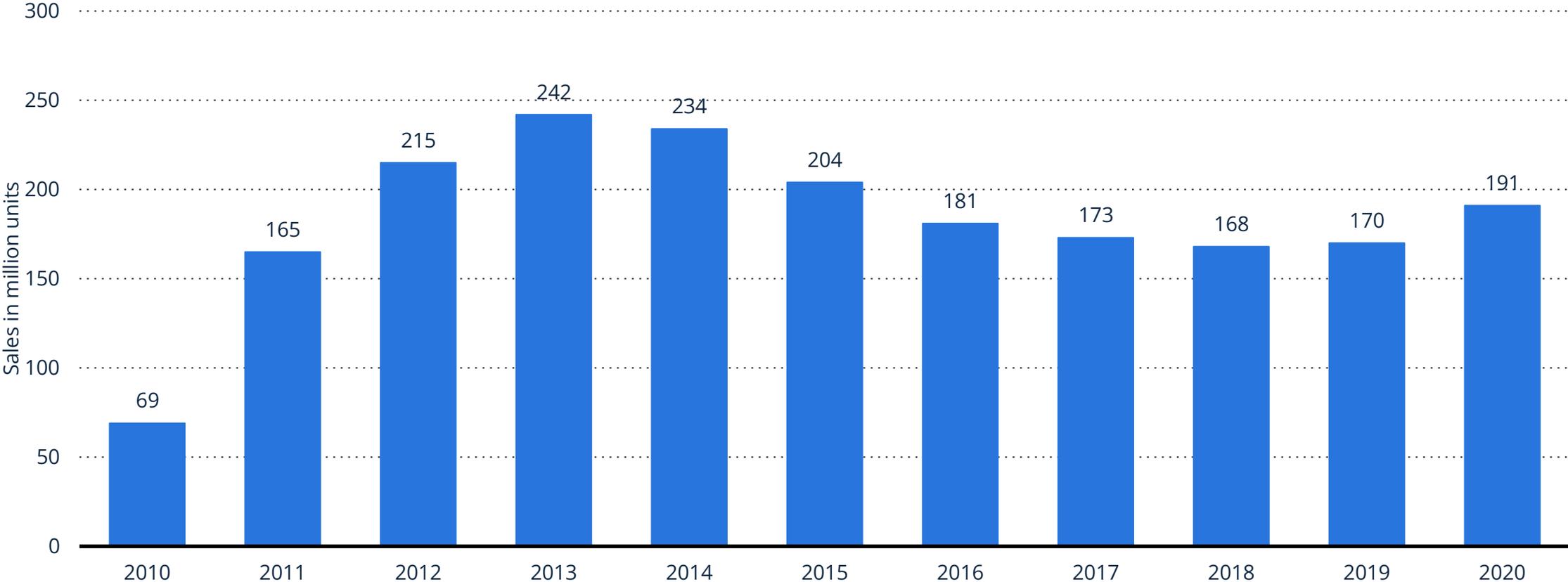
Trade e-book sales revenue in the United States from 2017 to 2021 (in million U.S. dollars)

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



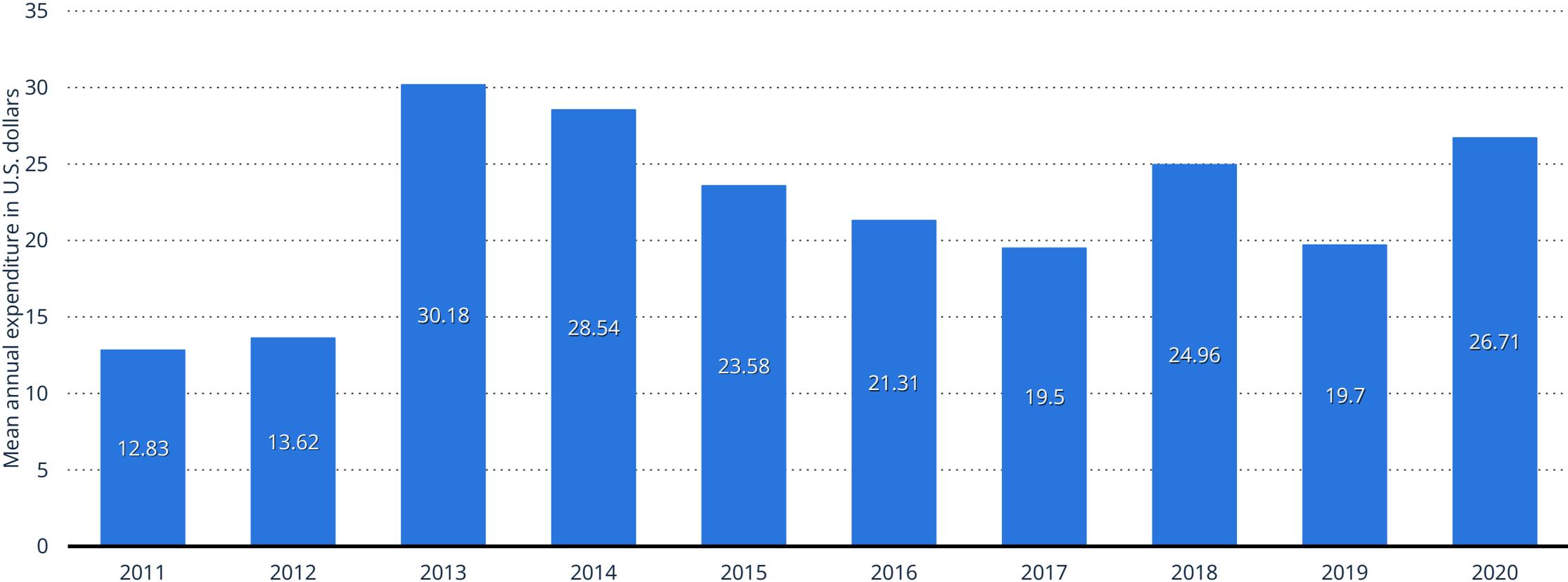
Estimated number of e-books sold in the United States from 2010 to 2020 (in million units)

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

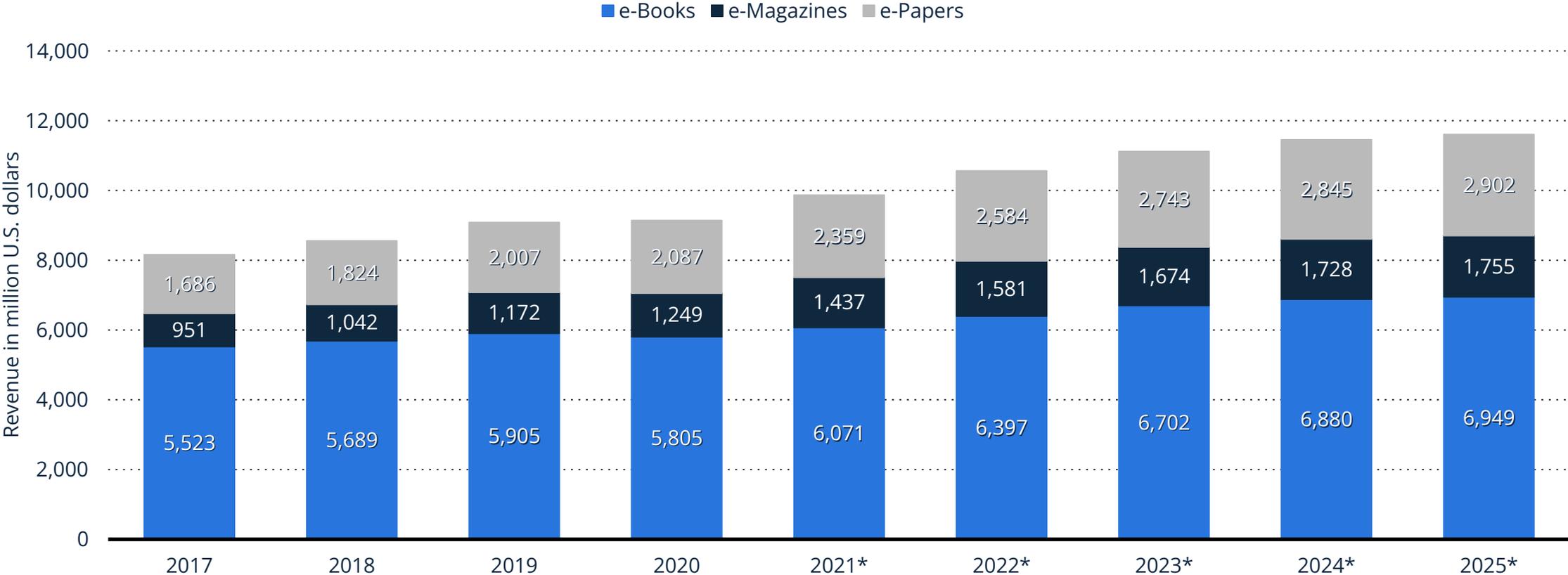


CHAPTER 02

Publishing

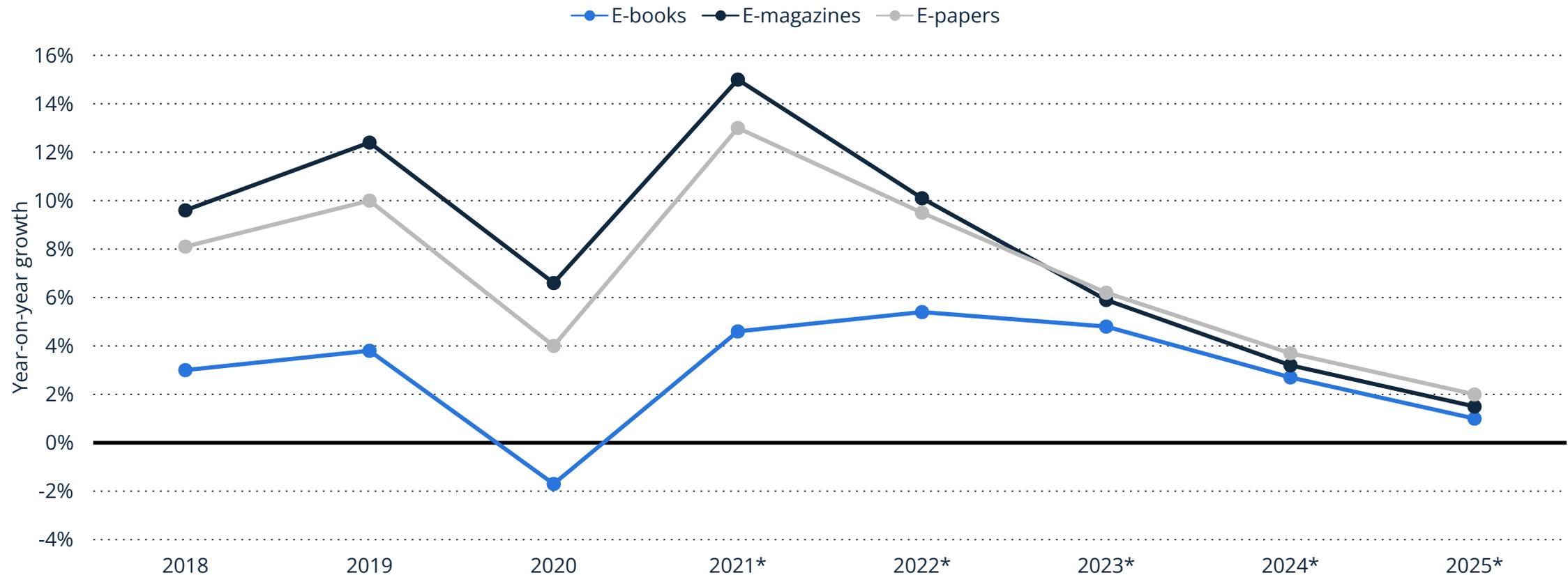
Digital publishing revenue in the United States from 2017 to 2025, by format (in million U.S. dollars)

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



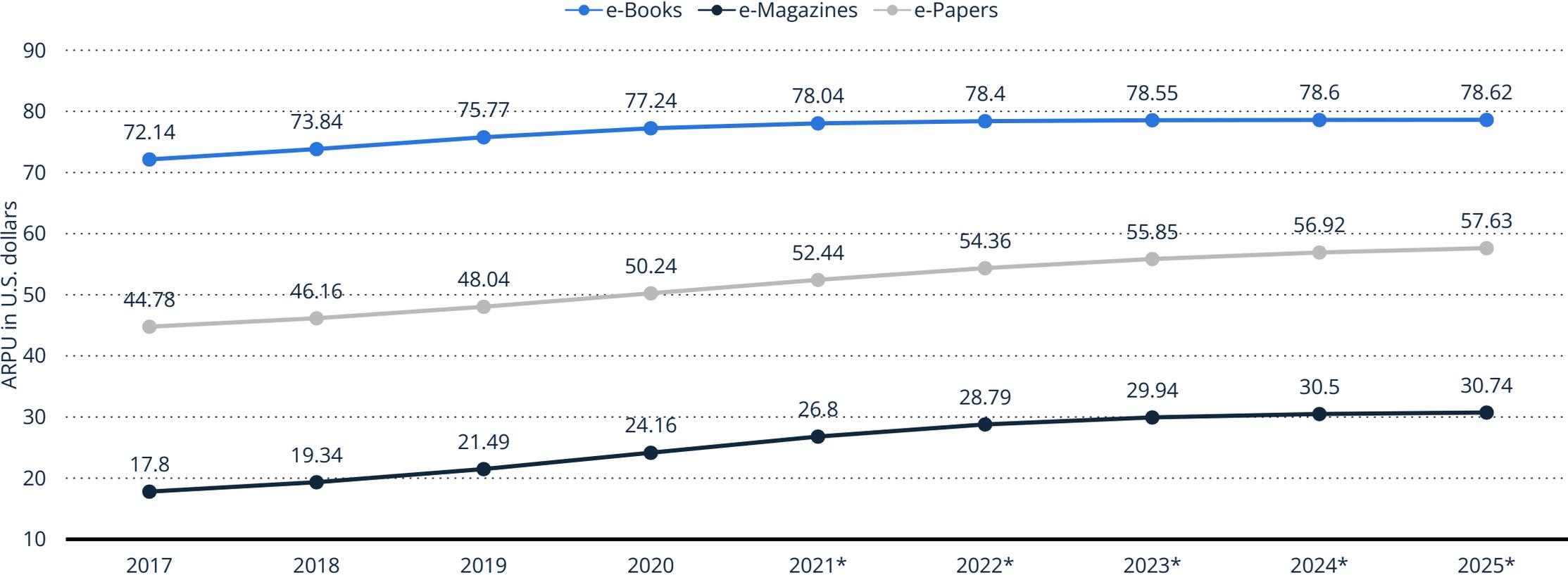
Digital publishing revenue growth in the United States from 2018 to 2025, by format

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

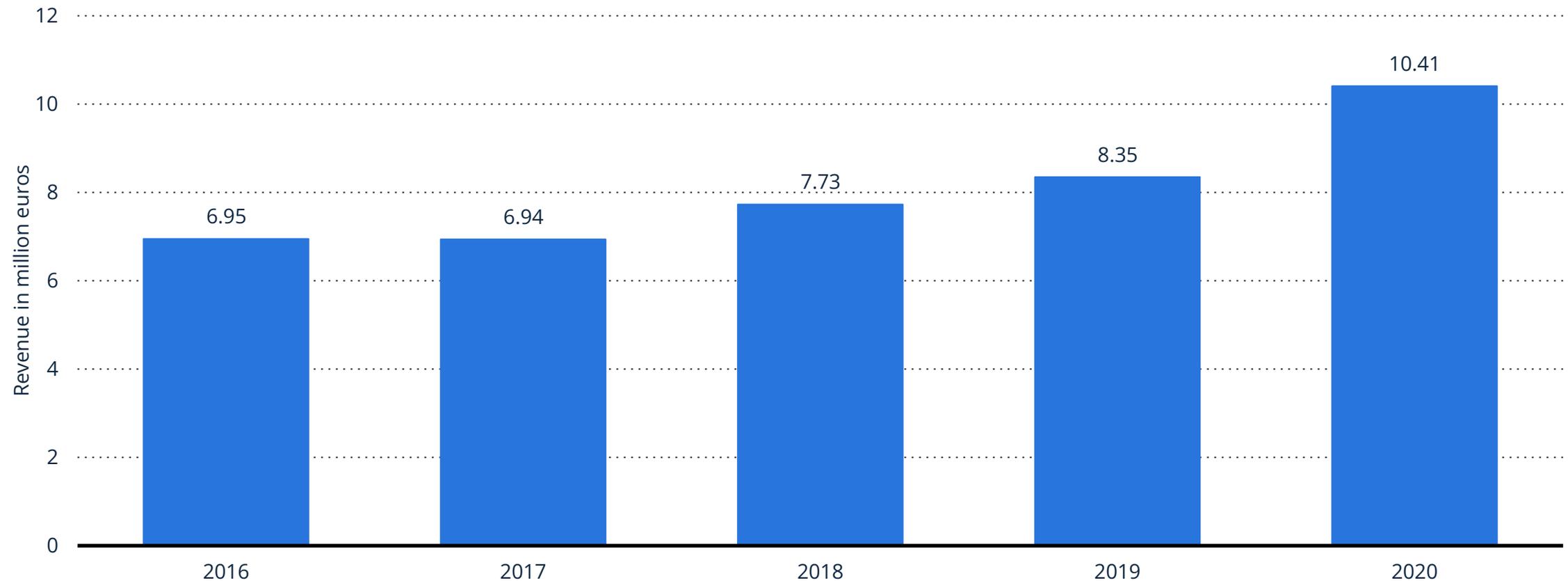


CHAPTER 03

Spotlight: Spanish e-book sales

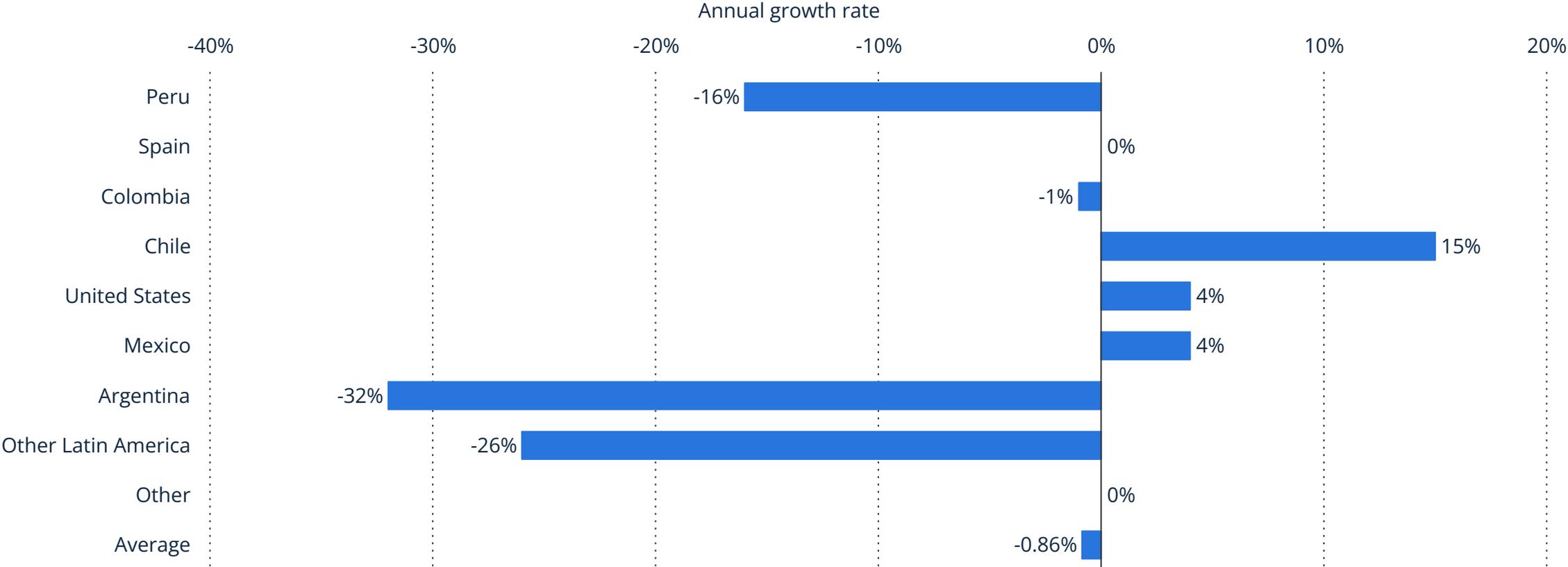
Spanish-language e-book sales revenue in the United States from 2016 to 2020 (in million euros)

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



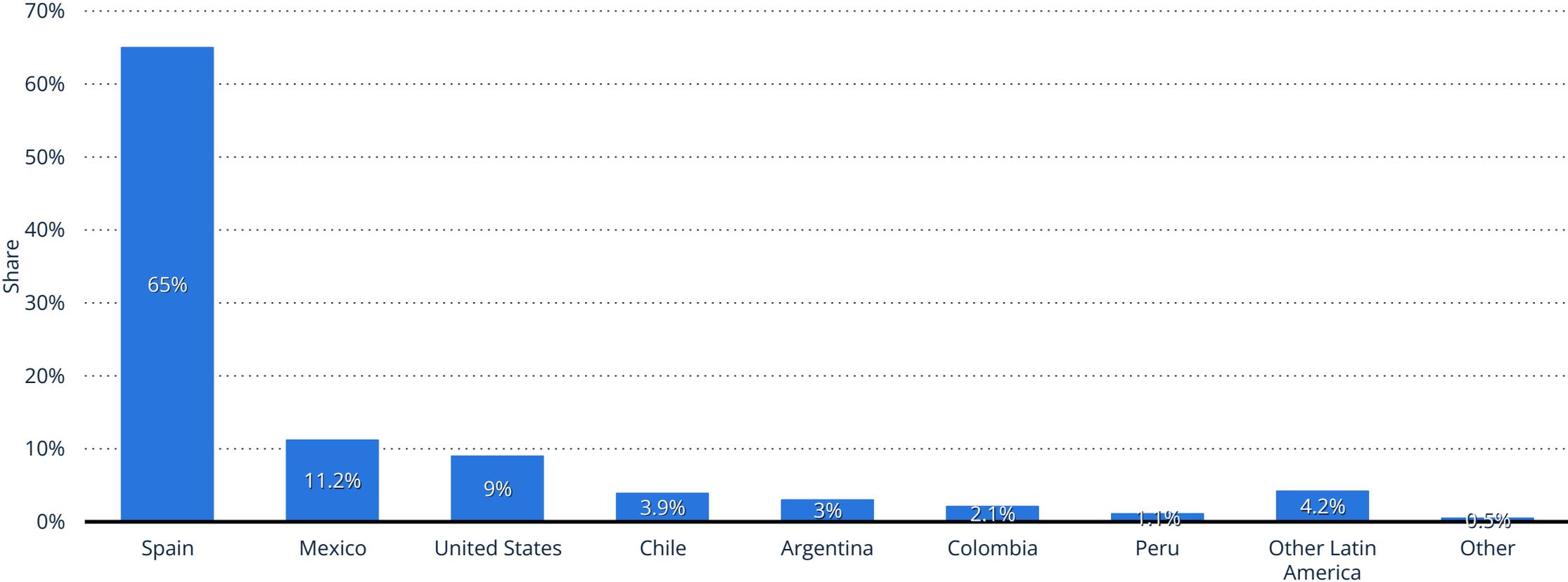
Change in Spanish-language e-book sales revenue worldwide in 2021, by country

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



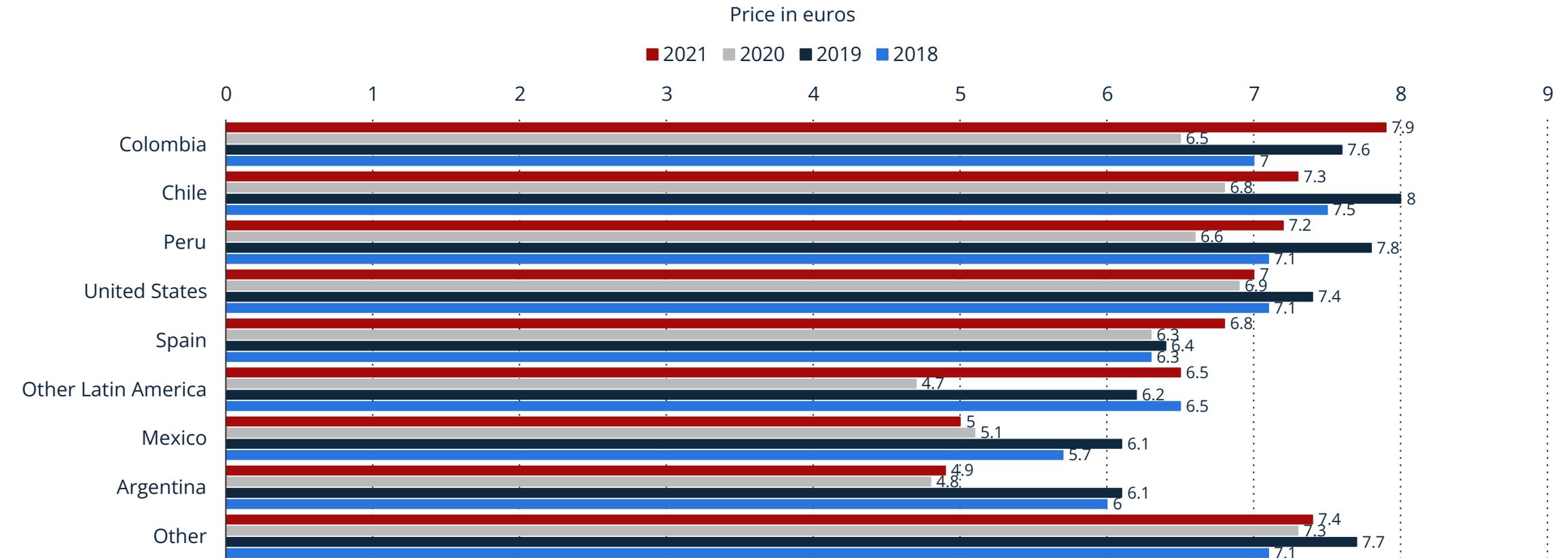
Distribution of Spanish-language e-book sales revenue worldwide in 2020, by country

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

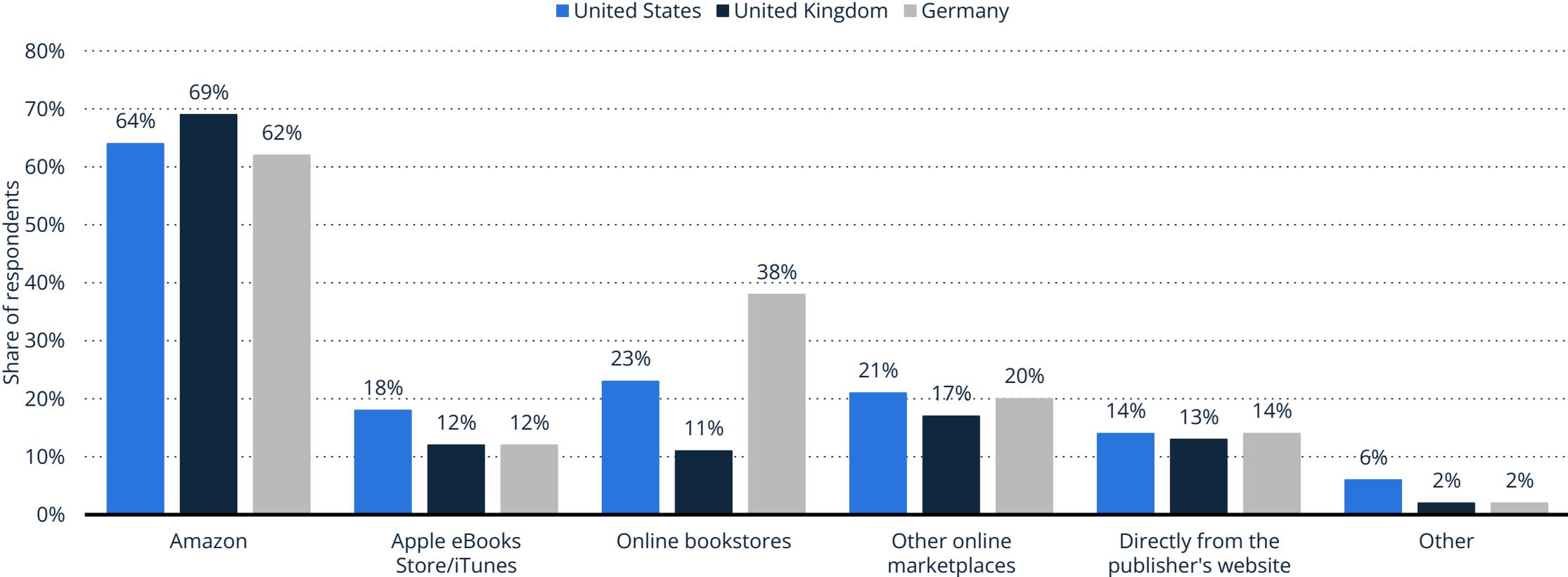


CHAPTER 04

Consumption

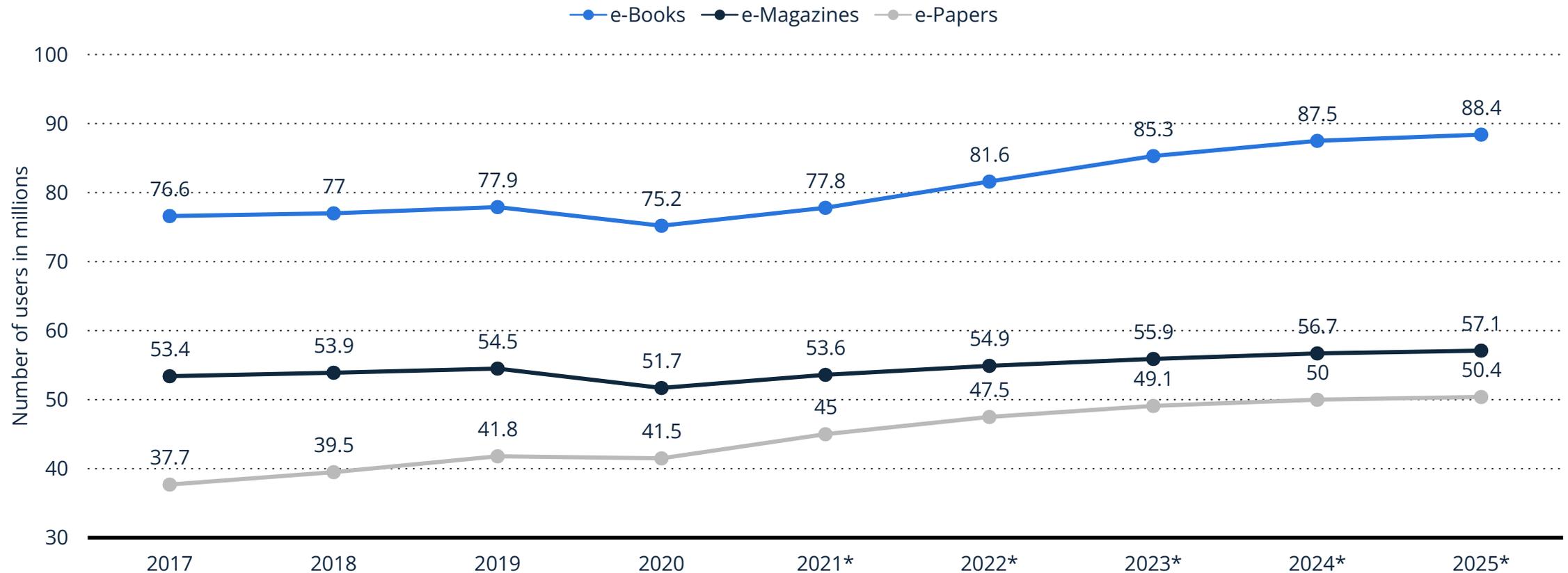
Preferred online shopping locations for e-book purchasing in selected countries worldwide in 2020

Online purchasing locations for e-books worldwide 2020



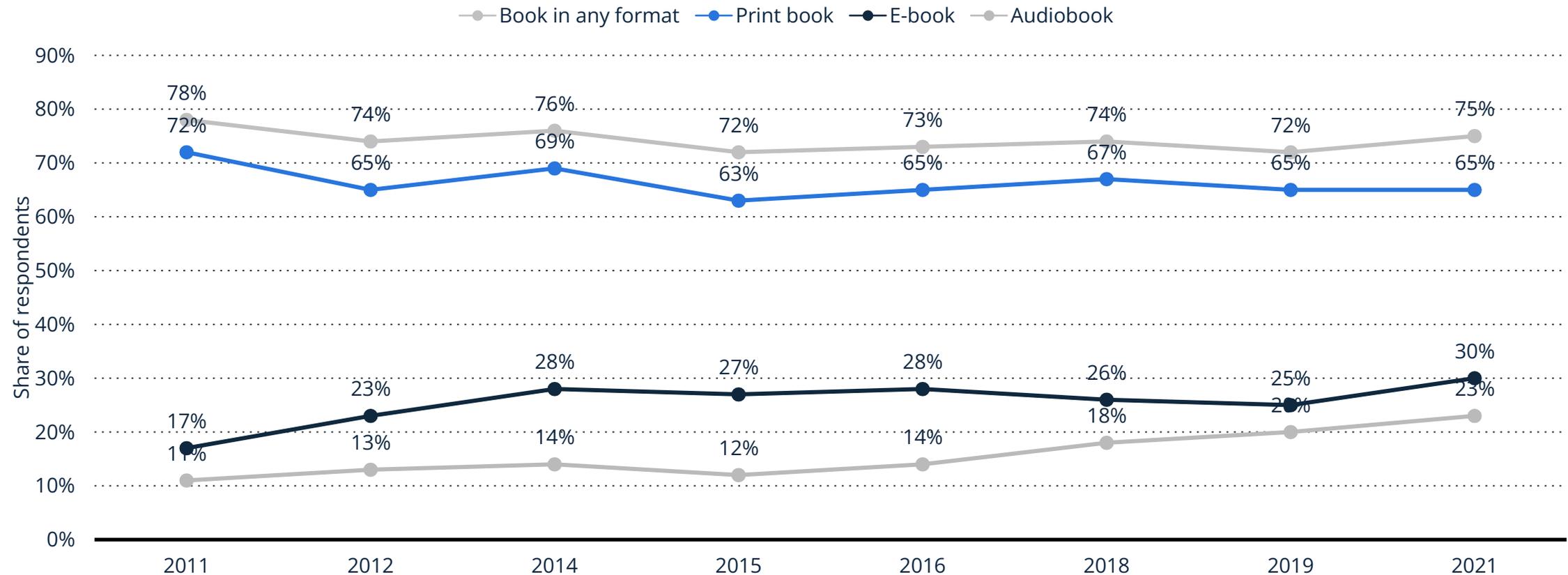
Number of digital publishing product users in the United States from 2017 to 2025, by format (in millions)

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



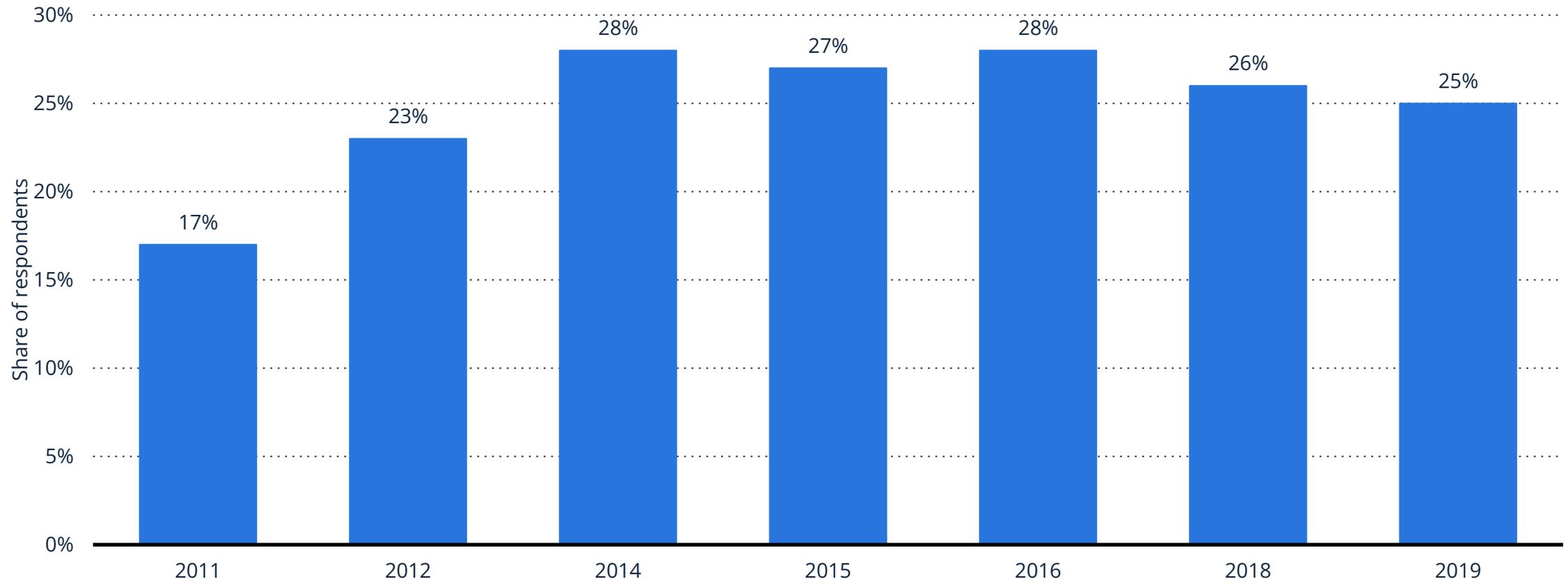
Share of adults who have read a book in any format in the last 12 months in the United States from 2011 to 2021, by format

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



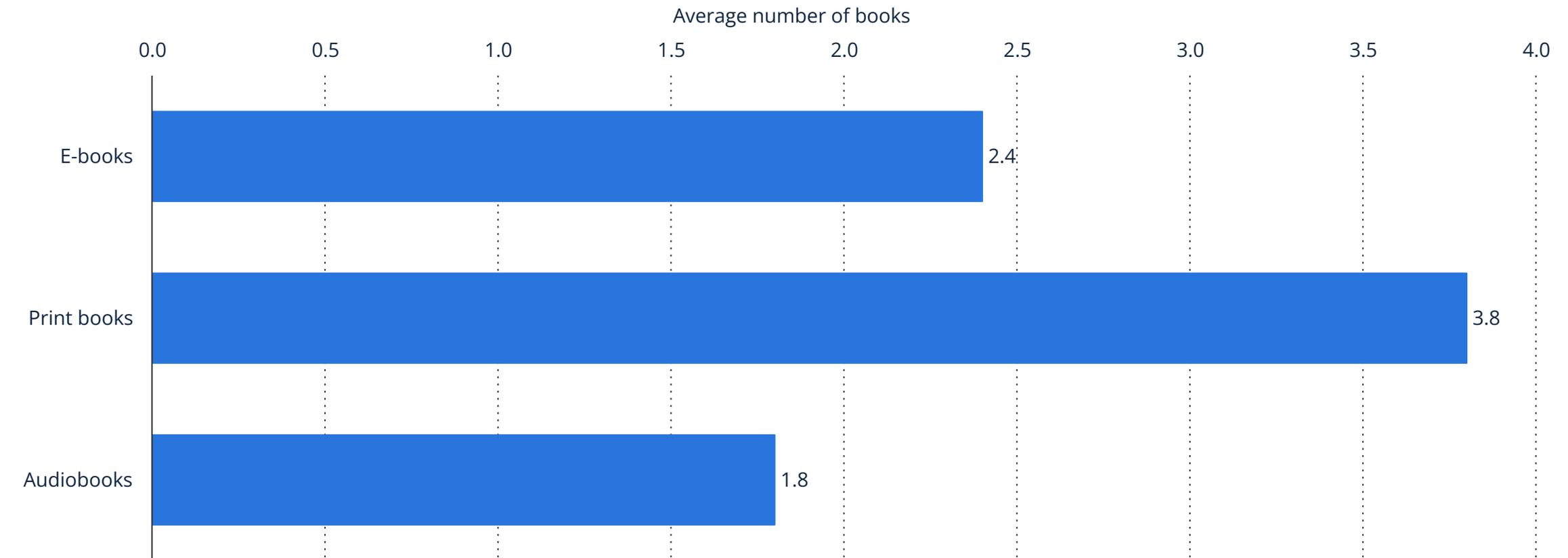
Share of adults who have read an e-book in the last 12 months in the United States from 2011 to 2019

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



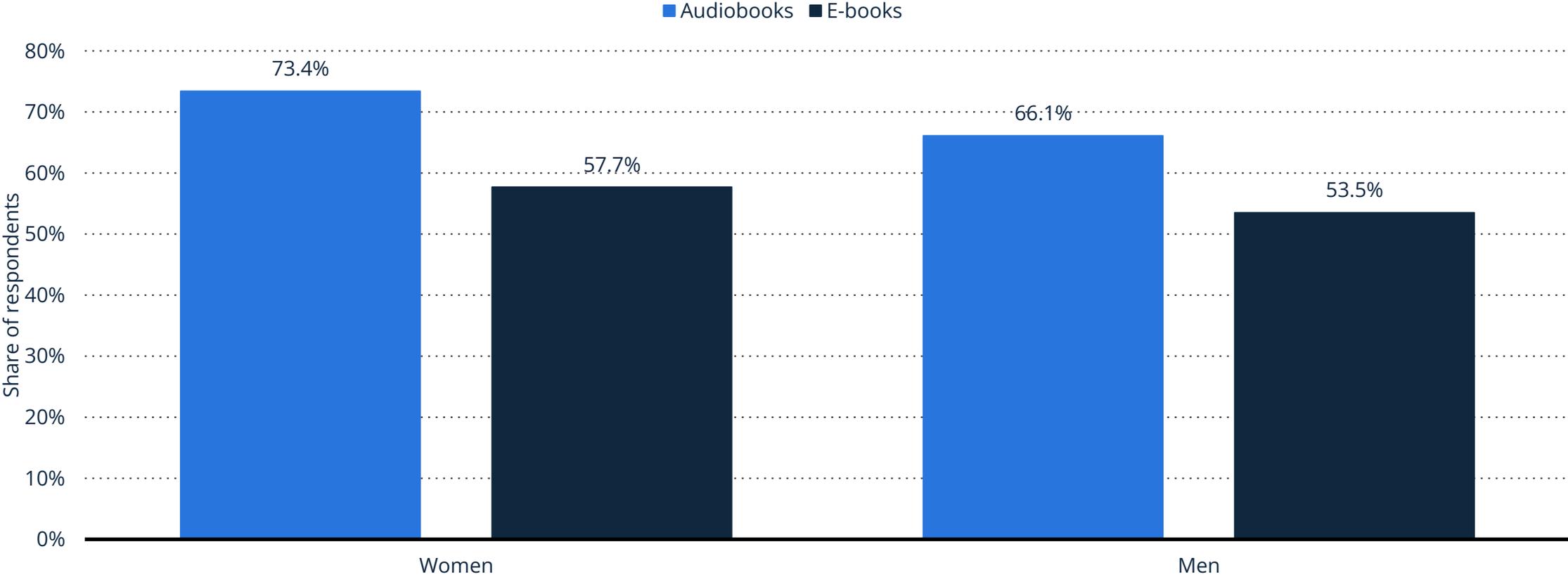
Average number of books engaged with per month among adults in the United States as of November 2020, by format

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



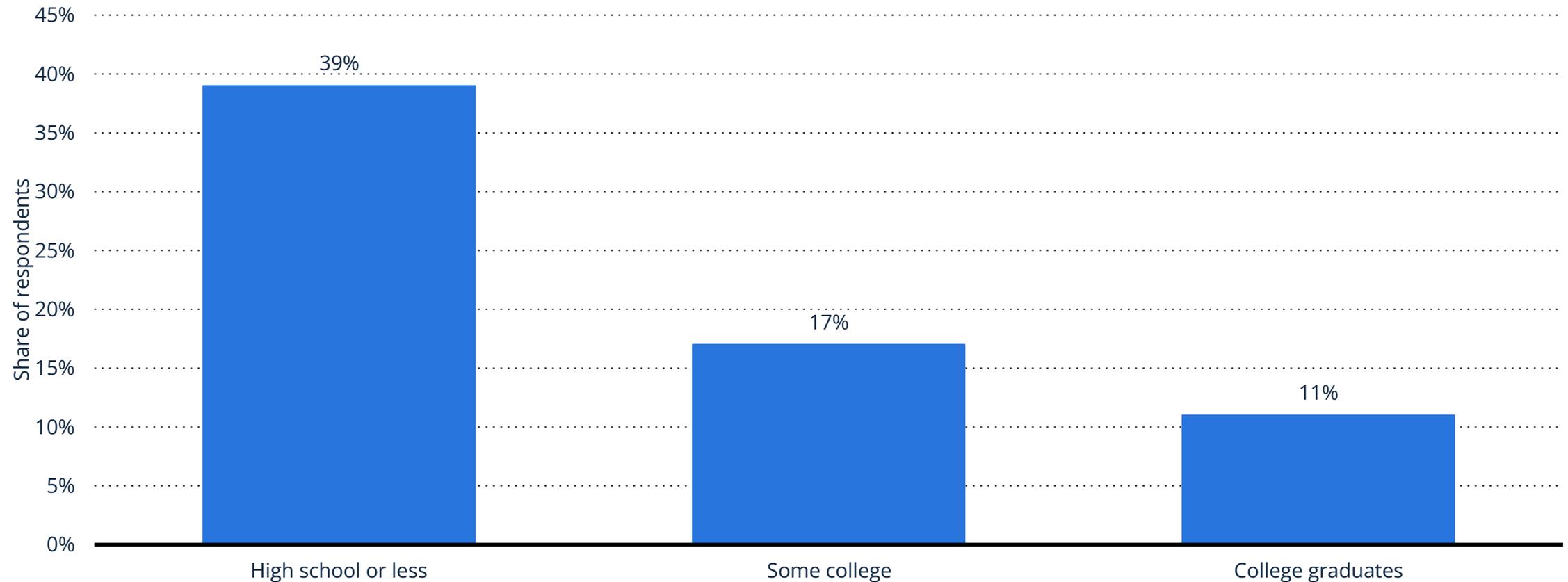
Multi-tasking whilst listening to audiobooks and reading e-books among adults in the United States as of November 2020, by gender

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



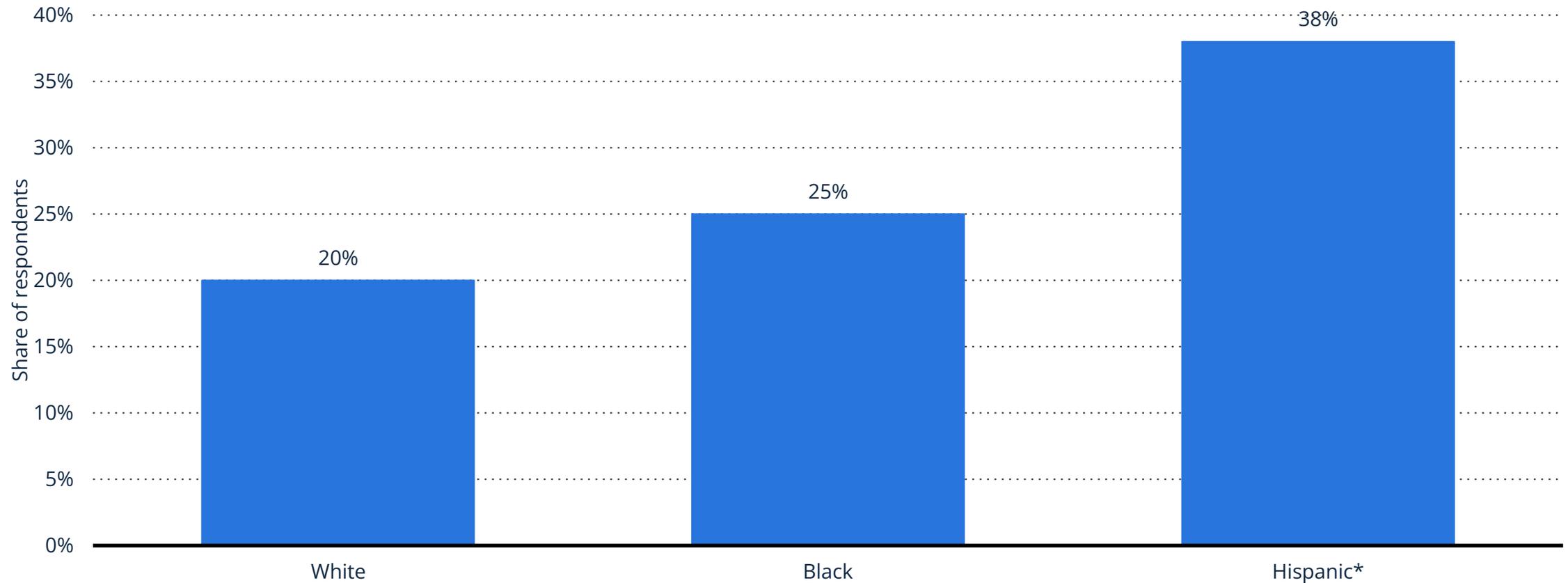
Share of adults who have not read a book in any format the last 12 months in the United States as of February 2021, by education level

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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Pew Research Center
Publishers Weekly
Publishing Perspectives
Simon-Kucher & Partners
Statista
Statista Digital Market Outlook
Website (Infodocket)