

INDUSTRIES AND MARKETS

Books: market data & analysis

Market Insights report

Market Insights
by **statista** 

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CHAPTER 1

Overview

The Books market will witness only minor growth with results in stable market sizes

Overview: Summary

Summary

The book industry has been undergoing significant changes in recent years, with the rise of digital technology leading to the growth of eBooks. The trend towards digitalization has resulted in a growing number of people reading books on electronic devices such as tablets and smartphones. One of the key growth factors for e-books is the convenience they offer. People can carry a large number of books with them on a single device, and e-books are often cheaper than their print counterparts. Additionally, the increased accessibility of e-books has made it easier for people to discover new authors and genres, leading to a wider range of readers.

However, traditional print books still remain popular, and there are some readers who prefer the tactile experience of reading a physical book. The nostalgia and emotional connection people have with print books has helped to maintain their popularity, and the growth of independent bookstores and the resurgence of book clubs are further evidence of this.

Overall, both books and e-books continue to be popular, and it's likely that both formats will continue to coexist in the future. While e-books are likely to grow in popularity, there will likely always be a demand for traditional print books, and the book industry will continue to evolve as technology and reading habits change.

Books is an important part of the Media Market

Overview: Market Definition

Market definition

The Books market covers paid publications in printed form and digital replicas (eBooks) that are distributed to private readers (B2C). Revenues from the consumer (general interest), academic (educational purposes), and professional (specialized topics) segments are included here. Physical books and eBooks can be obtained on an individual basis or by using a subscription service. Detailed definitions can be found in the individual segments.

+ In scope

This segment includes:

- Revenues from sales of printed books. Books can be distributed through several channels (i.e., bookstores, libraries, online retailers, wholesalers)
- Revenues from sales of eBooks. eBooks can be sold at online stores, selected brick-and-mortar bookstores, and online self-publishing platforms.

- Out of scope

This segment excludes:

- Printed newspapers & magazines and their digital replicas (e.g., ePapers and eMagazines)
- Bundled subscriptions that include free digital editions
- B2B sales and resales
- Sales between private individuals

Books total accounted for 6.01% of the Total Media market revenue in 2022

Overview: Key Takeaways



Key Takeaways

Media: Books total sales are estimated to increase at a CAGR⁽¹⁾ of 0.37% from 2017 to 2027. In 2022, they amounted to US\$79.57 billion.

In the Media: Books total segment, the United States and China accounted for the highest revenues in 2022, with US\$18.76 billion and US\$13.17 billion respectively.

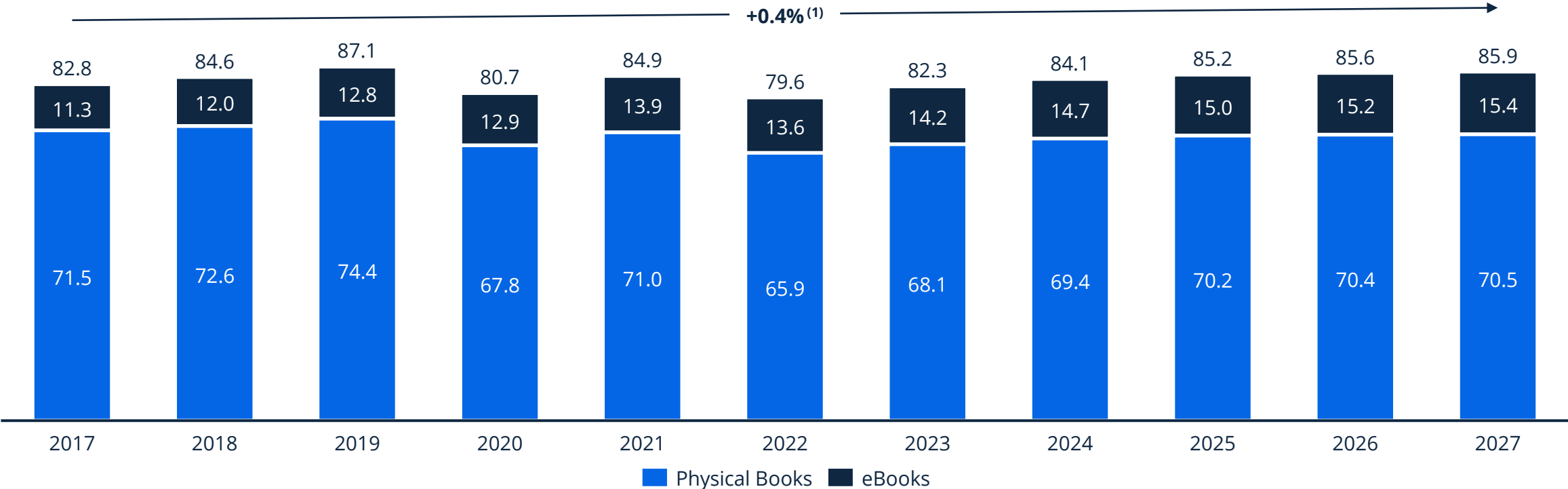
CHAPTER 2

Market Numbers

Books revenue is estimated to increase at a CAGR⁽¹⁾ of 0.4% from 2017 to 2027

Market Size: Global

Revenue forecast in billion US\$



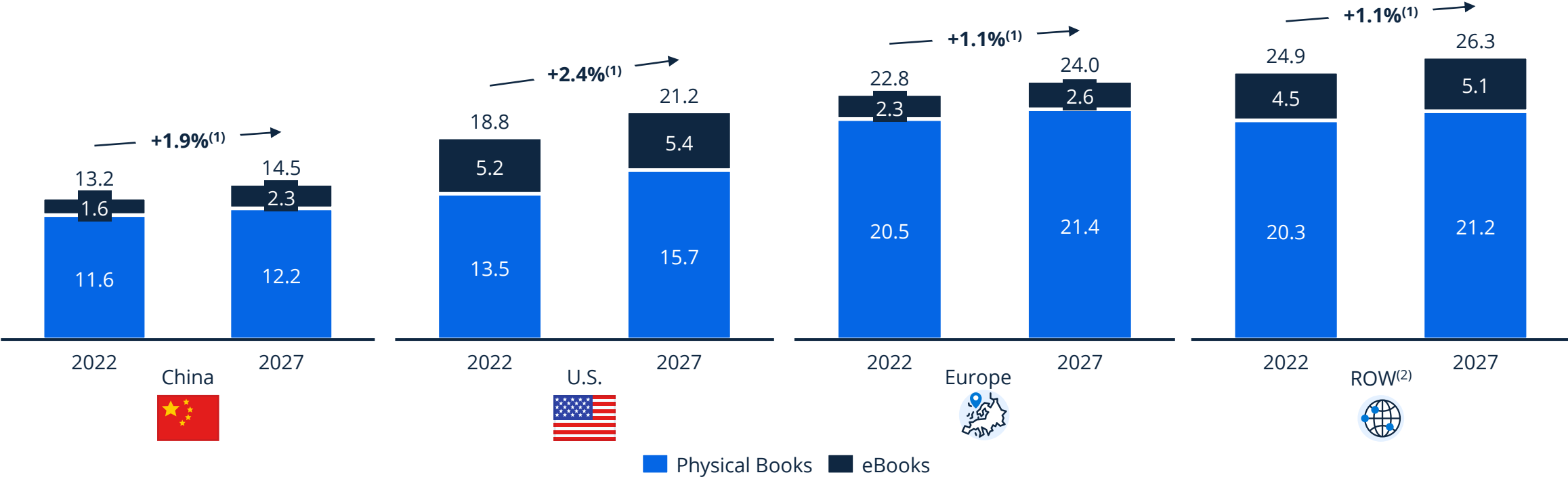
8 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

The United States shows the biggest growth in Books revenue with a CAGR⁽¹⁾ of 2.4%

Market Size: Regional Comparison (1/2)

Revenue forecast in billion US\$



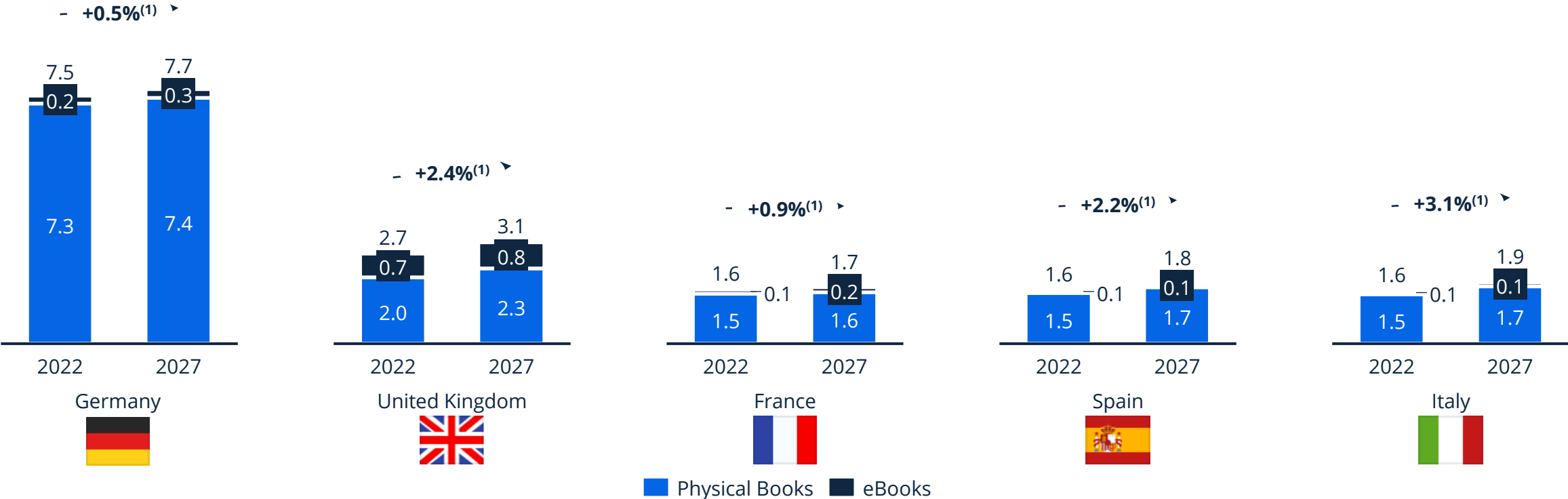
9 | Notes: (1) CAGR: Compound Annual Growth Rate (2) ROW: Rest of the World

Sources: Statista Market Insights 2023

With revenue of 7.5 billion US\$, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

Revenue forecast in billion US\$



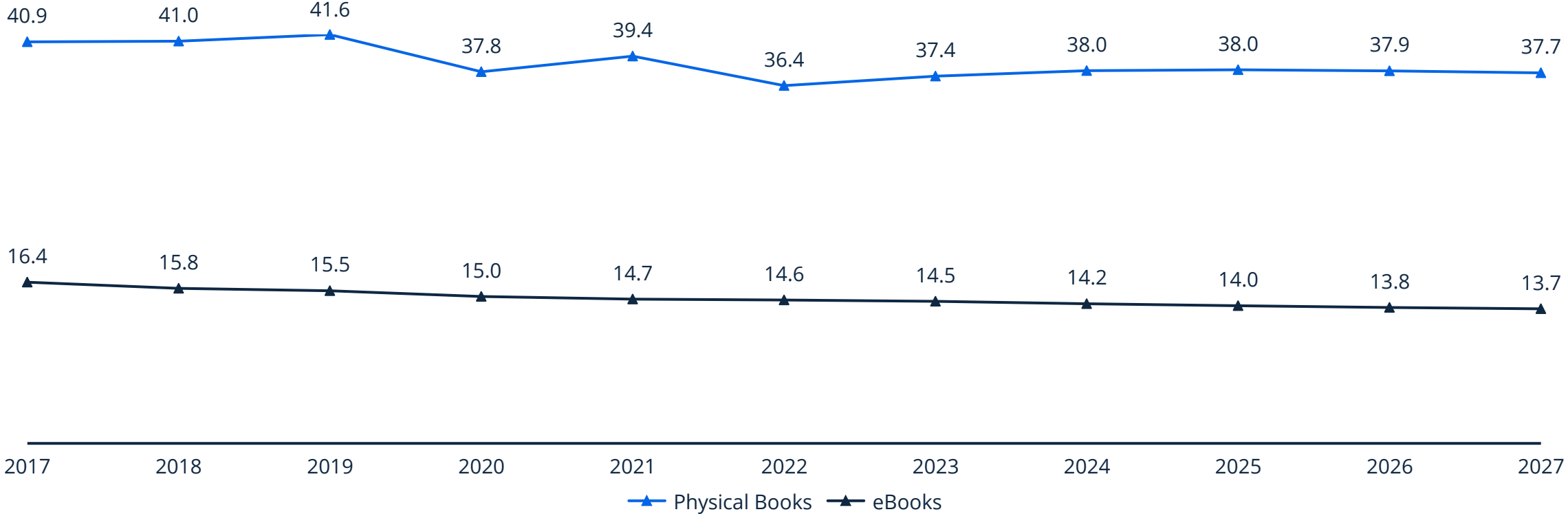
10 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

Books average revenue per reader is estimated to decrease from 2017 to 2027

Market Size: Global

Average revenue per reader forecast in US\$



The United States has the biggest market in Books average revenue per reader in 2022

Market Size: Regional Comparison (1/2)

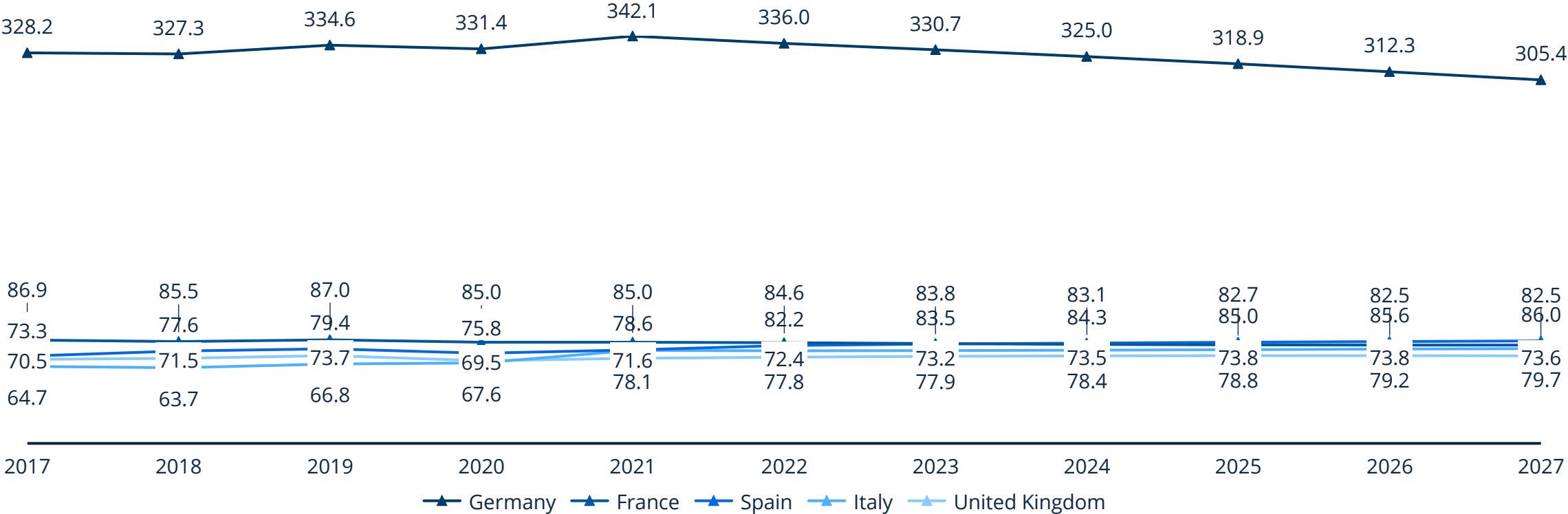
Average revenue per reader forecast in US\$



With average revenue per reader of 336.0 US\$, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

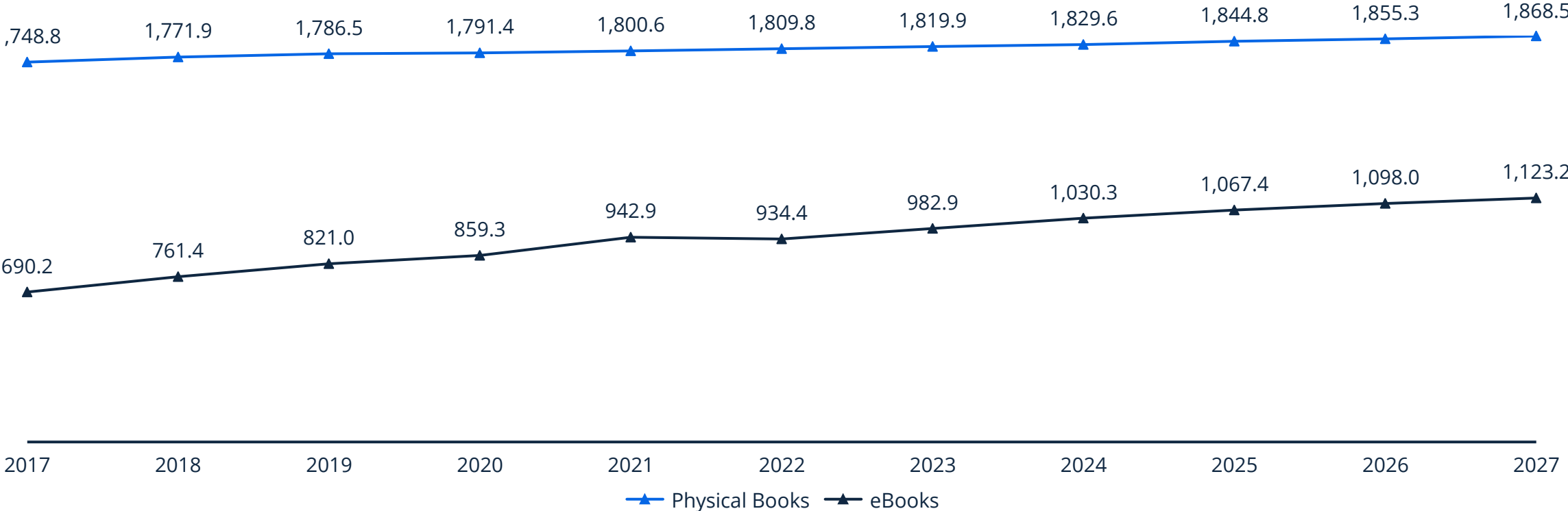
Average revenue per reader forecast in US\$



Books readers are estimated to increase from 2017 to 2027

Market Size: Global

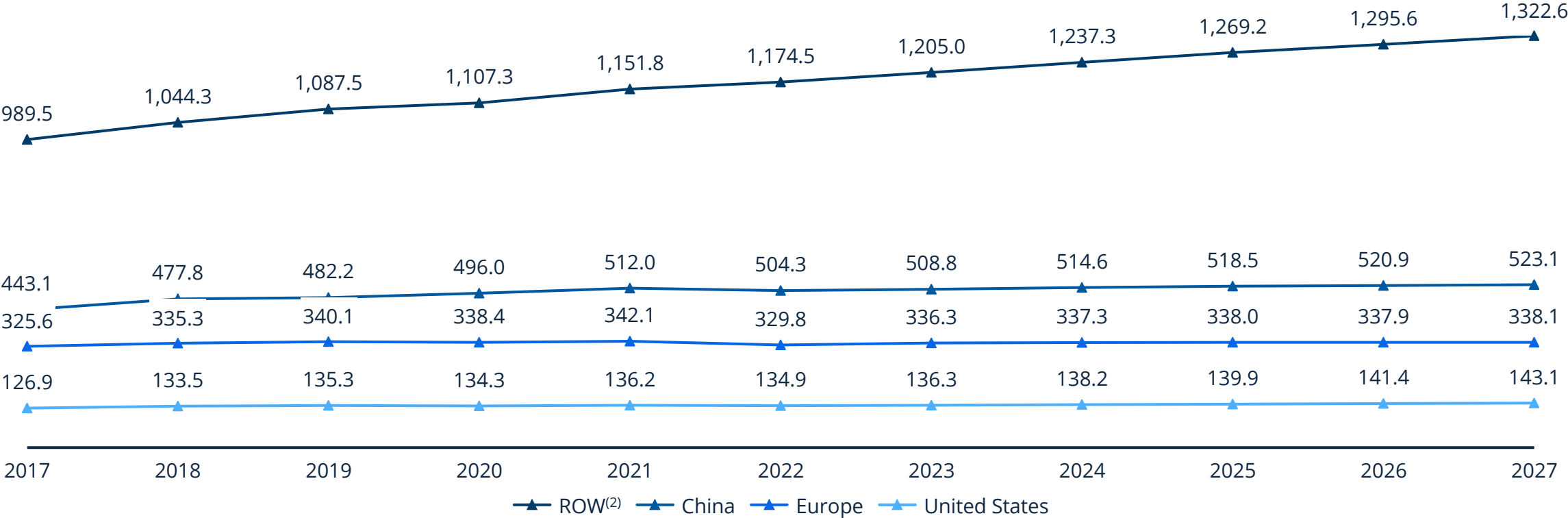
Readers forecast in millions



China has the biggest market in Books readers in 2022

Market Size: Regional Comparison (1/2)

Readers forecast in millions



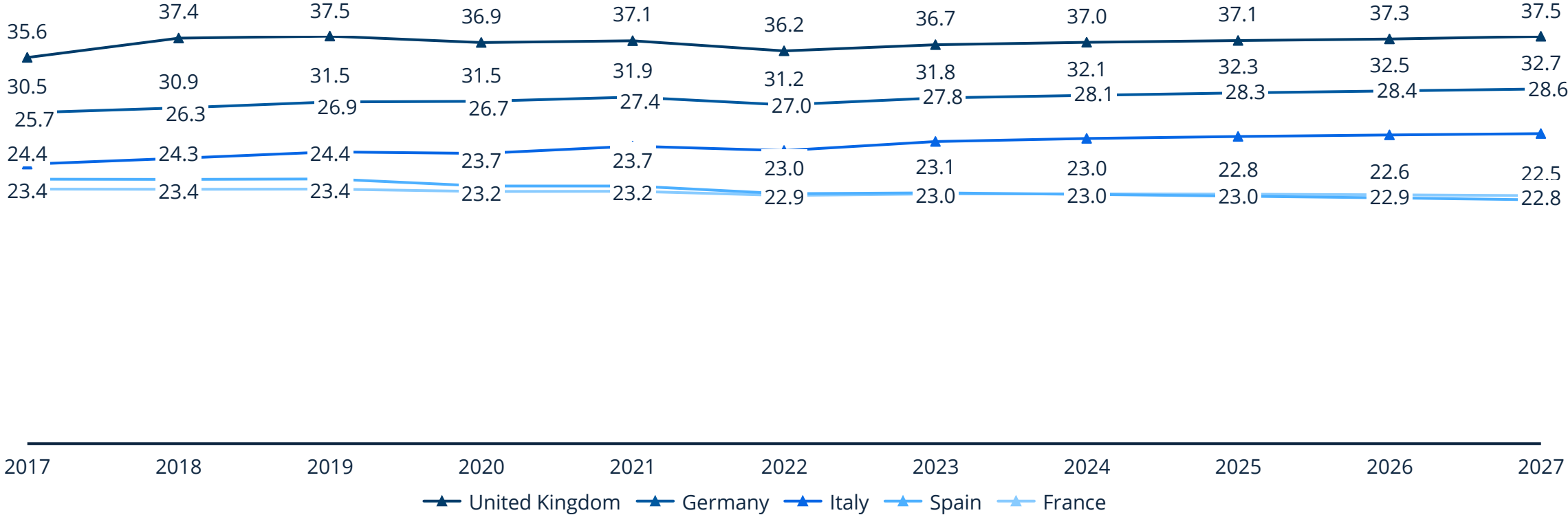
15 | Notes: (1) CAGR: Compound Annual Growth Rate (2) ROW: Rest of the World

Sources: Statista Market Insights 2023

With readers of 36.2 million, the United Kingdom is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

Readers forecast in millions



Amazon is a key player in the ePublishing business

Company profiles: Amazon



Amazon key facts

Revenue: **US\$368.1 billion (2020)**

CAGR⁽¹⁾: **37.6% (2019 to 2020)**

Net income: **US\$21,311 million (2020)**

eBooks on Amazon: **>6 million (2018)**

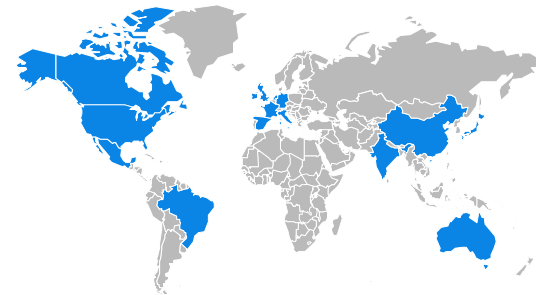
Founded: **1994**

Headquarters: **Los Gatos, California**

Product: Kindle Store

When it was founded in 1994, Amazon.com was an online store selling physical books only. In 2007, after diversifying towards other physical goods, Amazon began to sell digital media. In particular, with the launch of its eReader called Kindle and the associated Kindle Store, Amazon became an online distribution service for eBooks. Following the streaming trend, Amazon also offers a subscription-based access to its library, enabling an unlimited consumption of eBooks for a monthly fee. Today, the Kindle Store includes over 6 million eBooks and 60,000 audiobooks, making it one of the biggest ePublishing services in the world.

Countries with separate Amazon retail websites⁽²⁾



Amazon's digital strategy

Amazon plays an extraordinary role in the field of ePublishing. Besides a huge eBooks catalog of more than 6 million titles, they built a very convenient infrastructure with proprietary reading devices, reading apps and easy purchase solutions. Amazon provides an eBooks flat rate, special offers for Prime customers and a self-publishing service for authors. Some consumers and publishers criticize this closed environment and are suspicious that Amazon might become too powerful in this segment. Furthermore, only Kindle eBooks are readable on Kindle devices without further effort.

Pearson is one of the biggest publishing companies in the world

Company profiles: Pearson



Pearson key facts

Revenue: **US\$4.751 billion (2022)**

CAGR⁽¹⁾: **0.79% (2021 to 2022)**

Net income: **US\$0.3 billion (2020)**

Number of employees: **20,000 (2020)**

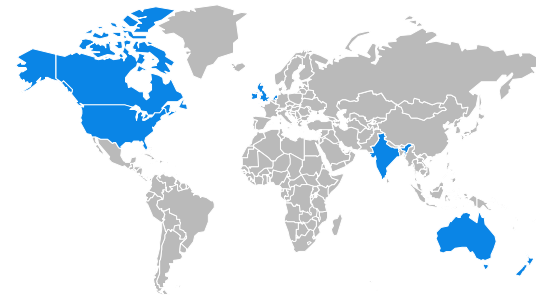
Founded: **1844**

Headquarters: **London, UK**

Product: Physical books

Pearson is a British publishing company located in London, UK. Since 2021m Pearson has five main divisions: Virtual Learning, Higher Education, English Language Learning, Workplace Skills and Assessment & Qualifications. IT Professional Publishing group, Pearson's division, owns more than 30 publishing imprints, among them Cisco Press, Peachpit Press, Que, and Addison-Wesley Professional. Even though the company operates in more than 70 countries, 60% of its sales come from North America. Pearson also offers their own International Education program which includes class assessments and digital content for international schools and many other learning tools.

Countries Pearson is market leader⁽²⁾



Pearson's digital strategy

Digital Revenue of Pearson was at 73% in 2021, and continues to be growing, as the company focuses on digital format of their product. Outside of their learning products related to education such as MyLab, Revel, Pearson+ and Mastering. Pearson also owns InformIT, an electronic publisher of technology, business and education learning content, including videos and software. InformIT.com sells books, eBooks and provides digital learning resources. When it comes to publishing partnerships, Pearson works with leaders in technology such as Cisco Press, Microsoft Press and Adobe Press.

CHAPTER 3

Appendix

STATISTA MARKET INSIGHTS

Market Insights – market data, forecasts, and qualitative insights

Gain a better understanding of markets across 190+ geographical entities – on a global, regional, country, and/or state level. Access our data via web interface, download (XLS, PDF, PPT), or reports. Benefit from our 48-hour customer service guarantee.

- **10 sectors:** advertising & media, consumers, countries, digital sector, finance, health, industrial sector, mobility, and technology
- **1,000+ markets,** e.g., FinTech, Food, or Robotics
- **KPIs,** e.g., revenue, market shares, prices, and volume
- **Features:** Compare countries & regions, change currencies, select visualizations, and/or customize downloads
- **Use cases:** sales planning, investment decision support, resource allocation, and portfolio management

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10 sectors

190+ geographical entities

1,000+ markets

400+ reports

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Jonah Trenker graduated in Tübingen, Germany with a master's degree in economics and finance, with a focus on empirical calculations. In the Strategic Market Insights department, he is responsible for media markets, as well as Metaverse, AR & VR and Esports markets. Additionally for the Artificial Intelligence market. He supervises the markets from research and modeling, to forecasting and publishing.