

Buchmarkt kompakt 2025/2026

Current Figures and Trends

Frankfurt am Main, 9 July 2026

The Book Market in Germany 2025

Overview

Total Turnover:
-2.7 percent

Weak economic conditions and consumer uncertainty are causing a decline in turnover.

First Editions:
-9.8 percent

Publishers planning conservatively in uncertain times.

Consumers aged 10–15 years:
-30.6 percent

Number of book consumers in the youngest age bracket has fallen sharply.

Turnover for Audiobooks:
+13.2 percent

Audiobooks continue their upward trend driven by downloads and streaming



01

The Book Market 2025

Total Market, Sales Channels, Product Groups, Title Production

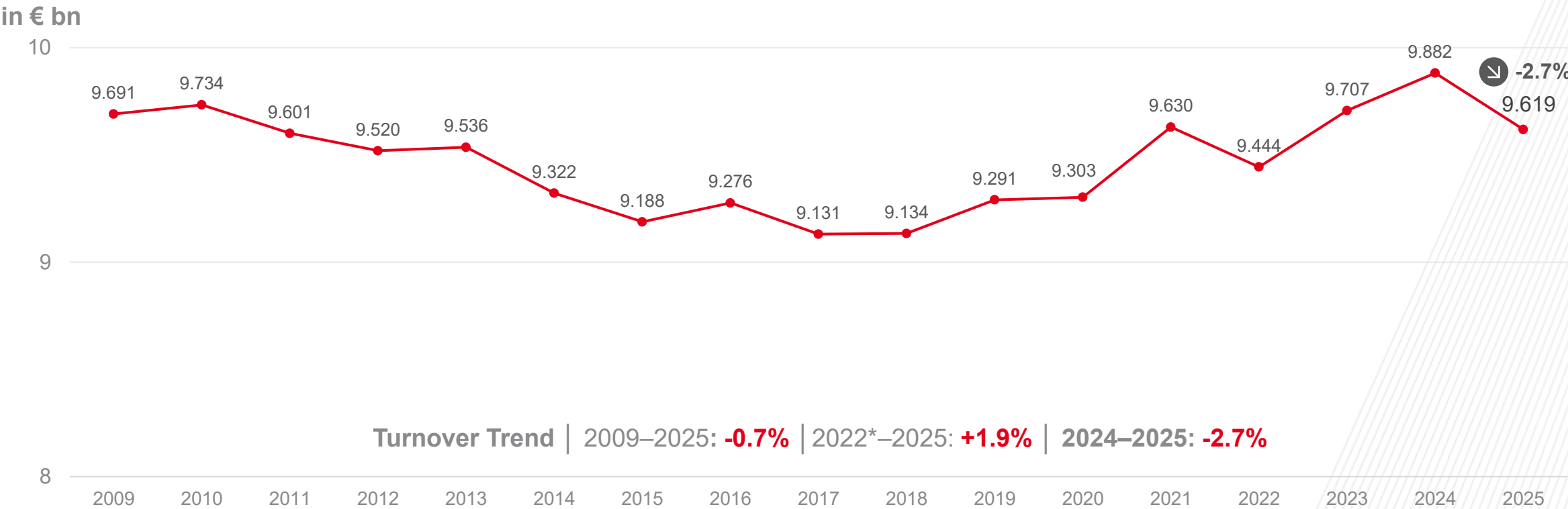


Turnover in the Book Industry 2009–2025

Estimated Turnover

KEY MARKET FIGURES 2025

TURNOVER



*2022 was the first year after the Covid pandemic

Source: Börsenverein des Deutschen Buchhandels

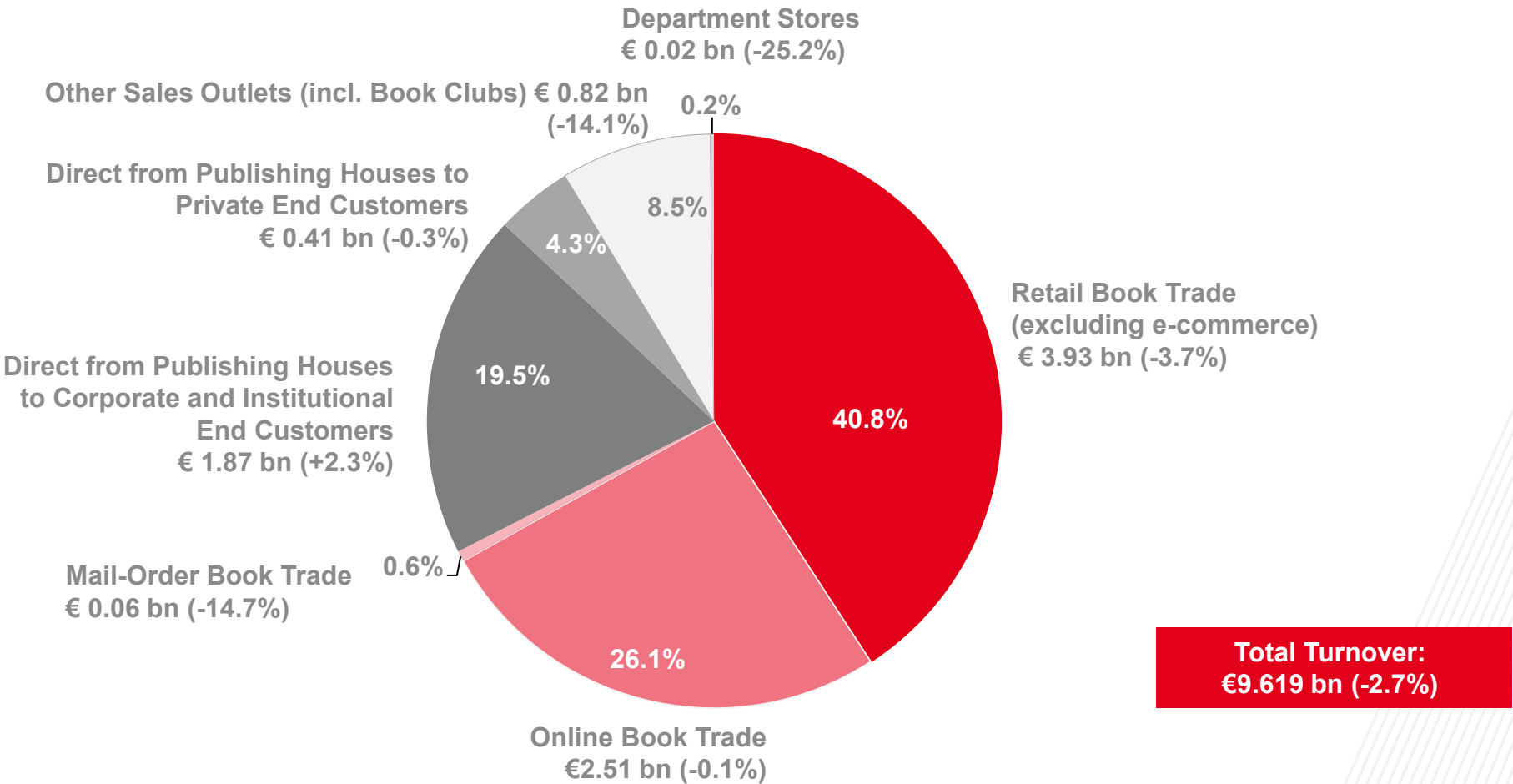


Share of Turnover by Sales Channel 2025

Estimated turnover with development compared to previous year (in brackets)

KEY MARKET FIGURES 2025

SALES CHANNELS



Source: Börsenverein des Deutschen Buchhandels, 2026

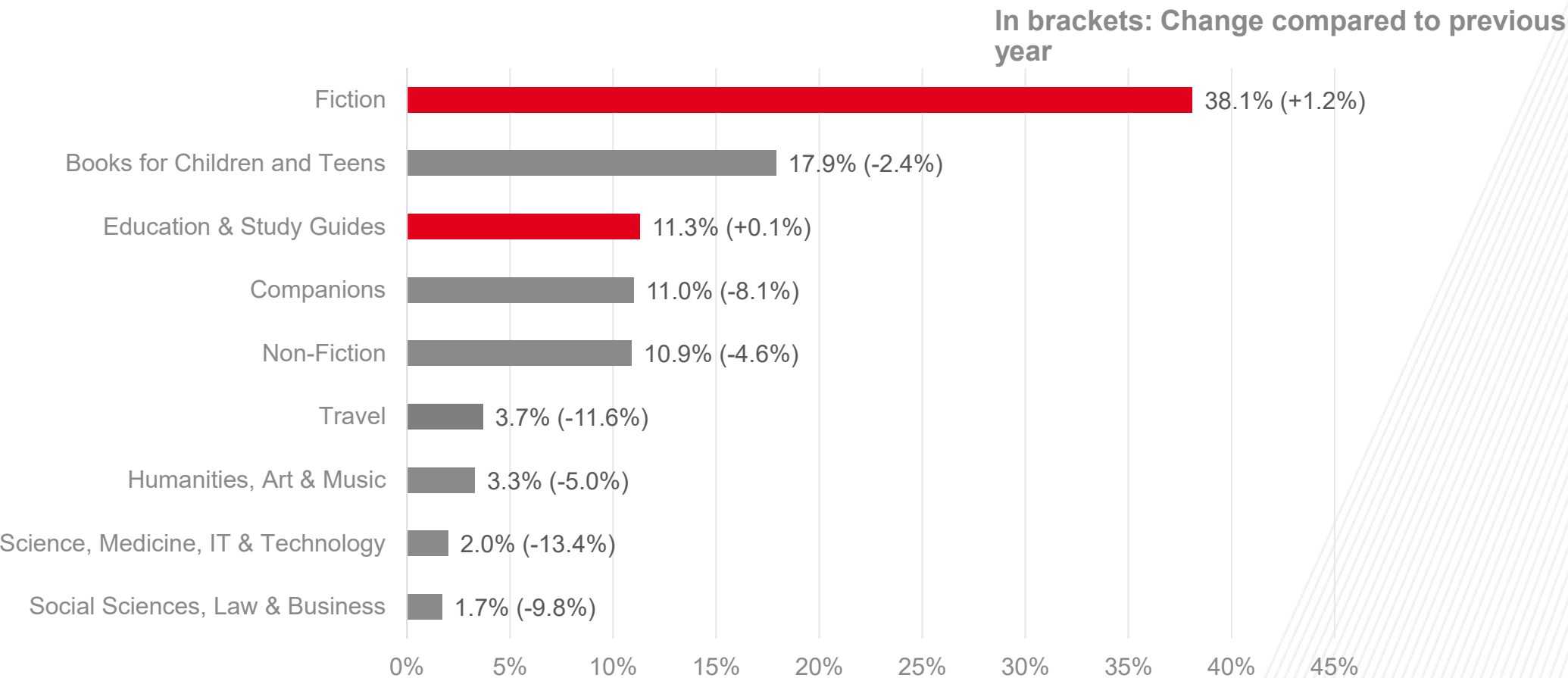


Share of Turnover by Product Group 2025

Incl. development compared to previous year

MARKET FIGURES 2025

PRODUCT GROUPS



Sales channels: Retail bookstores, train station bookstores, department stores, electrical goods and drugstores (cash turnover in each case) and e-commerce.
Edition formats: Hardcover, softcover, paperback
Source: © Media Control, 2025

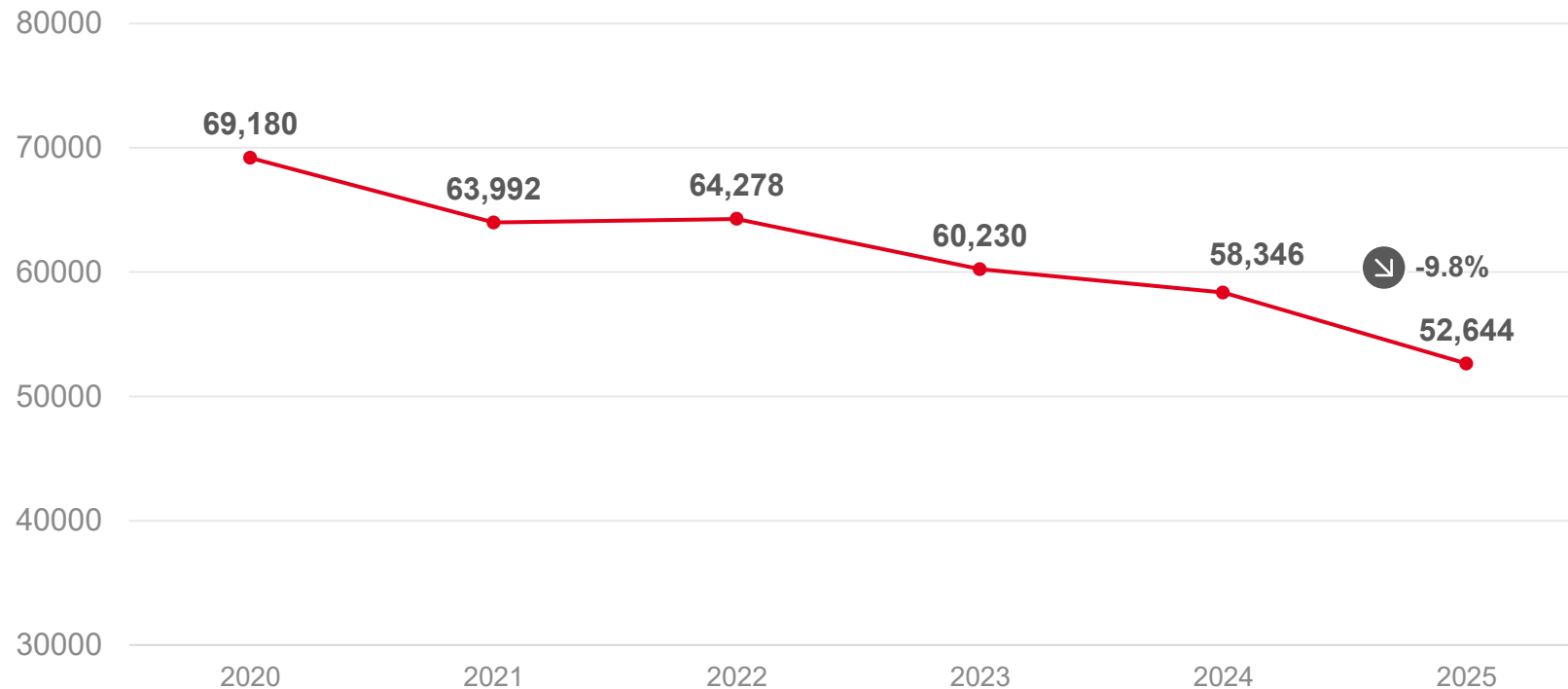


Title Production: First Editions 2020–2025

Development at publishing houses

KEY MARKET FIGURES 2025

TITLE PRODUCTION



- First editions continued to decrease in 2025
- Decline in all key genres
- Includes a decline for the most important genres for retail, fiction (-9.7%, share of title production stable at 18%) and books for children and teens (-12.5%, share of title production: 12.6%)

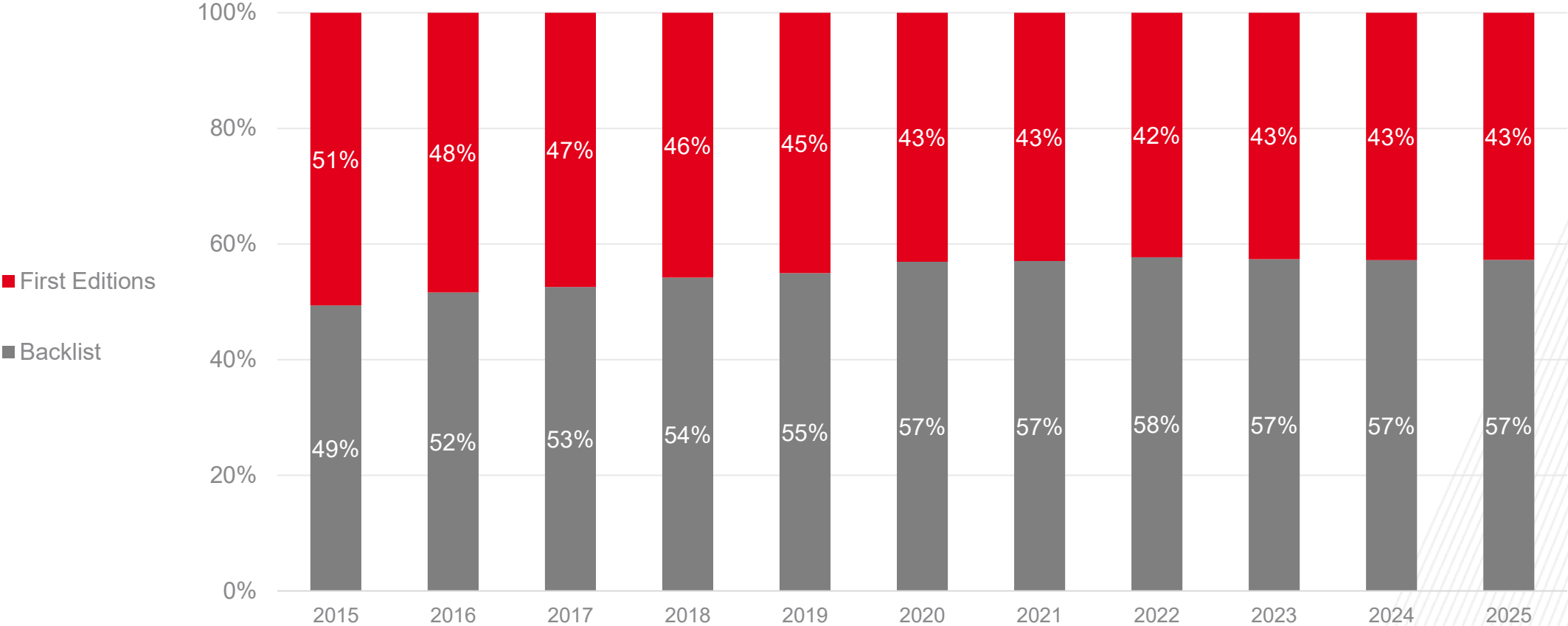


Share of First Editions/Backlist Titles in Sales: Total

KEY MARKET FIGURES 2025

First editions account for less than half of the book market: More than half of the books sold each year are backlist titles (i.e. published a year or more before the date of purchase)

BACKLIST

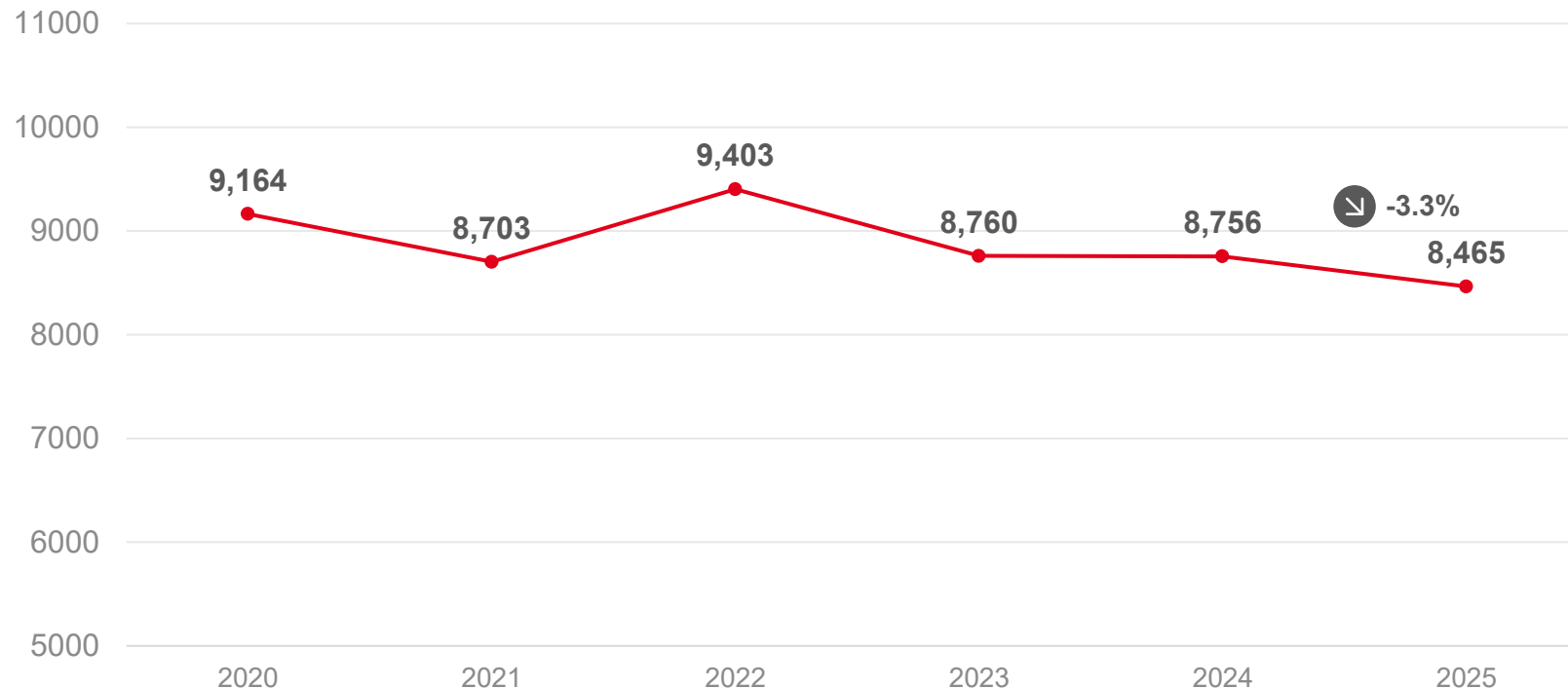


Translations into German: First Editions 2020–2025

KEY MARKET FIGURES 2025

TRANSLATIONS

Developments at publishing houses



- Number of translations also decreased in 2025
- Share of translations for all first editions however continued to increase up to 16.1% (Share of translations within fiction: 26.9%, books for children and teens: 24.8%, Comics/Cartoons: 90.1%)
- Most important source languages continue to be: English, Japanese & French

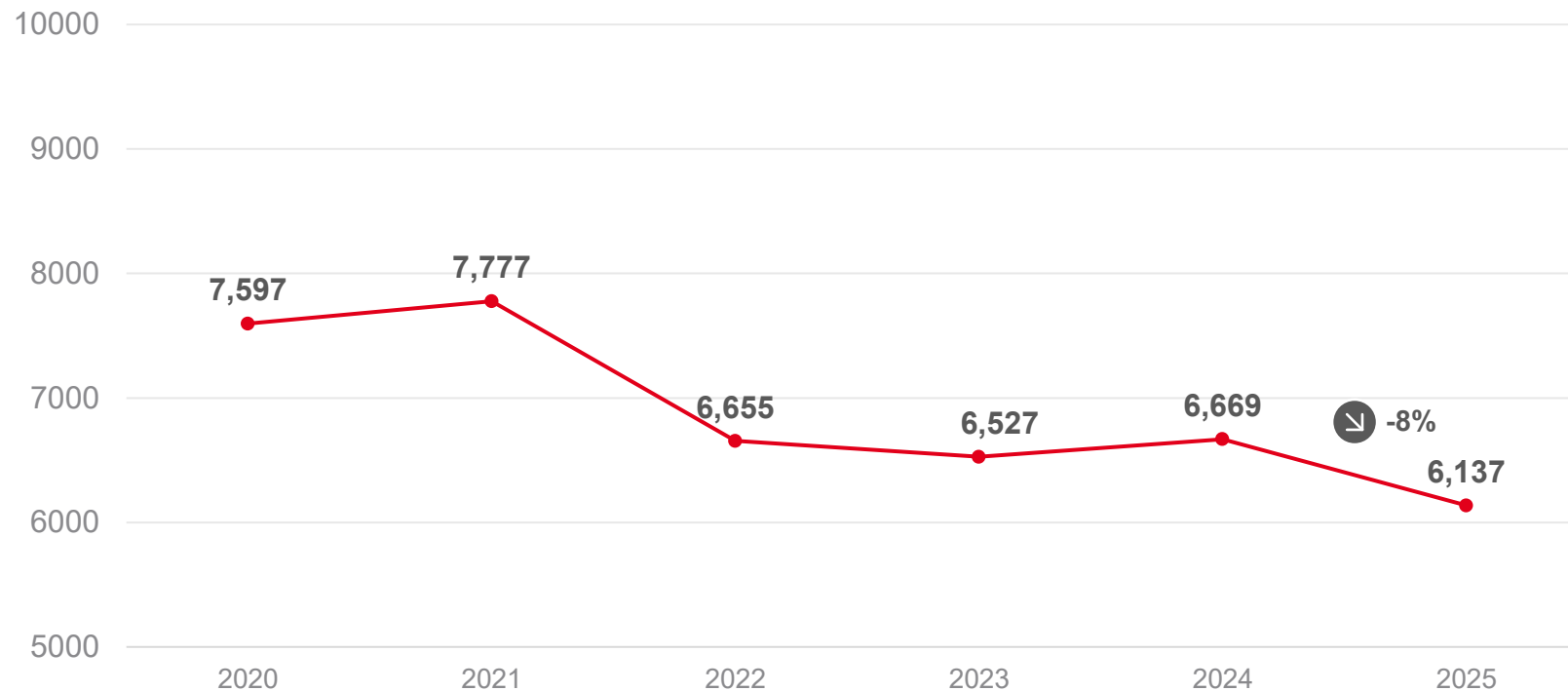


Licence Sales Abroad 2020–2025

Development at publishing houses

KEY MARKET FIGURES 2025

LICENCES



- Licence sales also declining
- Key buyers: China, Russia & Spain
- Most important categories for the licence business: Books for children and teens (share: 36.5%) and fiction (share: 22.3%)





02

The Book Market 2025

Digital Purchases

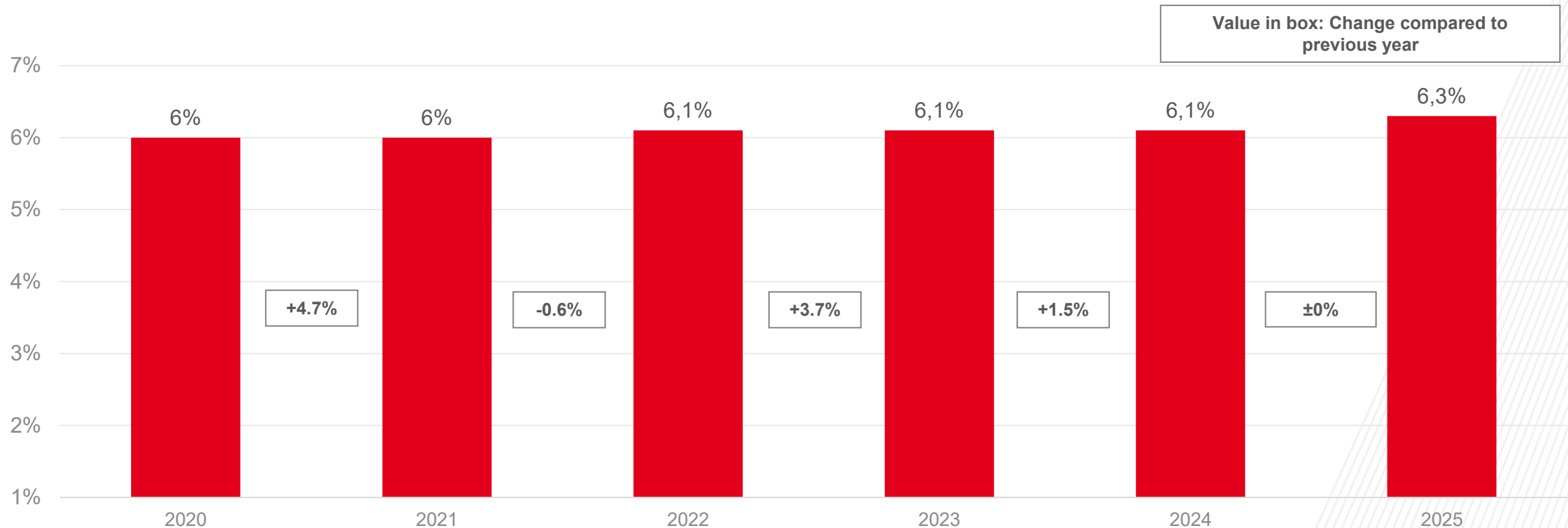


Ebook Development 2020–2025

Share of turnover and change in turnover

KEY MARKET FIGURES 2025

EBOOKS



Due to a revision of the sample in 2025, which has also been applied retrospectively (back to 2020), the results differ from those published previously.

Base: Representative of 75.5 million people (German resident population aged 10 and over),
Excluding text books and reference books
All purchases of individual ebooks from a retail price of 0.49 euros are recorded
Source: YouGov Shopper Panel Media & Entertainment



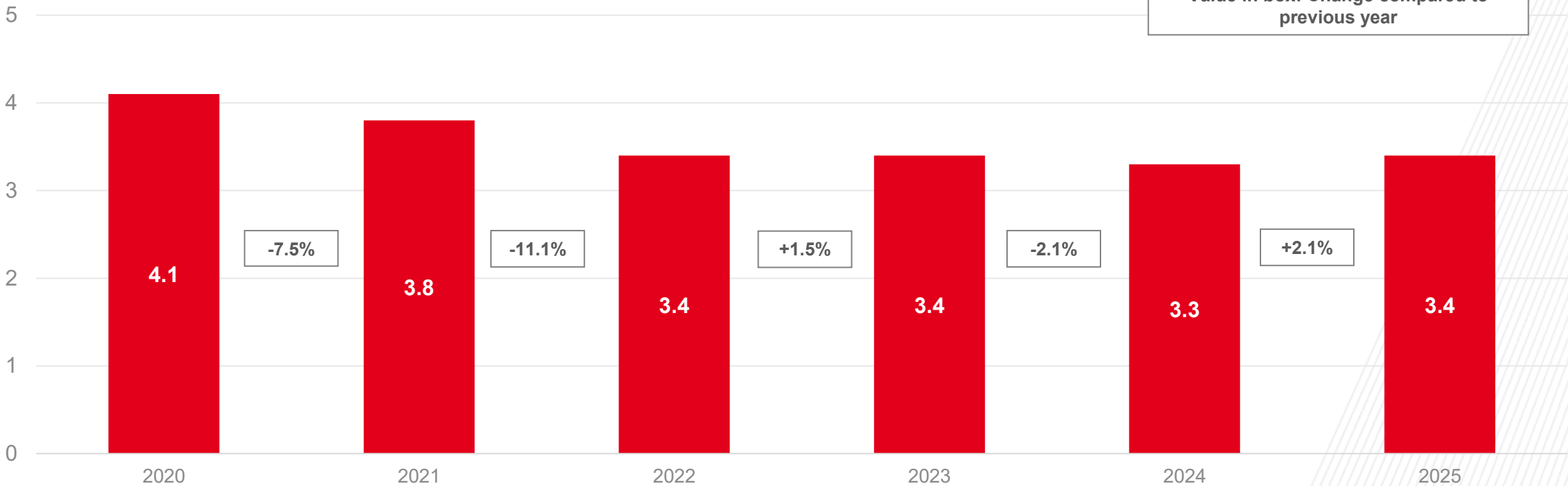
Ebook Consumer Development 2020–2025

Ebook consumers in the general public book market: Figures

KEY MARKET FIGURES 2025

EBOOK CONSUMERS

Number of people in millions



Due to a revision of the sample in 2025, which has also been applied retrospectively (back to 2020), the results differ from those published previously.

Base: Representative of 75.5 million people (German resident population aged 10 and over),
Excluding text books and reference books
Source: YouGov Shopper Panel Media & Entertainment



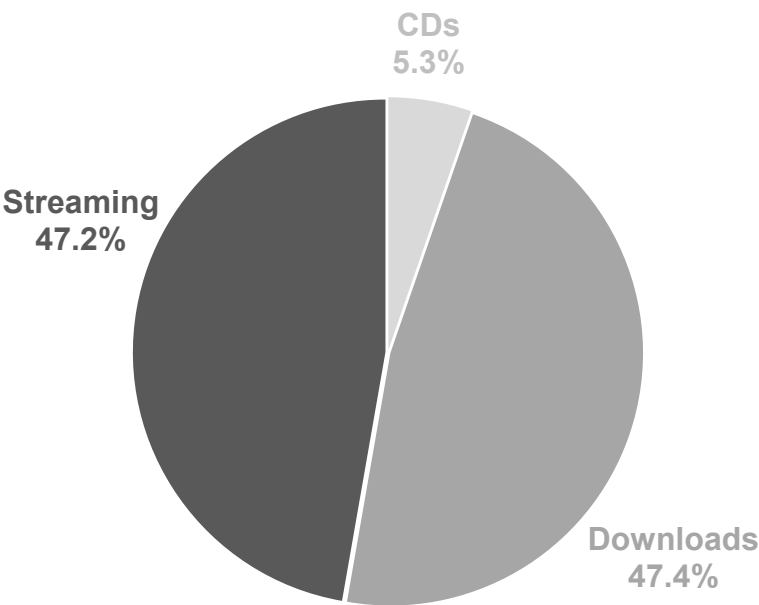
Turnover of Audiobooks 2025

Share of turnover and turnover development in 2025 compared to 2024 and 2022*

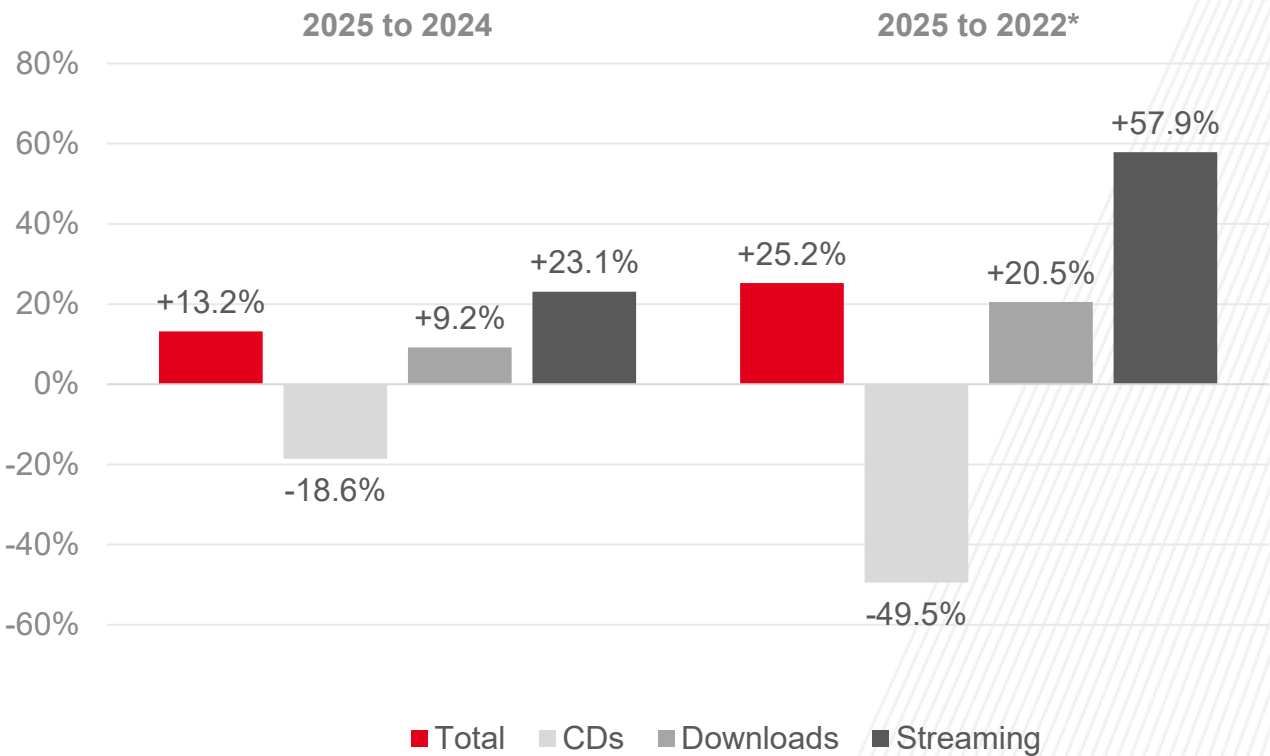
KEY MARKET FIGURES 2025

AUDIOBOOKS

Share of turnover in the audiobook market 2025



Turnover Development



*2022 was the first year after the Covid pandemic

Base: Publisher data from the Media Control Audiobook Compass - a turnover survey of German audiobook publishers with results extrapolated to represent the entire market (**Downloads:** e.g. iTunes, Google Play, audible [counted as downloads, as the subscription model is based on individual downloads), **Subscriptions:** e.g. BookBeat, Nextory, storytel)
Source: © Media Control, 2026



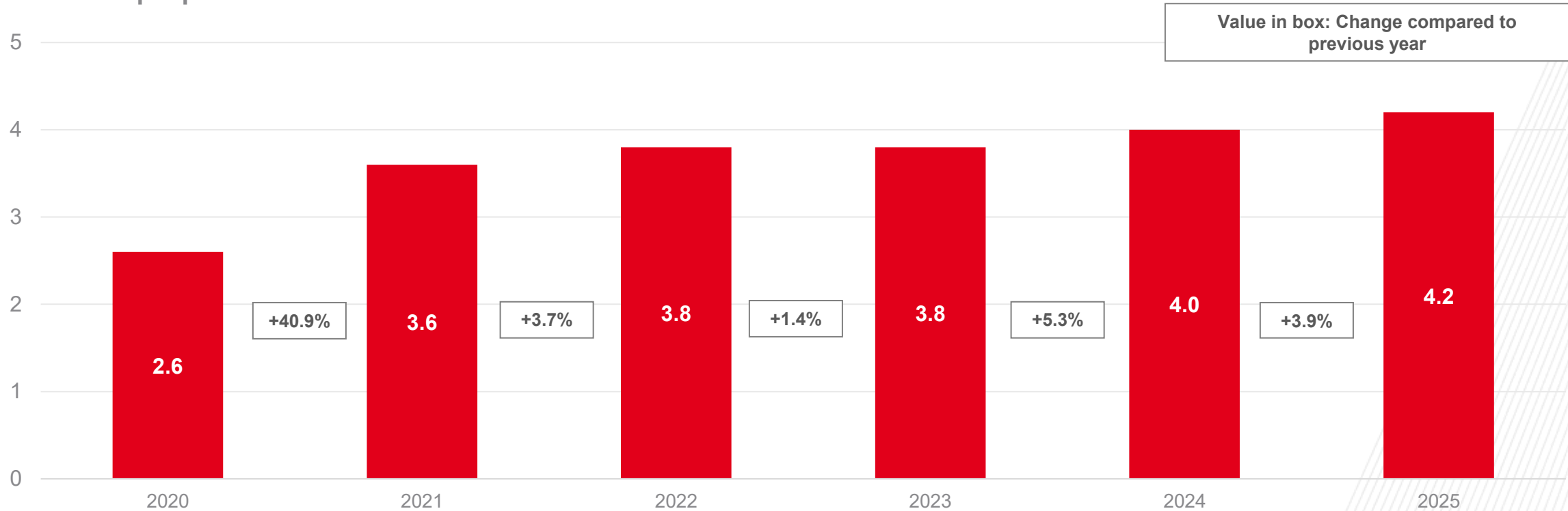
Digital Audiobook Consumers 2020–2025

Digital audiobook consumers in the general public book market: Figures

KEY MARKET FIGURES 2025

DIGITAL AUDIOBOOK CONSUMERS

Number of people in millions



Due to a revision of the sample in 2025, which has also been applied retrospectively (back to 2020), the results differ from those published previously

Base: Representative of 75.5 million people (German resident population aged 10 and over)

Digital: Downloads (e.g. iTunes, Google Play, audible [counted under downloads, as the subscription model is based on individual downloads]) **and subscriptions:** As more and more services offer both ebooks and audiobooks, people who have had a paid subscription (e.g. BookBeat, Nextory, storytel) for at least one month in the respective year and have also listened to audiobooks there are explicitly counted here.

Source: YouGov Consumer Panel Media & Entertainment



03

The Book Market 2025

Consumers



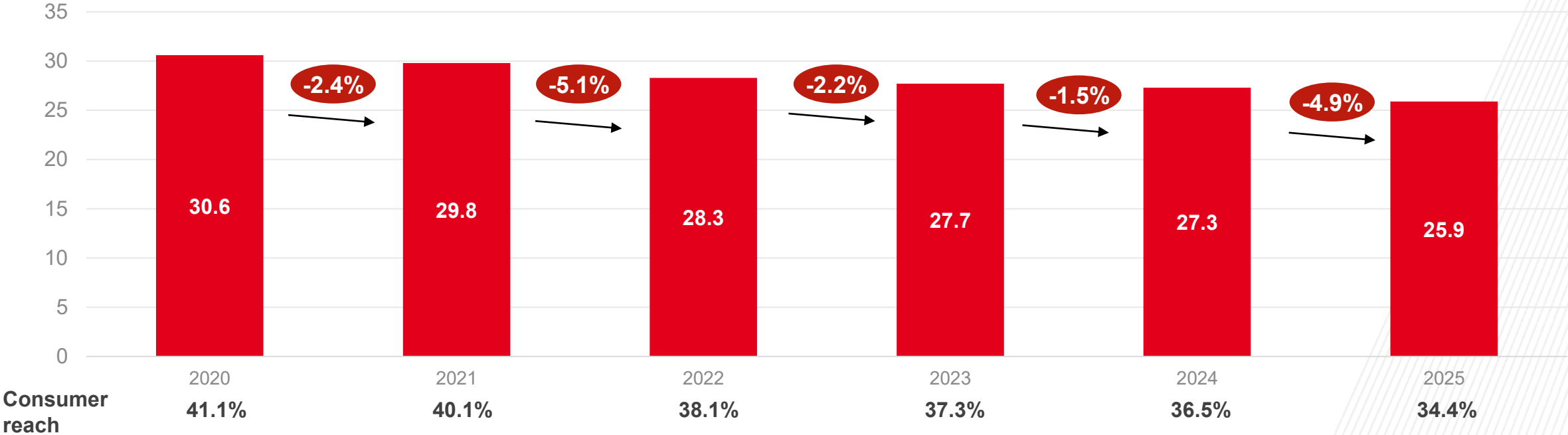
Consumer Development 2020–2025

KEY MARKET FIGURES 2025

Book consumers in the general public book market: Amount and consumer reach

CONSUMERS

Number of people in millions



Due to a revision of the sample in 2025, which has also been applied retrospectively (back to 2020), the results differ from those published previously

Base: Representative of 75.5 million people (German resident population aged 10 and over),
Excluding text books and reference books, including downloads (audiobooks and ebooks)
Source: YouGov Shopper Panel Media & Entertainment

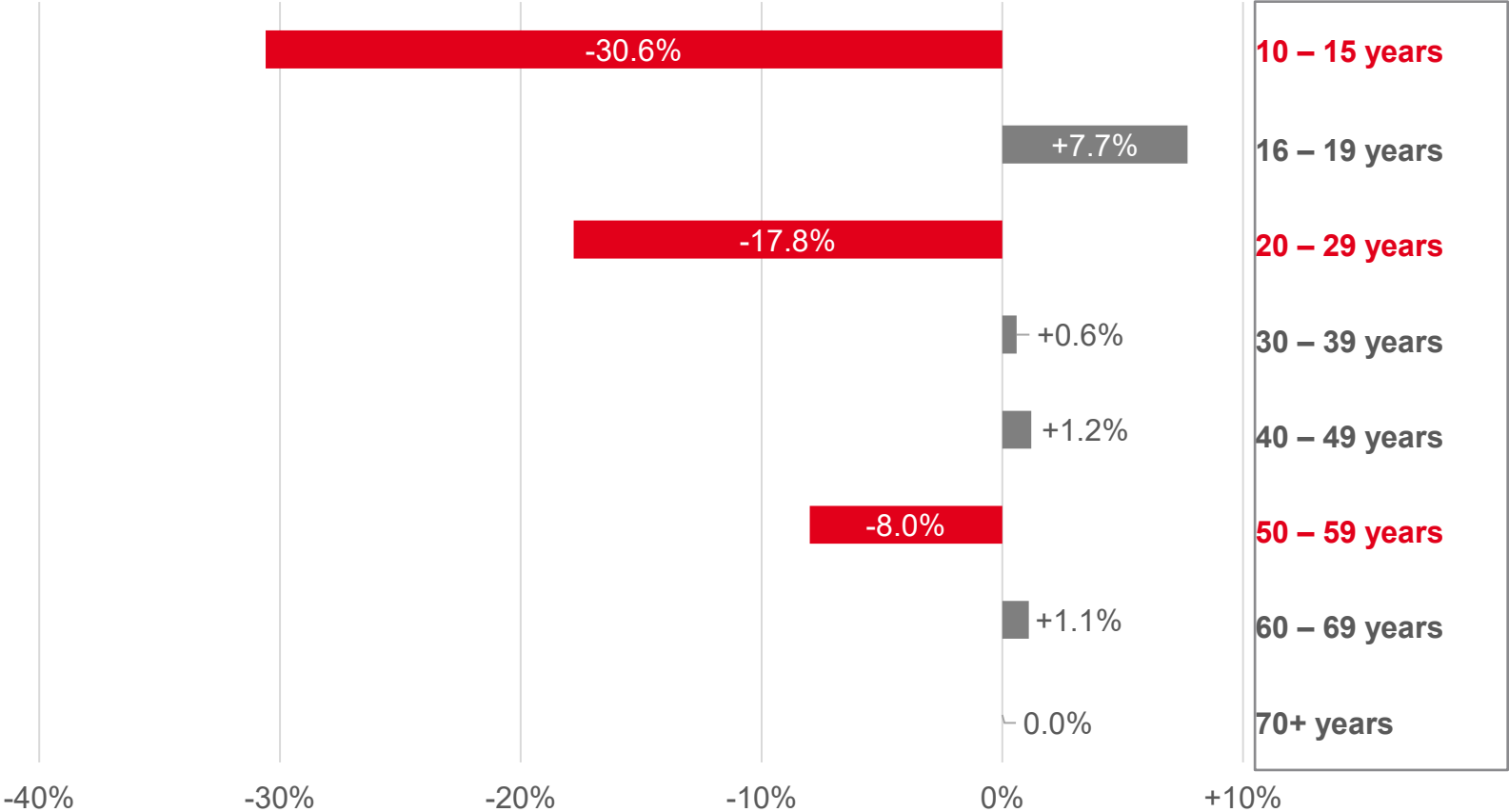


Consumer Development by Age in 2025

Change compared to previous year

KEY MARKET FIGURES 2025

CONSUMERS BY AGE

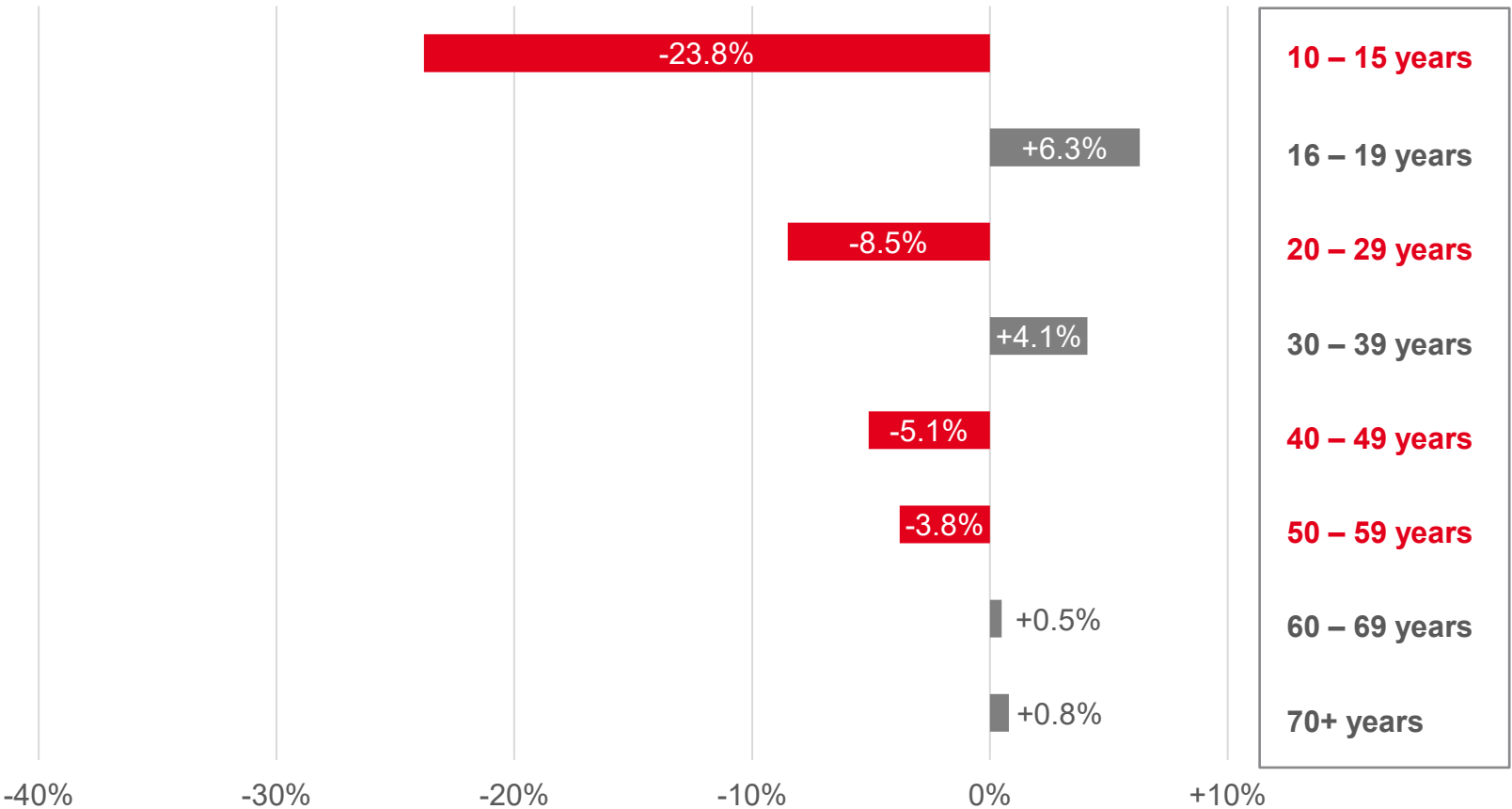


Expenditure Development by Age in 2025

Change compared to previous year

KEY MARKET FIGURES 2025

EXPENDITURE BY AGE



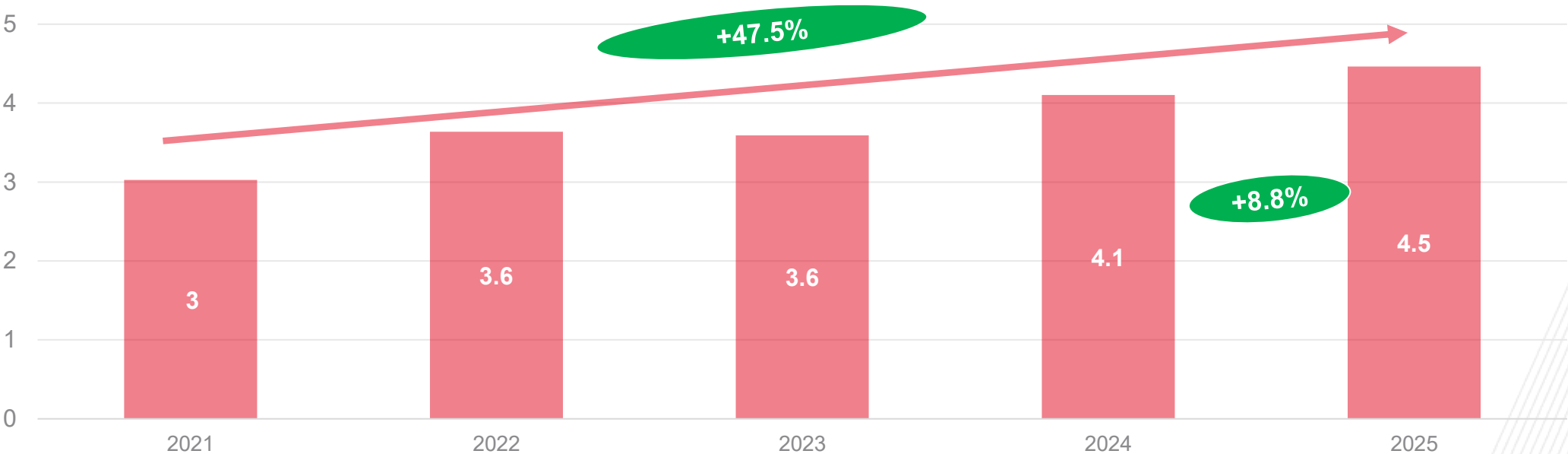
Consumers of Young & New Adult 2021–2025

Consumers of the new product groups

KEY MARKET FIGURES 2025

CONSUMERS Y & N ADULT

Number of people in millions



Base: Representative of 75.5 million people (German resident population aged 10 and over),
Excluding text books and reference books, including downloads (audiobooks and ebooks) **and subscriptions** (ebooks)

Source: YouGov Shopper Panel Media & Entertainment

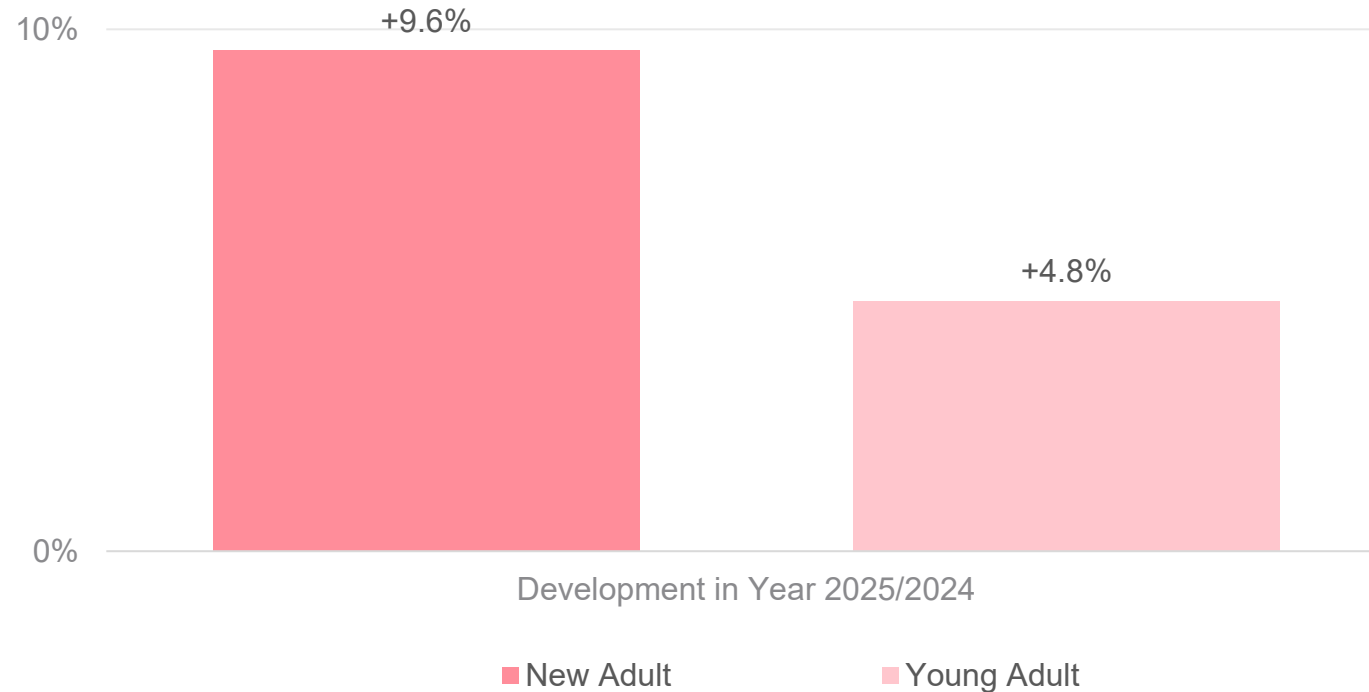


Young & New Adult: Turnover Development 2025

Turnover development compared to previous year

KEY MARKET FIGURES 2025

TURNOVER FOR Y & N ADULT



Sales Channels: Retail bookstores, train station bookstores, department stores, electrical goods and drugstores (cash turnover in each case) and e-commerce.

Edition formats: Hardcover, softcover, paperback

Source: © Media Control, 2025





04

The Book Market 2026

Mid-Year Results

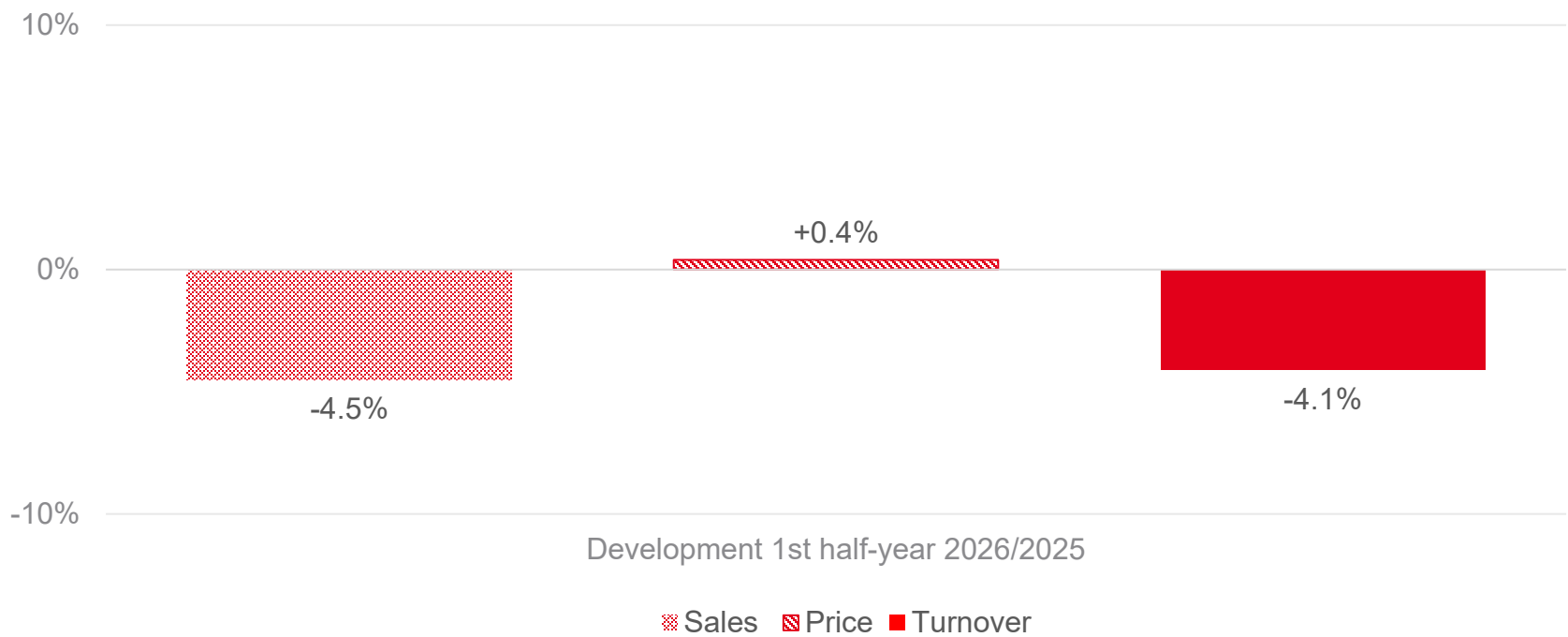


Book Market: Mid-Year Results

Cumulative development in the book market 1st half-year 2026 to 1st half-year 2025

KEY MARKET FIGURES

MID-YEAR RESULTS 2026



Sales Channels: Retail bookstores, train station bookstores, department stores, electronic goods and drugstores (cash sales in each case) and e-commerce
Source: © Media Control, 2026



Buchmarkt kompakt 2025/2026

Current Figures and Trends

Frankfurt am Main, 9 July 2026