

# How is the Book Market Faring in 2024/2025? Current Figures and Trends

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Annual Business Press Conference

Frankfurt am Main, July 10 2025

# The Book Market in Germany

KEY DEVELOPMENTS

## Overview

### Positive Overall Outcome 2024: Turnover Growth

Business developing positively despite tense overall economic situation  
Book industry largest sector in the content market

### Young Target Group and Audio Continue to be Growth Markets

More young people are buying books, young and new adult still important, digital audiobook business growing

### Economic Challenges for the Industry

Global and overall economic situation also impacting the book market  
High propensity to save money, cautious mid-year results 2025



# 01

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## **The Book Market in 2024**

Total Market, Sales Channels, Product Groups, Title Production

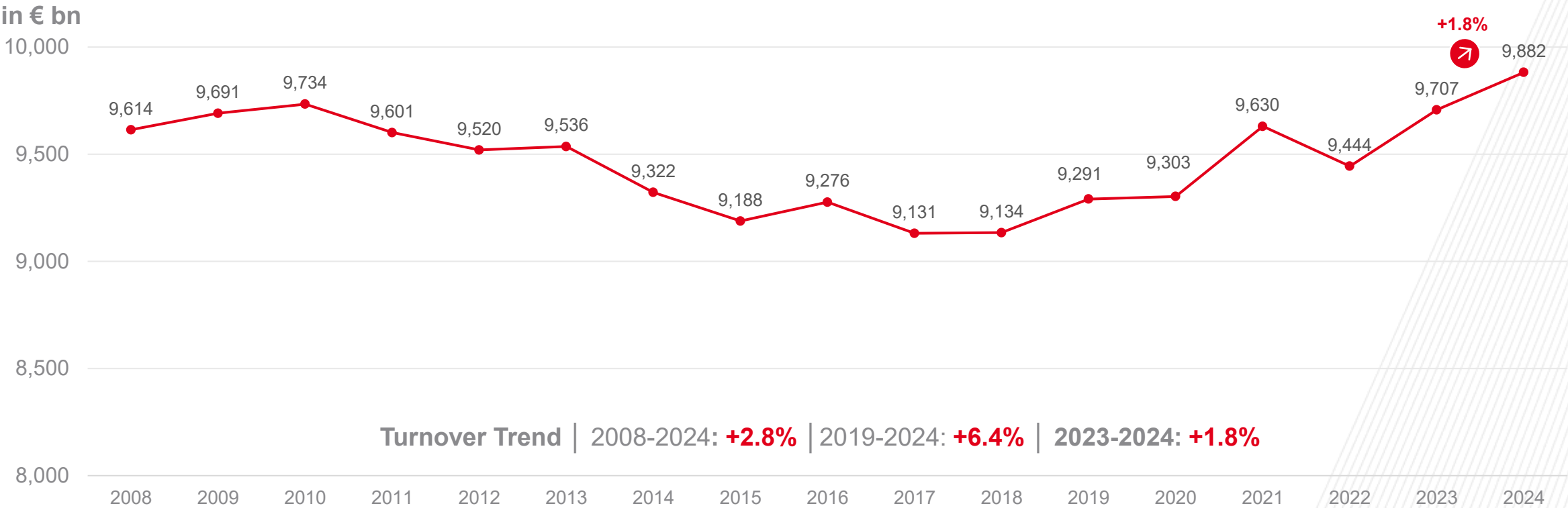


# Turnover in the Book Industry 2008-2024

Estimated Turnover

KEY MARKET FIGURES 2024

TURNOVER



Source: Börsenverein des Deutschen Buchhandels



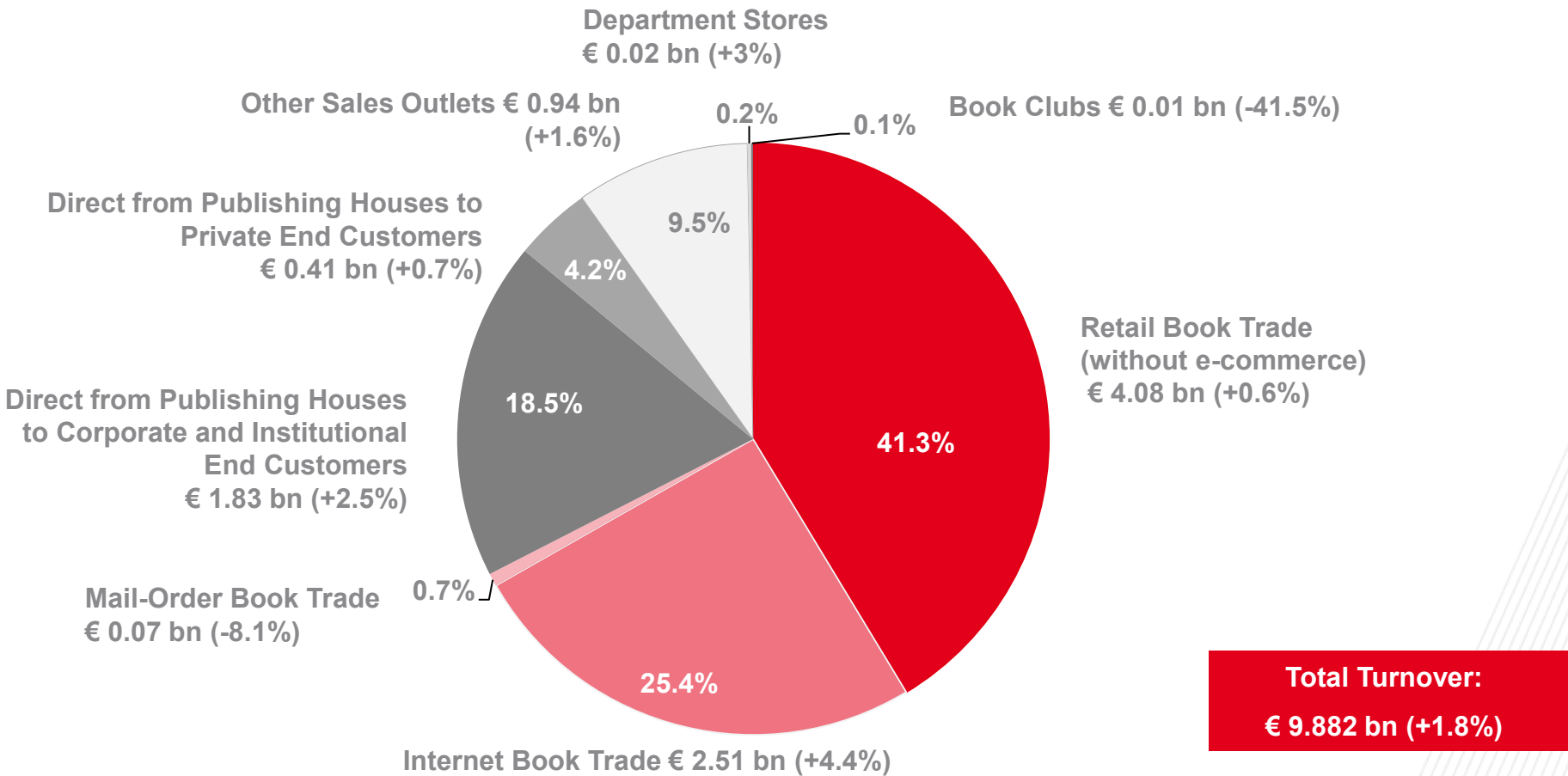


# Share of Turnover by Sales Channel 2024

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

KEY MARKET FIGURES 2024

SALES CHANNELS



Source: Börsenverein des Deutschen Buchhandels, 2025

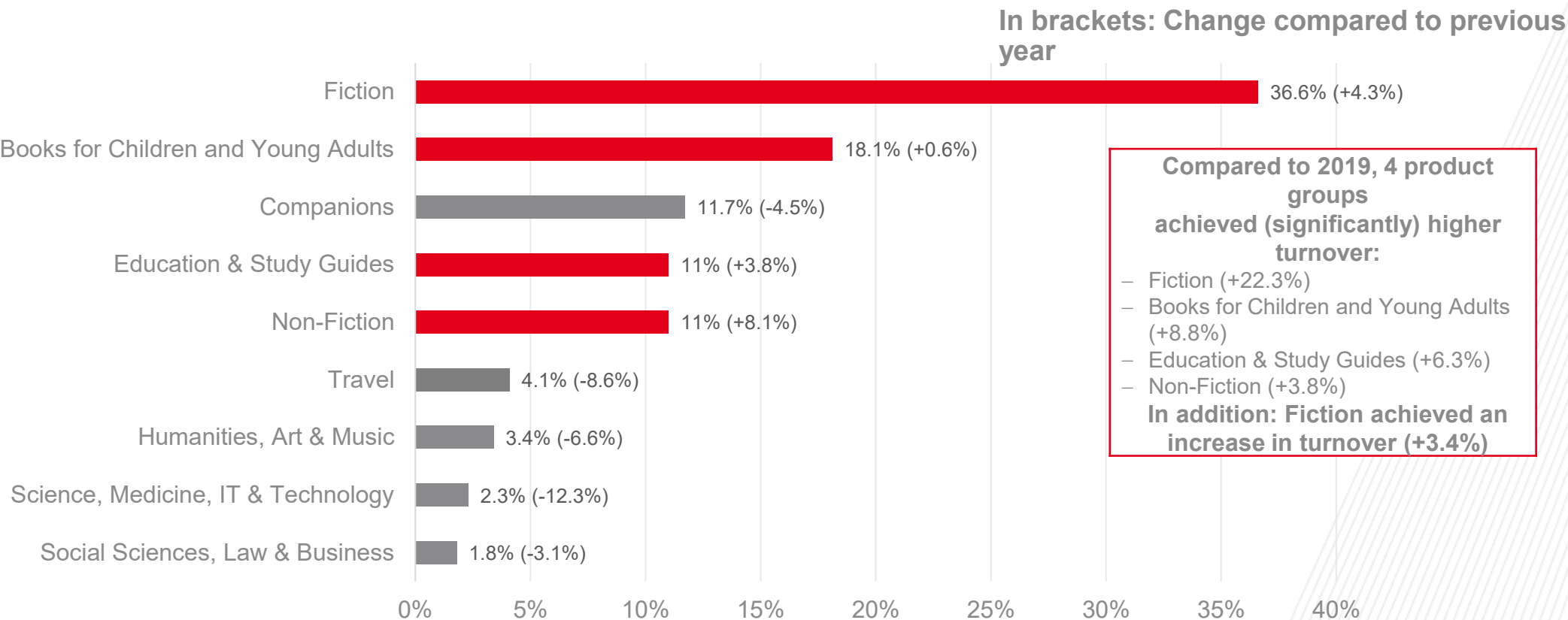


# Share of Turnover by Product Group 2024

Incl. development compared to previous year

KEY MARKET FIGURES 2024

PRODUCT GROUPS



**Sales channels:** Retail bookstores, train station bookstores, department stores, electrical goods and drugstores (cash turnover in each case) and e-commerce.  
**Edition forms:** Hardcover/softcover, paperback, audiobook (physical)  
**Source:** © Media Control, 2024

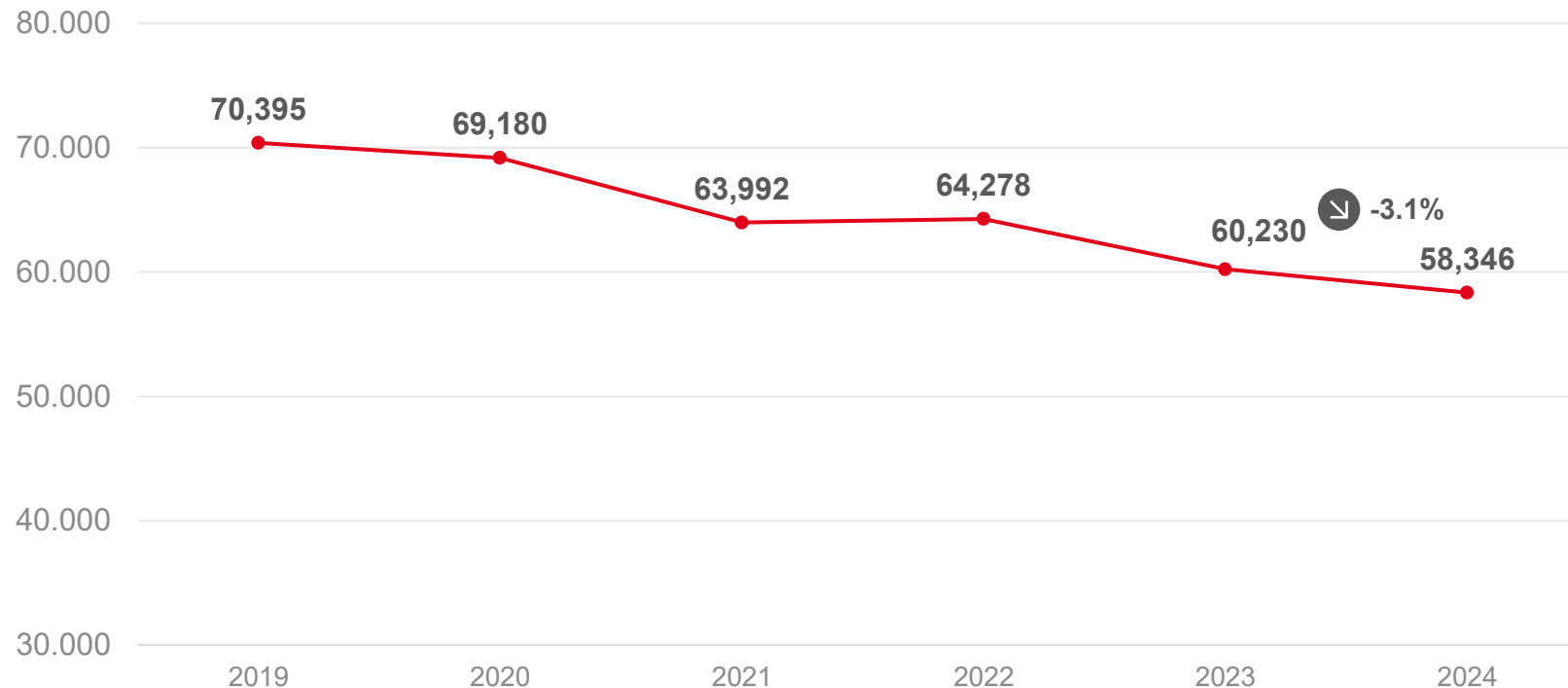


# Title Production of First Editions 2019-2024

Developments at publishing houses

KEY MARKET FIGURES 2024

TITLE PRODUCTION



- First editions declining in 2024 as in 2023 (strategic focussing)
- Decline in most genres, including fiction (-5.5%, share of title production: 18%), but currently slight increase in books for children and young adults (+1.2%, share: 13%)

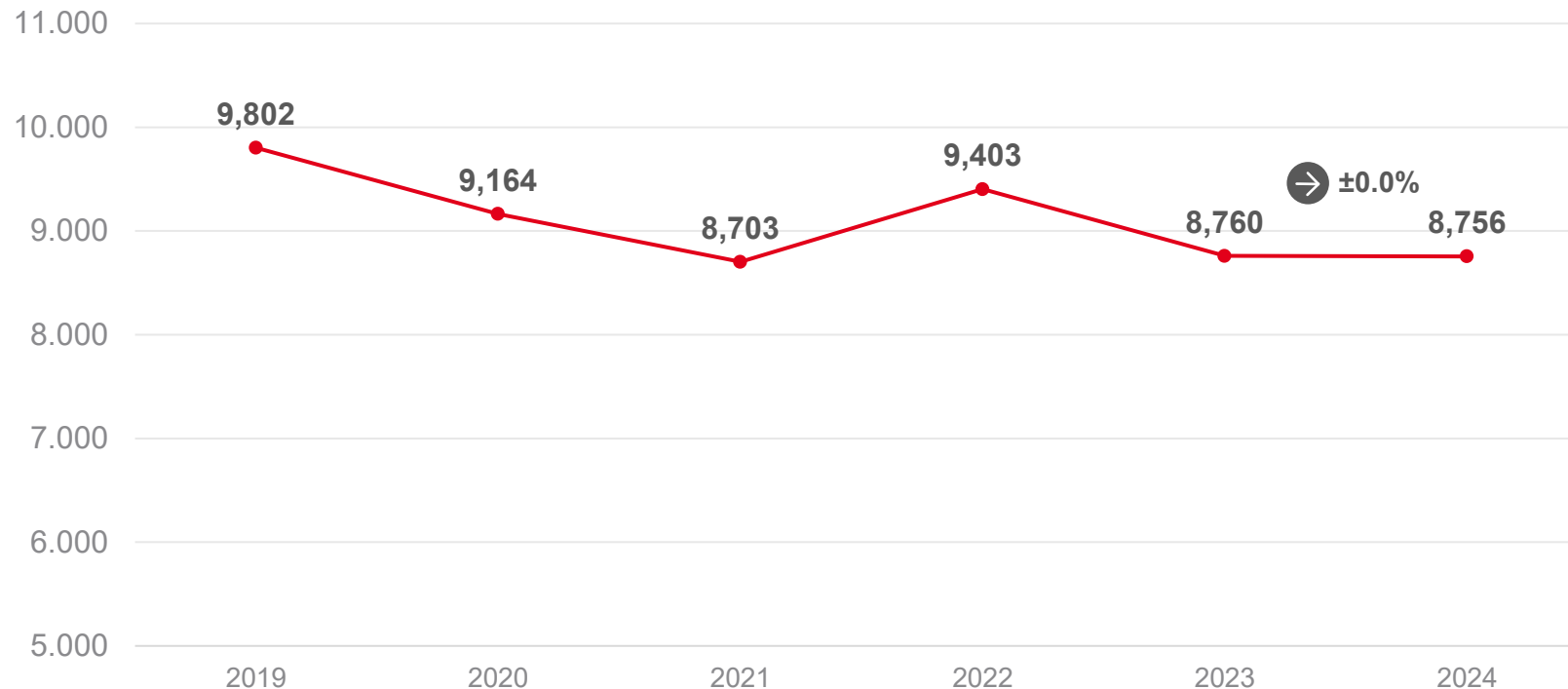


# Translations into German: First Editions 2019-2024

KEY MARKET FIGURES 2024

TRANSLATIONS

Developments at publishing houses



- Number of translations now stable at previous year's level after decline in 2023
- Share of translations in all first editions increased slightly to 15% (share of translations within fiction: 25.2%, books for children and young adults: 23.9%, comics/cartoons: 88.3%)
- Most important languages of origin: English, Japanese, French



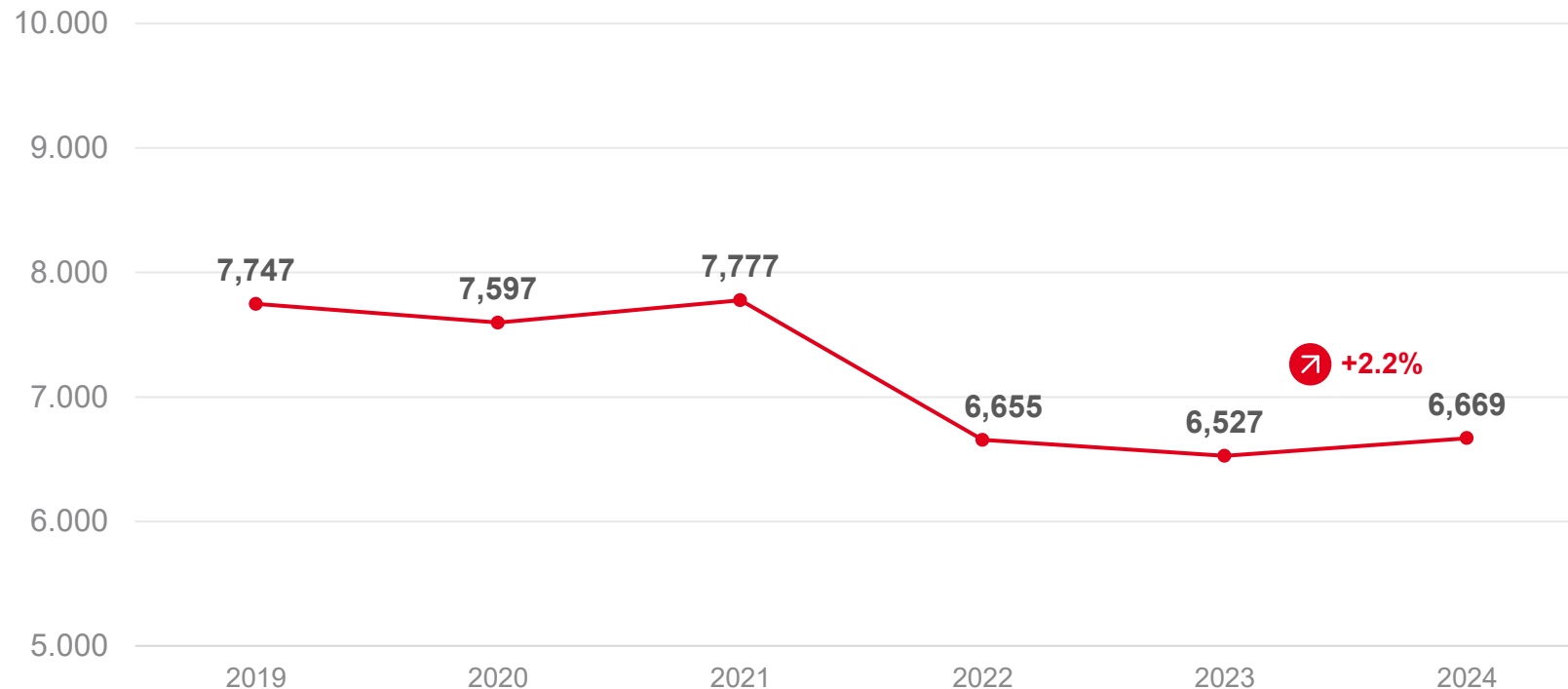


# Licence Sales Abroad 2019-2024

Developments at publishing houses

MARKET KEY FIGURES 2024

LICENCES



- Licence business now slightly up again after two years of decline
- Most important customers: China, Italy, Czech Republic
- Most important categories in the licence business: books for children and young adults (share: 38.9%) and fiction (23.2%)

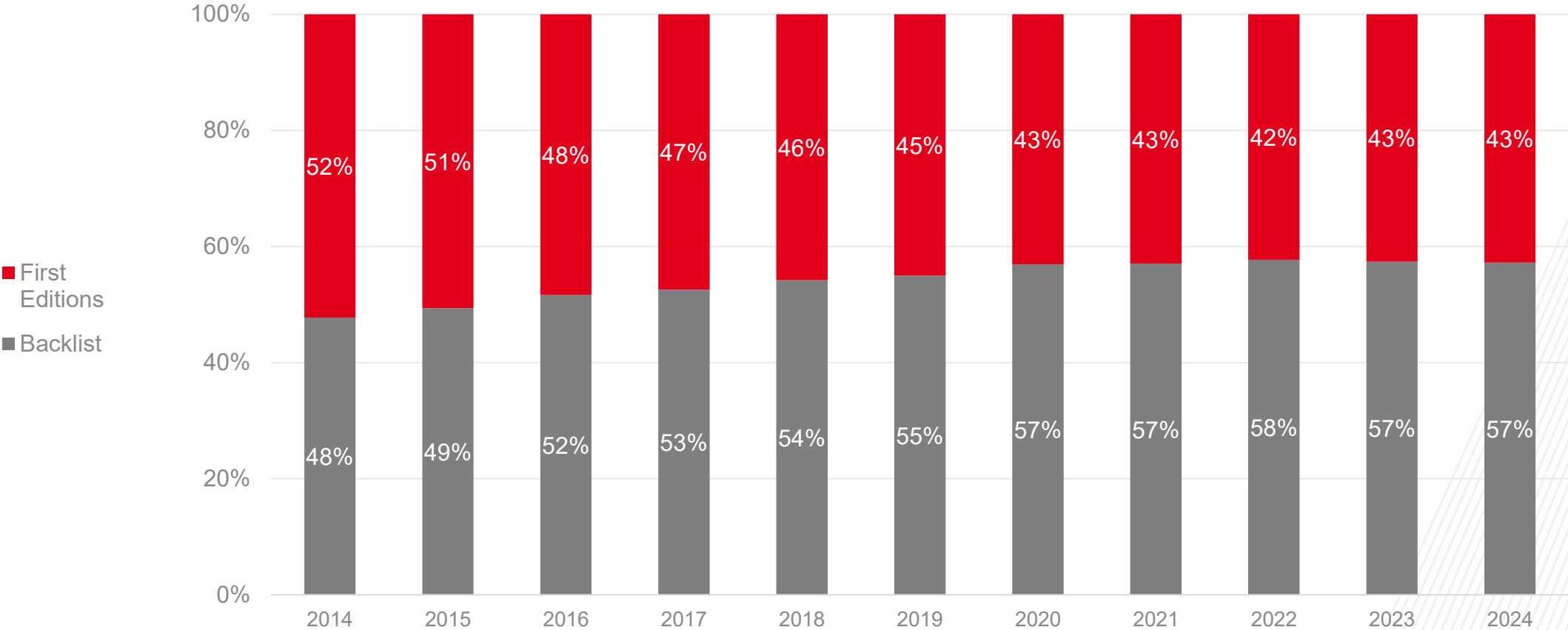


# Share of First Editions/Backlist Titles in Sales: Total

KEY MARKET FIGURES 2024

More than half of the books sold each year are backlist titles (i.e. published a year or more before the date of purchase ) - with a long-term upward trend (currently 57%).

BACKLIST





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## **The Book Market 2024**

Digital Purchases

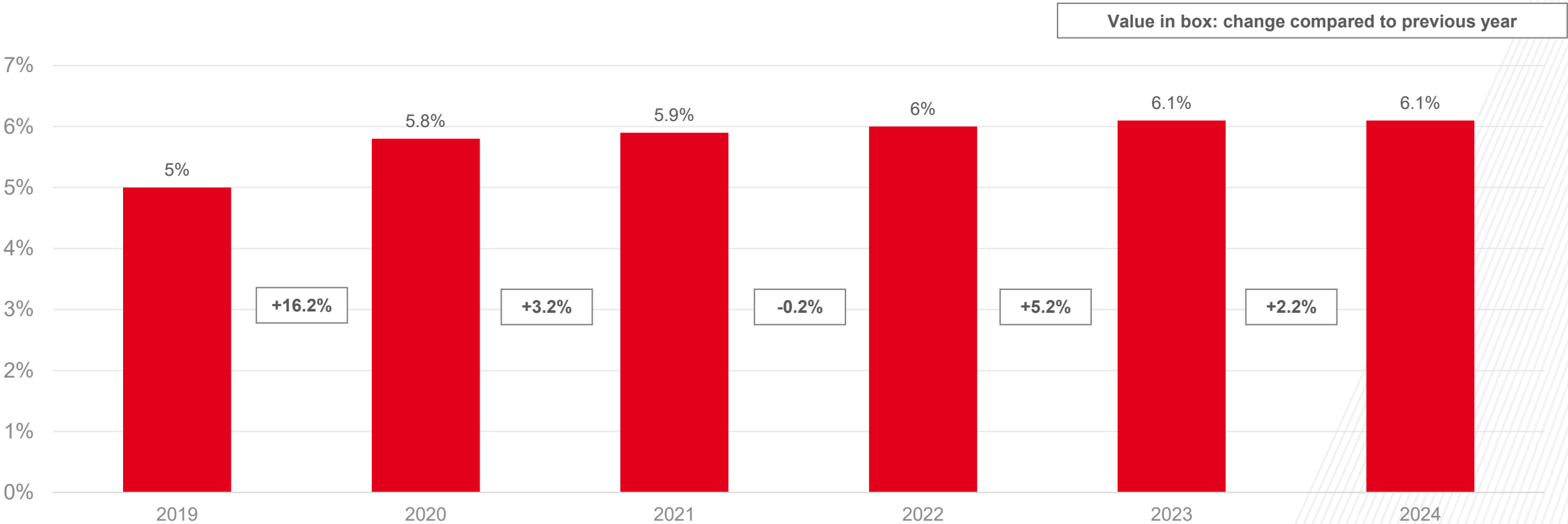


# Ebook Development 2019-2024

Share of turnover and change in turnover

KEY MARKET FIGURES 2024

EBOOKS



**Basis:** Representative of 65.7 million people (German resident population aged 10 and over),  
**Excluding textbooks and reference books,**  
**All purchases of individual ebooks from a retail price of 0.49 euros are recorded,**  
**Source:** YouGov Consumer Panel Media & Entertainment

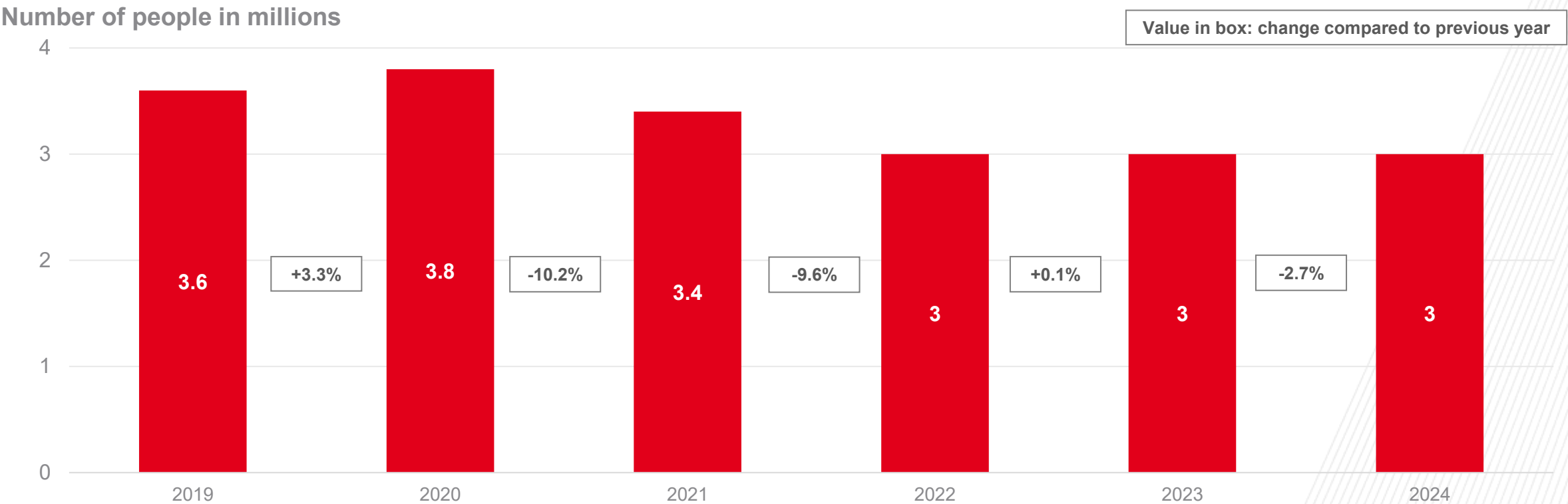


# Ebook Consumer Development 2019–2024

Ebook consumers in the general public book market: Figures

KEY MARKET FIGURES 2024

EBOOK CONSUMERS



**Basis:** Representative of 65.7 million people (German resident population aged 10 and over),  
**Excluding textbooks and reference books,**  
**Source:** YouGov Consumer Panel Media & Entertainment





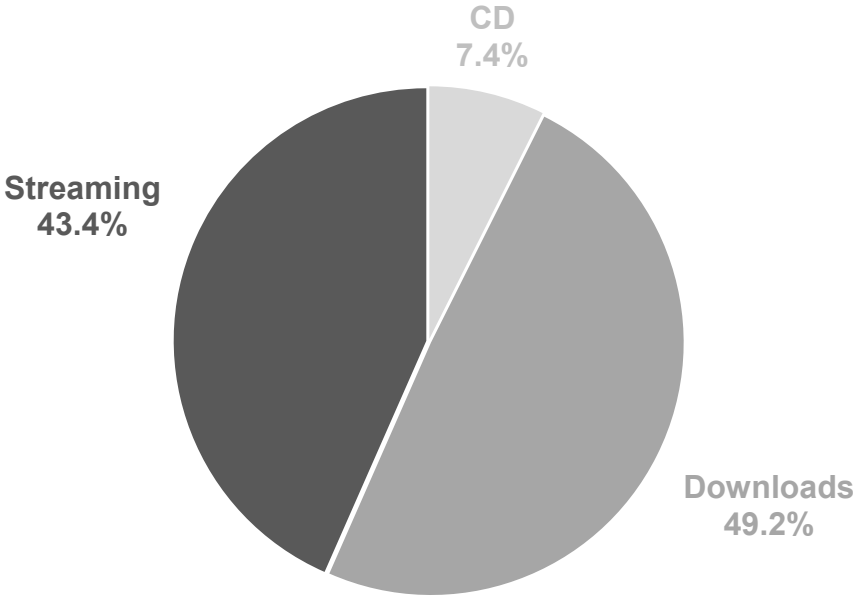
# Turnover of Audiobooks 2024

Share of turnover and turnover development in 2024 compared to 2023 and 2019

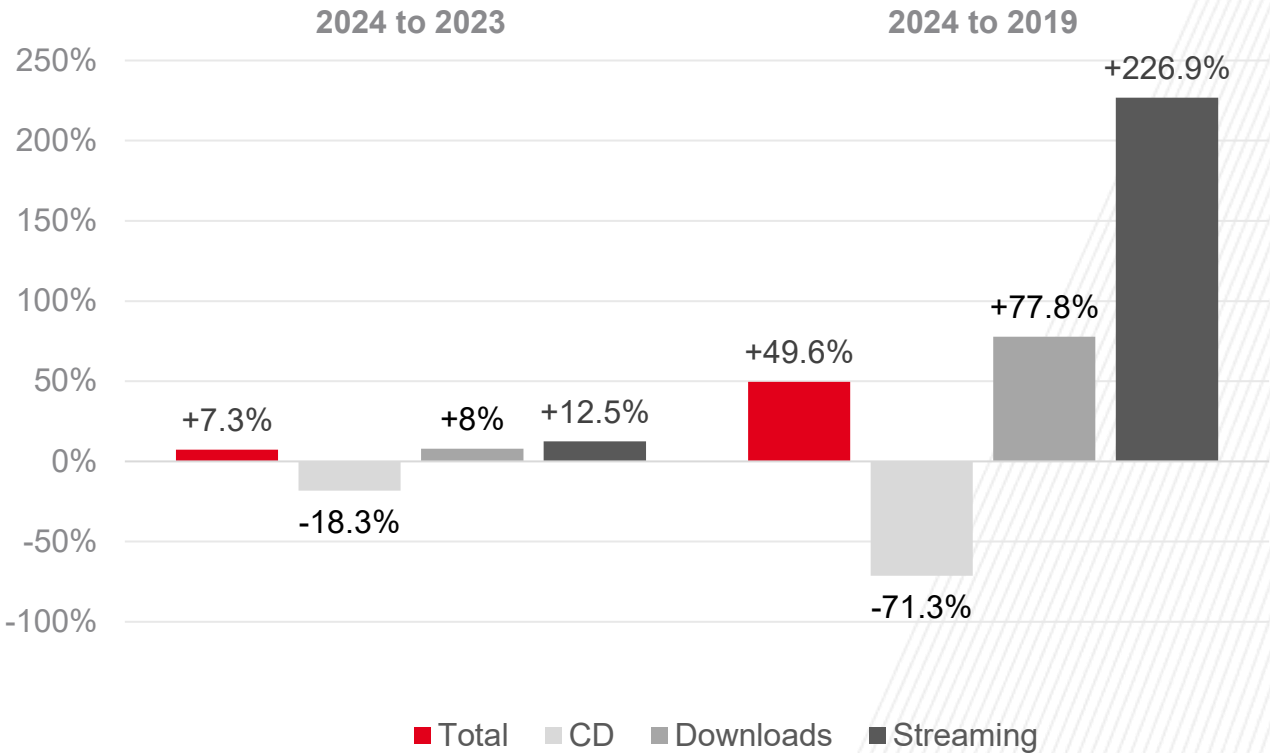
KEY MARKET FIGURES 2024

AUDIOBOOKS

Share of turnover in the audiobook market



Turnover Development



**Basis:** Publisher data from the Media Control Audiobook Compass - a sales survey among German audiobook publishers and extrapolation to the total population (**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, 2025

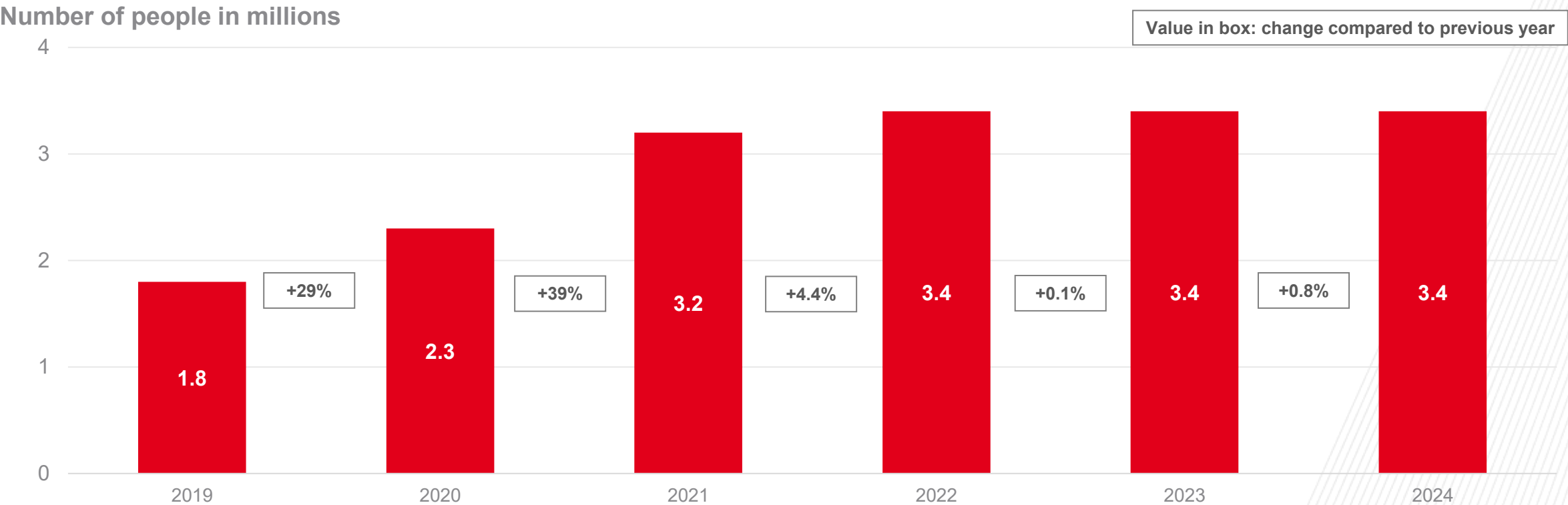


# Digital Audiobook Consumers 2019-2024

Digital audiobook consumers in the general public book market: Figures

KEY MARKET FIGURES 2024

DIGITAL AUDIOBOOK CONSUMERS



**Basis:** Representative of 65.7 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, since 2023 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





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## **The Book Market 2024**

Consumers

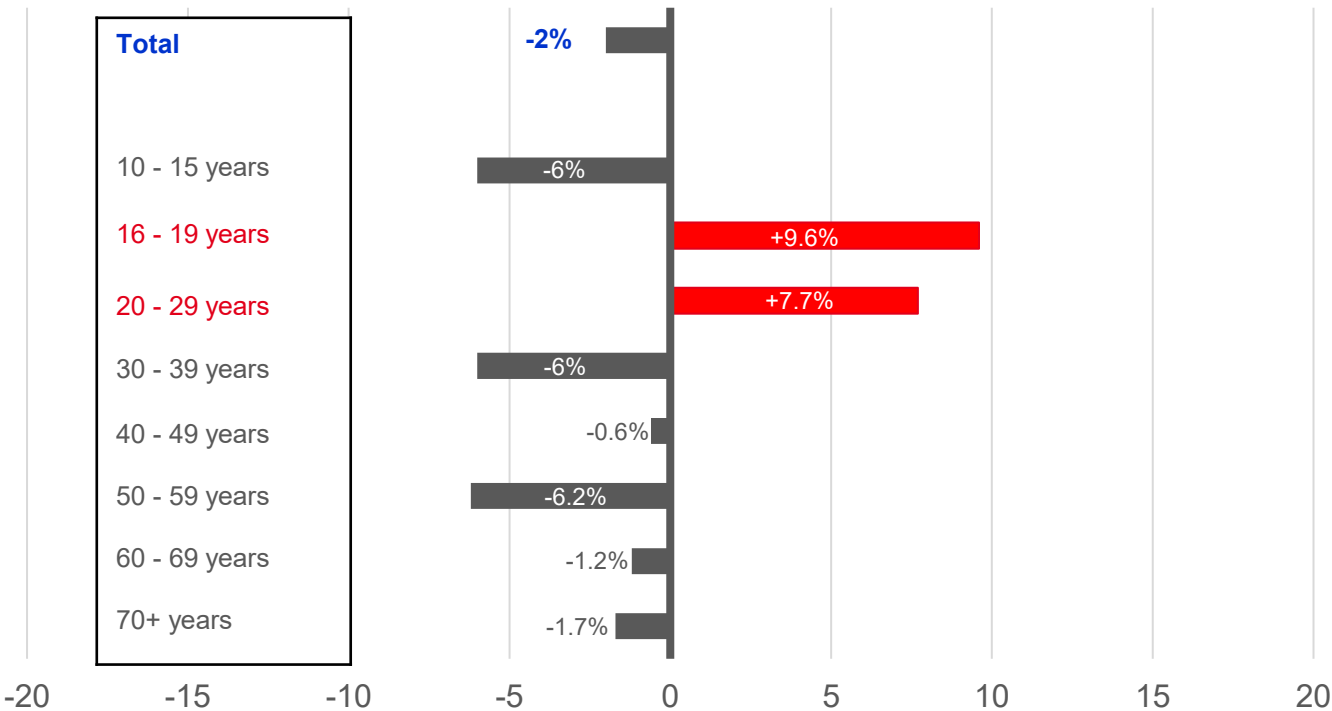


# Consumer Development by Age in 2024

Change compared to previous year

CONSUMERS

BOOK MARKET 2024



**Consumer Reach:**

- 2024: 16 - 19 years: 34.2%
- 2023: 16 - 19 years: 31.1%
- 2024: 20 - 29 years: 32.9%
- 2023: 20 - 29 years: 30.3%





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## **The Book Market 2025**

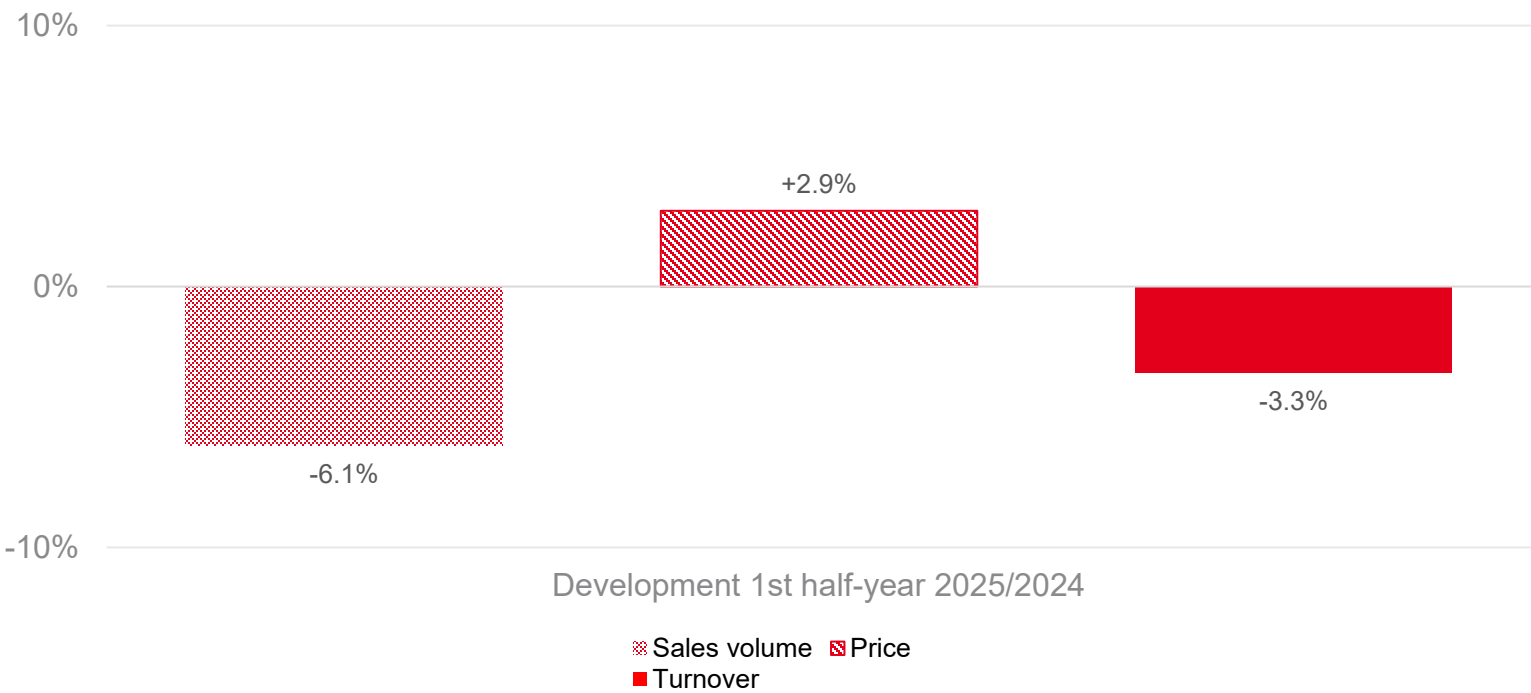
Mid-Year Results and Outlook





# Book Market: Mid-Year Results

Cumulative development in the book market 1st half-year 2025 to 1st half-year 2024



The largest product group has increased turnover compared to the first half of 2024:

Fiction +0.9%

**Sales channels:** Retail bookstores, train station bookstores, department stores, electronic goods and drugstores (cash sales in each case) and e-commerce  
**Source:** © Media Control, 2025



# Outlook

## Opportunities, challenges and framework conditions

OUTLOOK

OPPORTUNITIES

### › Opportunities:

- Stable overall market development
- Growing interest in reading among young target groups
- KulturPass for 18-year-olds must be continued
- Urgent need for action to promote reading in view of persistently weak levels of reading proficiency

### › Challenges:

- Regulation of/dealing with generative AI, including the containment of digital oligopolies (continued copyright infringements)
- Cost pressure and bureaucracy burdening bookshops, publishers and logistics
- Low footfall in city centres

### › Framework conditions:

- Demand for a reduction in bureaucracy, including practical implementation of the deforestation regulation
- Structural support for publishers required to maintain diversity in the book market

