How is the Book Market Faring in 2023/2024? Current Figures and Trends

Annual Business Press Conference

Frankfurt am Main, July 4 2024

Börsenverein des Deutschen Buchhandels

The Book Market in Germany

Overview

Positive Overall Outcome

Turnover growth in the short and long term despite the tense overall economic climate

Fiction, Books for Children and Young Adults, Audio and Young Buyers as Key Growth Drivers

Audiobooks continue to boom, many young and new-adult sales, increase in expenditure in young target group

Production and Consumption Remain Subdued

Title production, sales and consumers declining, low city centre footfall

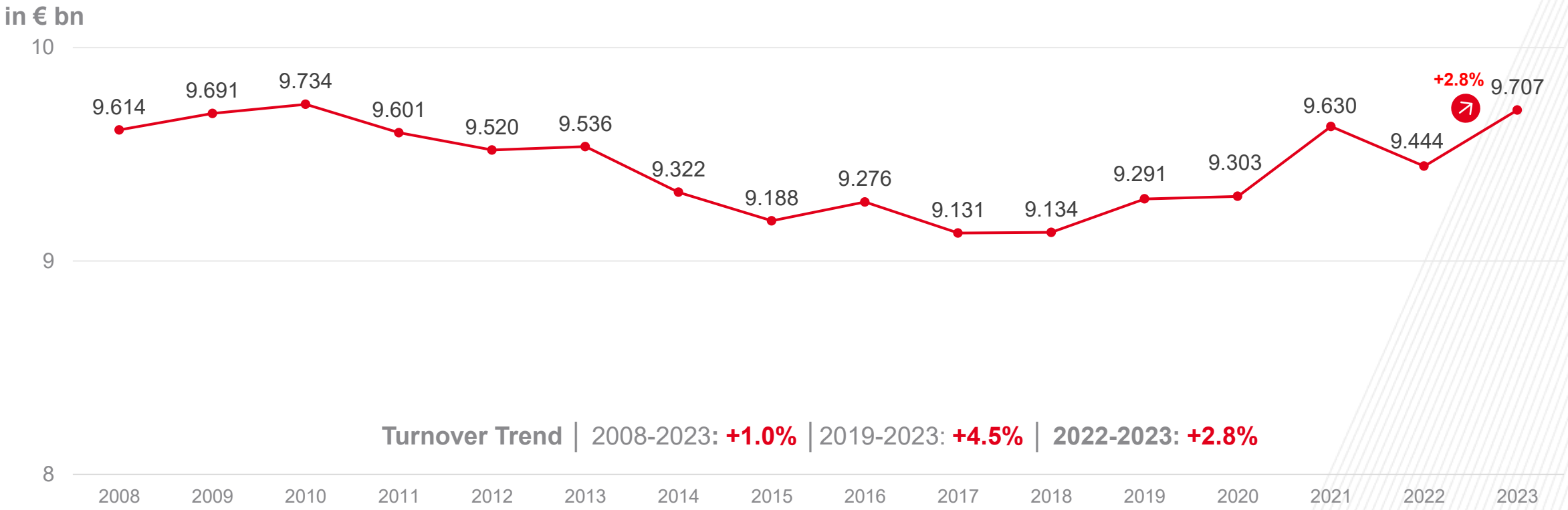
01

The Book Market 2023

Total Market, Sales Channels, Product Groups, Title Production

Turnover in the Book Industry 2008-2023

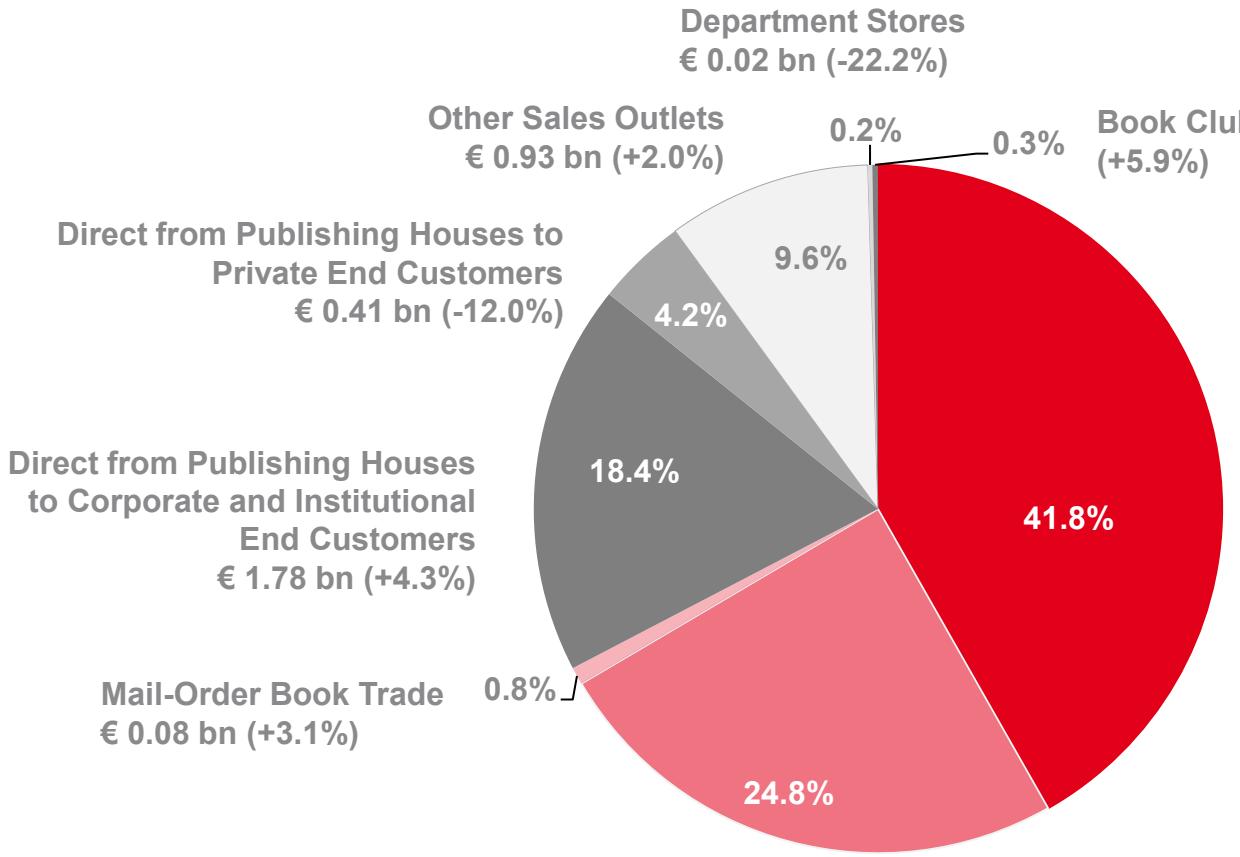
Estimated Turnover



Source: Börsenverein des Deutschen Buchhandels

Share of Turnover by Sales Channel 2023

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



Retail Book Trade 2023 to 2019: -5.5%

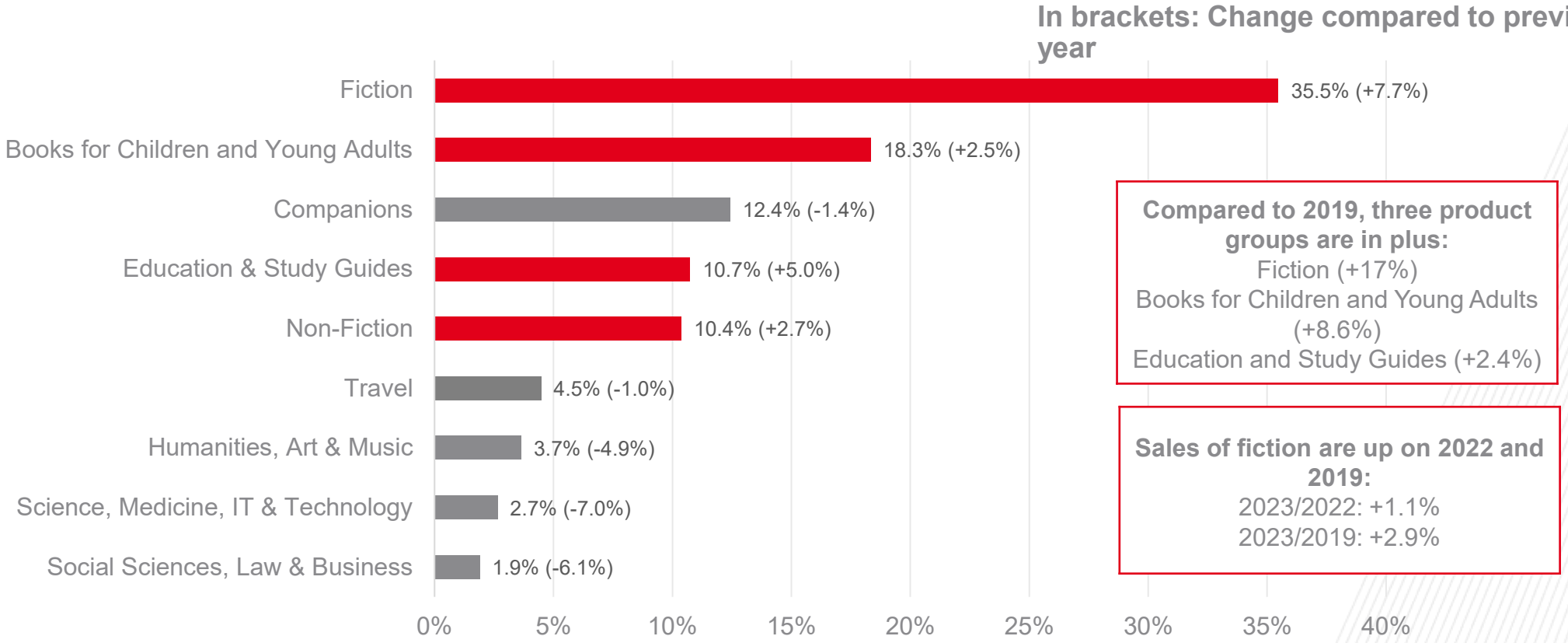
Total Turnover: € 9.707 bn (+2.8%)

Internet Book Trade 2023 to 2019: +29.5%

Source: Börsenverein des Deutschen Buchhandels, 2024

Share of Turnover by Product Group 2023

Incl. development compared to previous year



Compared to 2019, three product groups are in plus:
Fiction (+17%)
Books for Children and Young Adults (+8.6%)
Education and Study Guides (+2.4%)

Sales of fiction are up on 2022 and 2019:
2023/2022: +1.1%
2023/2019: +2.9%

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, 2023

Title production 2023: First Editions, Translations, Licences

Amount and change compared to previous year

First Editions

60,230 (-6.3%)

- Number of first editions down in 2023 compared to 2022 (as during the corona pandemic: cautious planning amid market uncertainty)
- Decline across all genres, including the most important categories: fiction (share of title production: 18.5%) and books for children and young adults (12.5%)

Translations into German

8,760 (-6.8%)

- After an increase in 2022, number of translations fallen again and only just above the levels of the low coronavirus year of 2021
- However: share of all first editions almost the same at 14.5% (fiction 25.6%, books for children and young adults 23.5%, comics/cartoons 86.2%)
- Most important language origins: English, Japanese, French

Licensing Abroad

6.527 (-1.9%)

- Global politics have a major influence on licence business, especially the Russian war of aggression on Ukraine
- Licence business already slumped by 14.4% in 2022, now declining slightly again
- China and Russia in particular, otherwise the most important customers (especially children's and youth titles), are far behind 2021
- Increase in business with Ukraine

Sources:
First editions and translations: German National Bibliography, VLB (calculations: Börsenverein des Deutschen Buchhandels)
Licences: Licence survey, Börsenverein des Deutschen Buchhandels

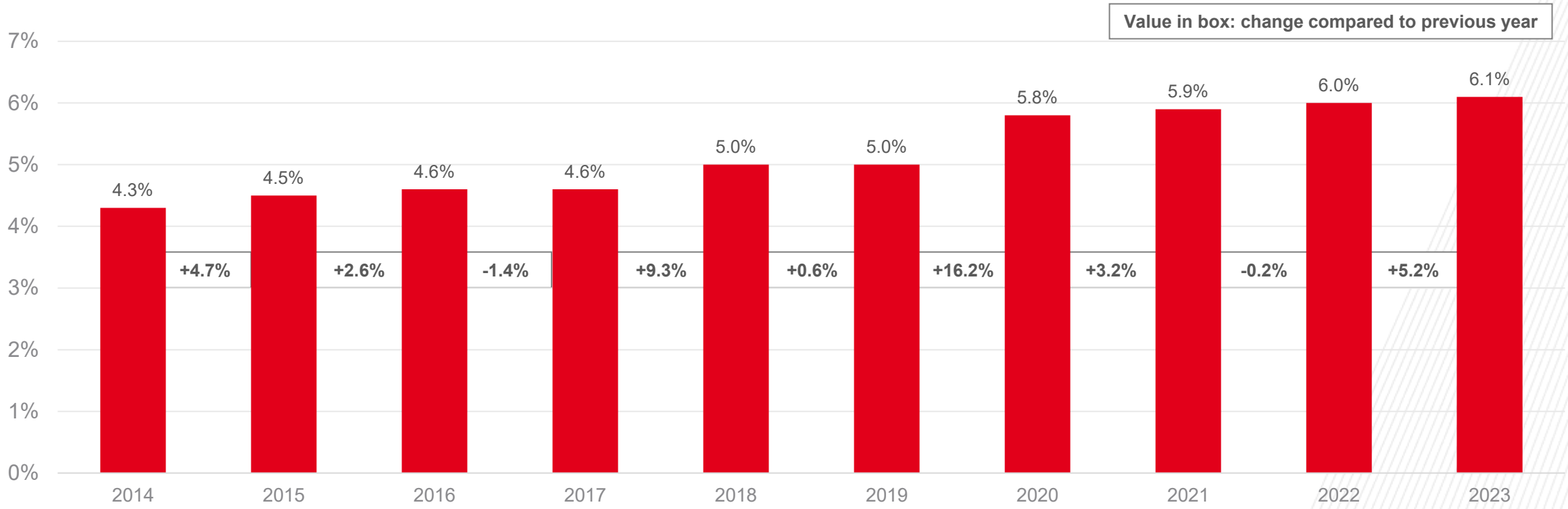
02

The Book Market 2023

Digital Purchases

Ebook Development 2014-2023

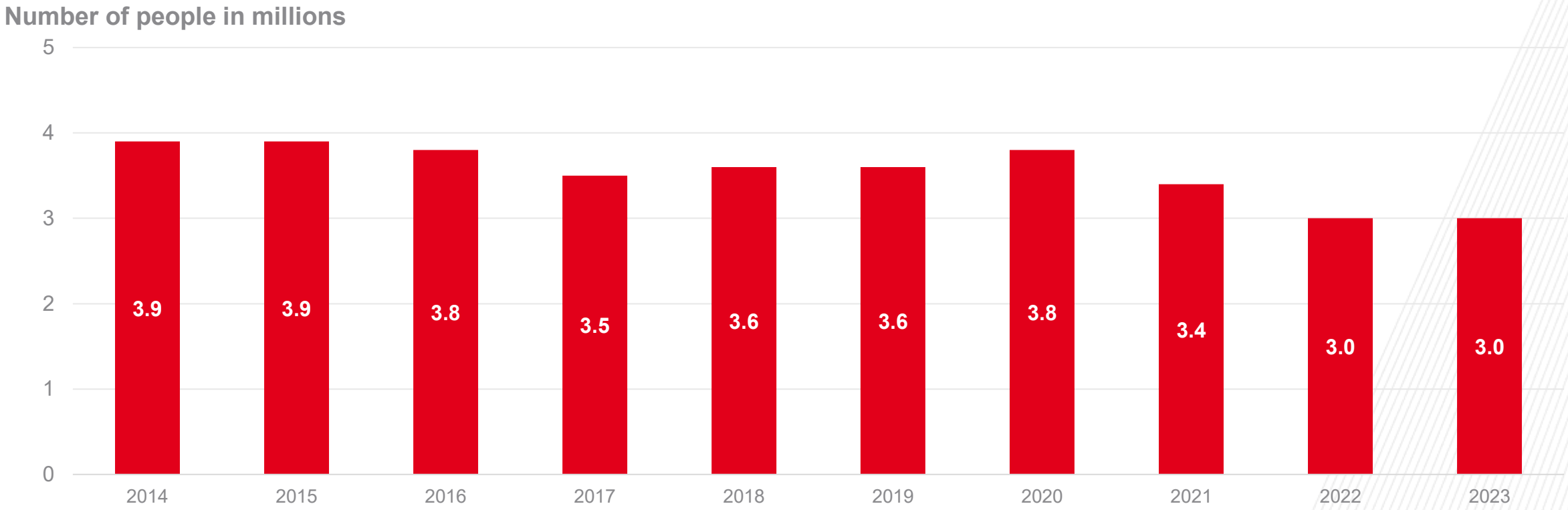
Share of turnover and change in turnover



Basis: Representative of 65.9 million people (German resident population aged 10 and over),
Excluding textbooks and reference books,
Includes all purchases of individual ebooks from a sales price of 0.49 euros are recorded,
Source: Consumer Panel Services GfK (MediaScope Buch)

Ebook Consumer Development 2014–2023

Ebook consumers in the general public book market: Figures

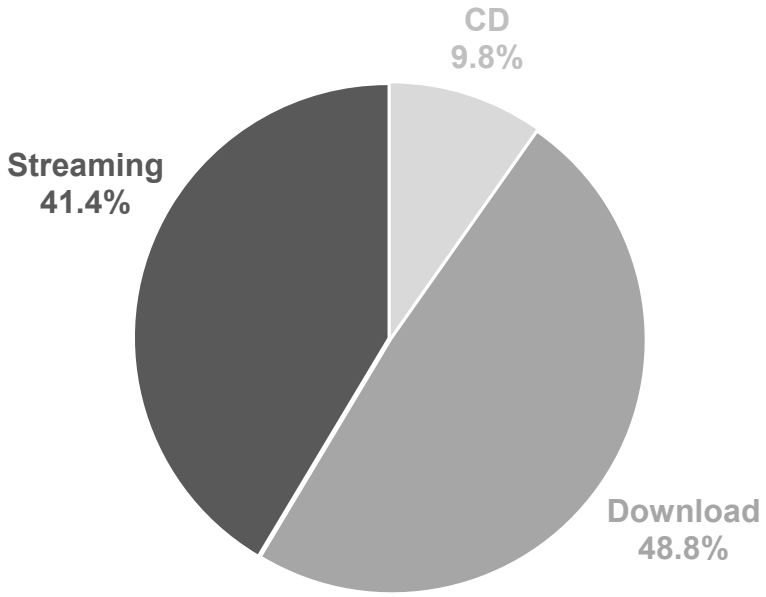


Basis: Representative of 65.9 million people (German resident population aged 10 and over), **excluding school and reference books,**
Source: Consumer Panel Services GfK (MediaScope Buch)

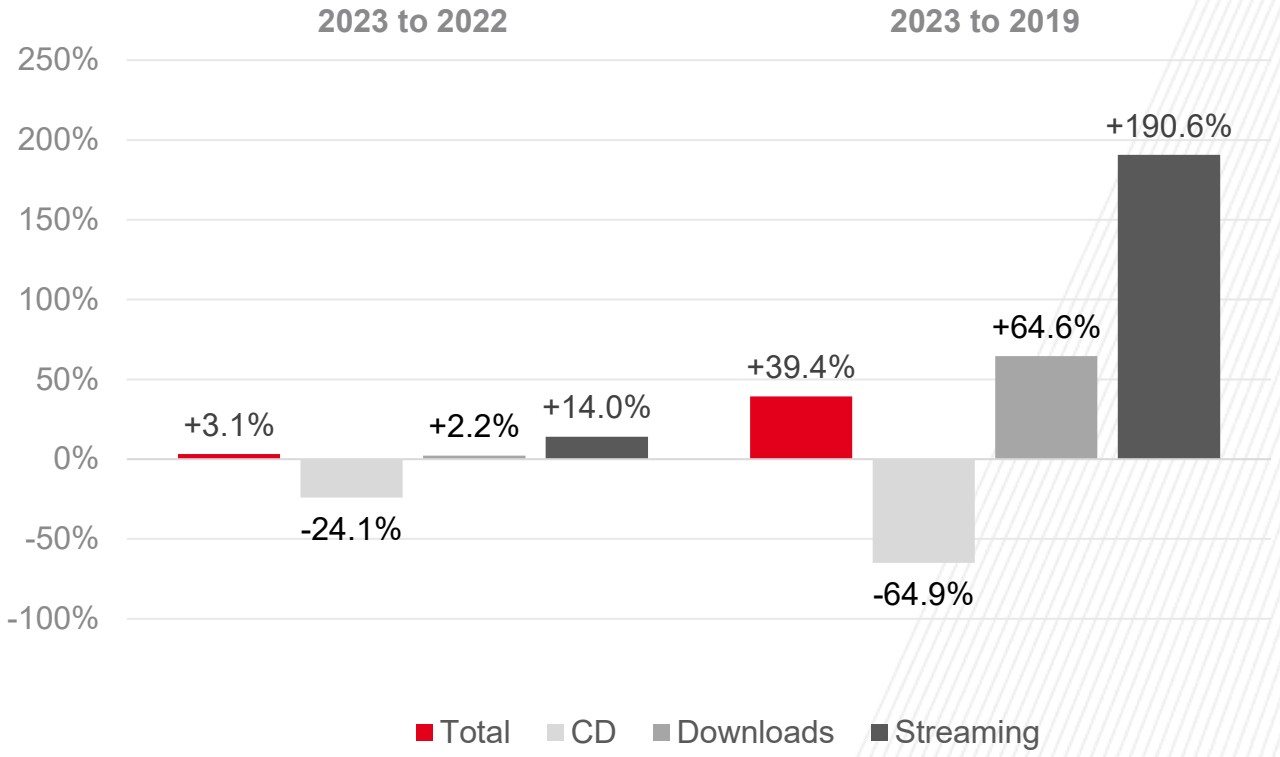
Turnover of Audiobooks 2023

Share of turnover and turnover development in 2023 compared to 2022 and 2019

Share of turnover in the audiobook market



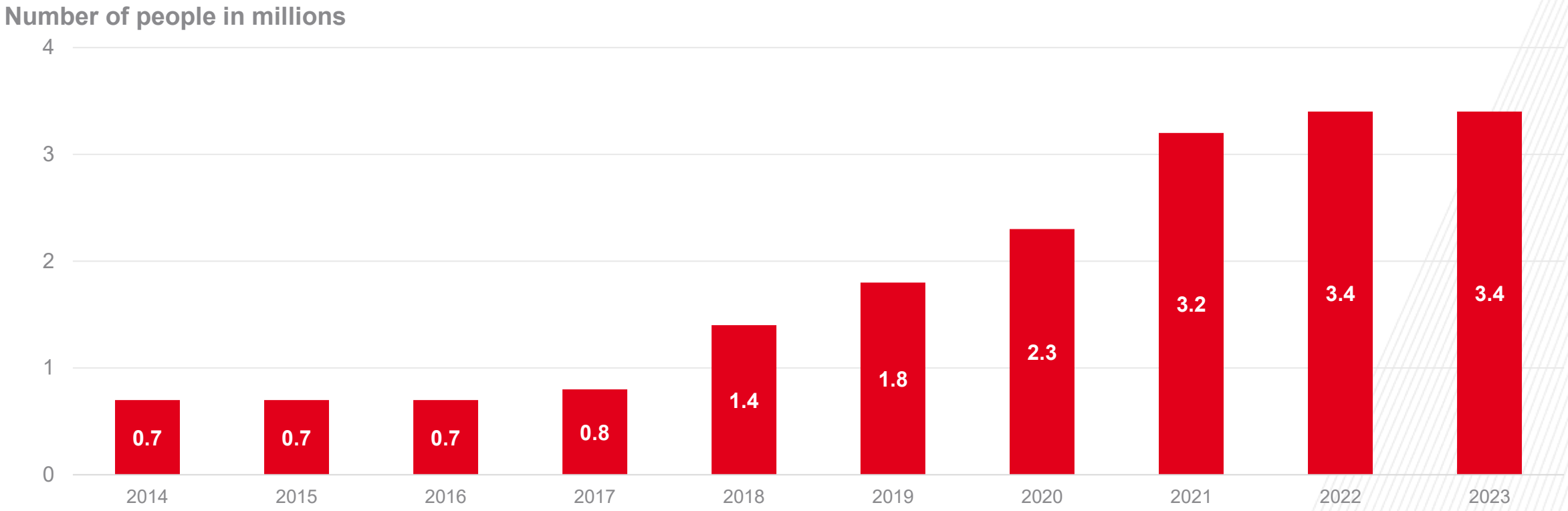
Turnover Development



Basis: Publisher data from the Media Control Audiobook Compass - a sales survey of 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, 2024

Digital Audiobook Consumers 2014-2023

Digital audiobook consumers in the general public book market: Figures



Basis: Representative of 65.9 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, from 2023 people will be explicitly counted here who had a paid subscription (e.g. BookBeat, Nextory, storytel) for at least one month in the respective year and also listened to audiobooks there.
Source: Consumer Panel Services GfK (MediaScope Buch)

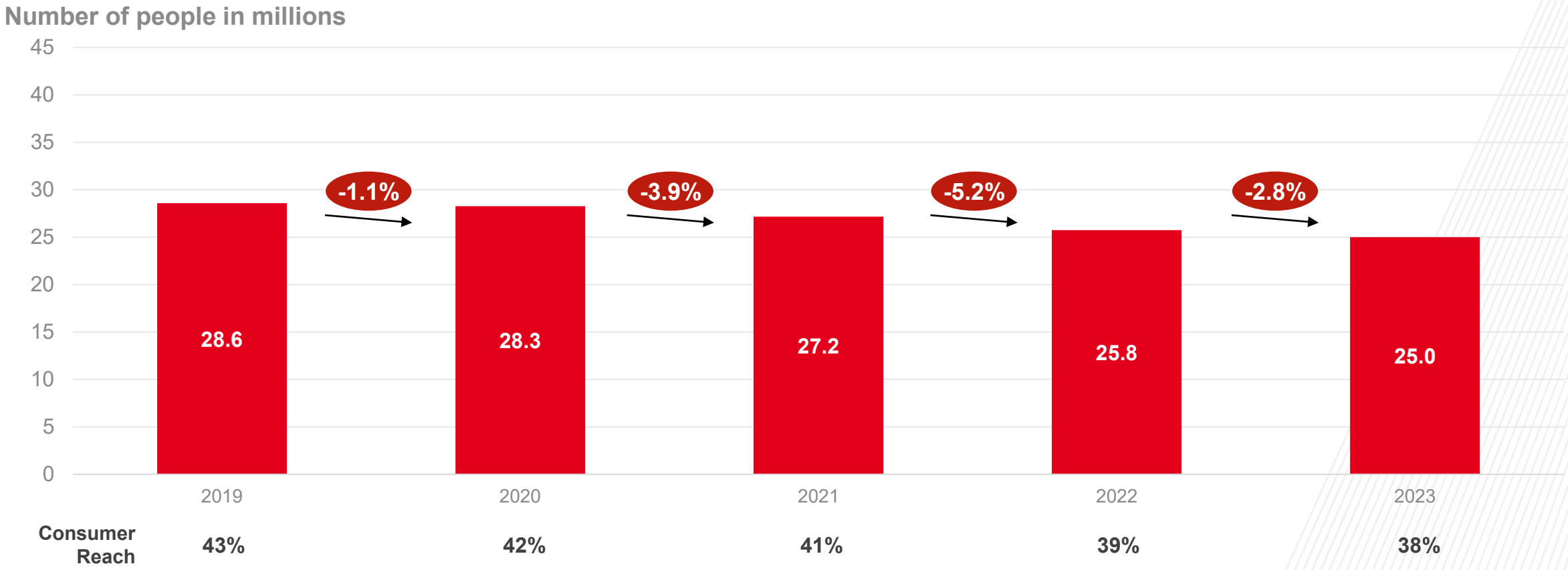
03

The Book Market 2023

Consumers

Consumer Development 2019–2023

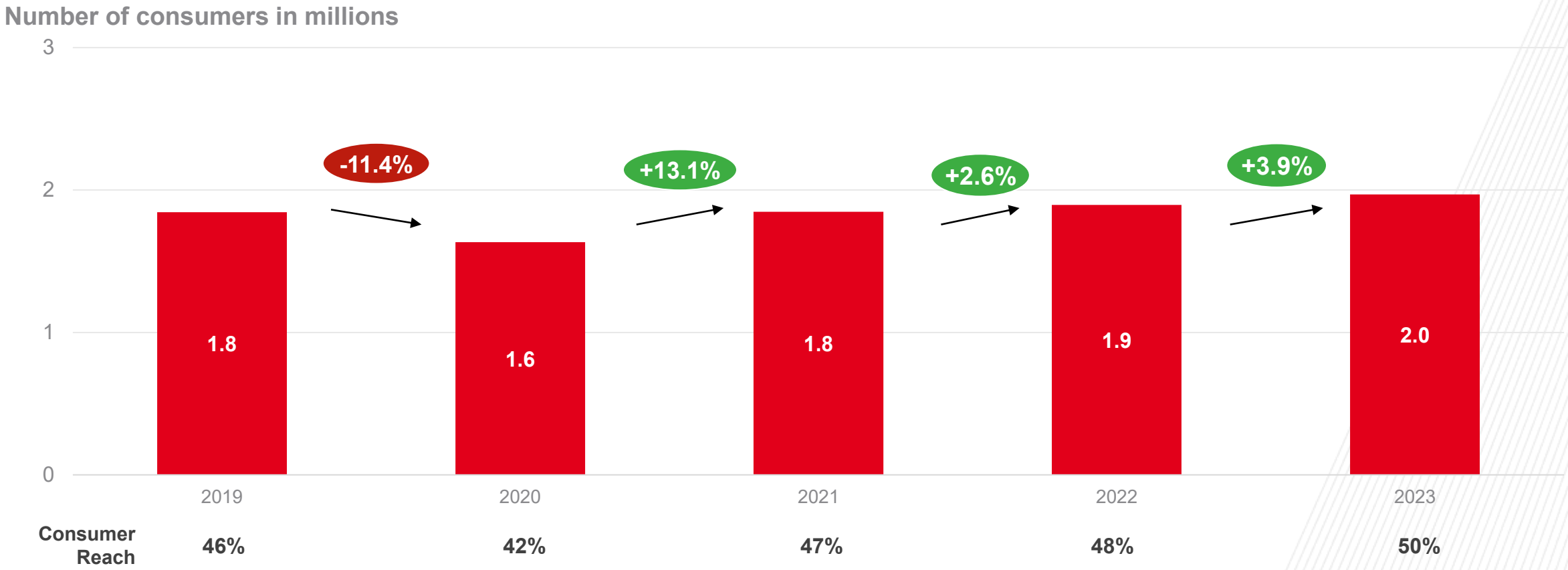
Book consumers in the general public book market: Amount and reach



Basis: Representative of 65.9 million people (German resident population aged 10 and over),
Excluding school and reference books, including downloads (audio books and ebooks),
Source: Consumer Panel Services GfK (MediaScope Buch)

Young Target Groups in the Book Market

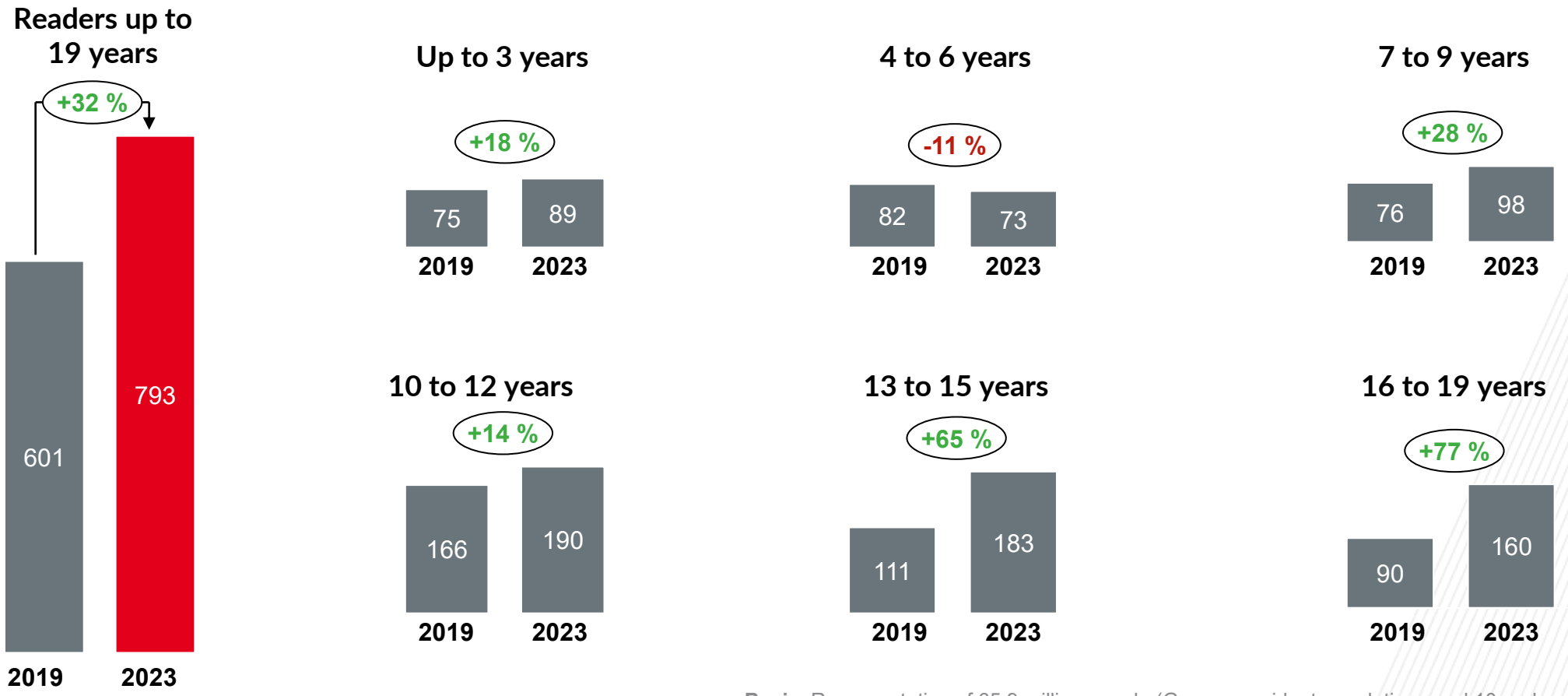
10 to 15-year-old book consumers in the general public book market: Amount and reach



Basis: Representative of the German resident population aged 10 to 15,
Excluding school and reference books, including downloads (audiobooks and ebooks),
Source: Consumer Panel Services GfK (MediaScope Buch)

Young Target Groups in the Book Market

Readers on the general public book market: Expenditure by and for children and young adults in € million



Basis: Representative of 65.9 million people (German resident population aged 10 and over)
Source: Survey conducted as part of the "Bock auf Buch!" study by the Arbeitsgemeinschaft von Jugendbuchverlagen (avj) and the Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association)
conducted by: Consumer Panel Services GfK (MediaScope Buch)

Young Target Groups in the Book Market

Importance of social media as a source of awareness

Social media as a source of inspiration

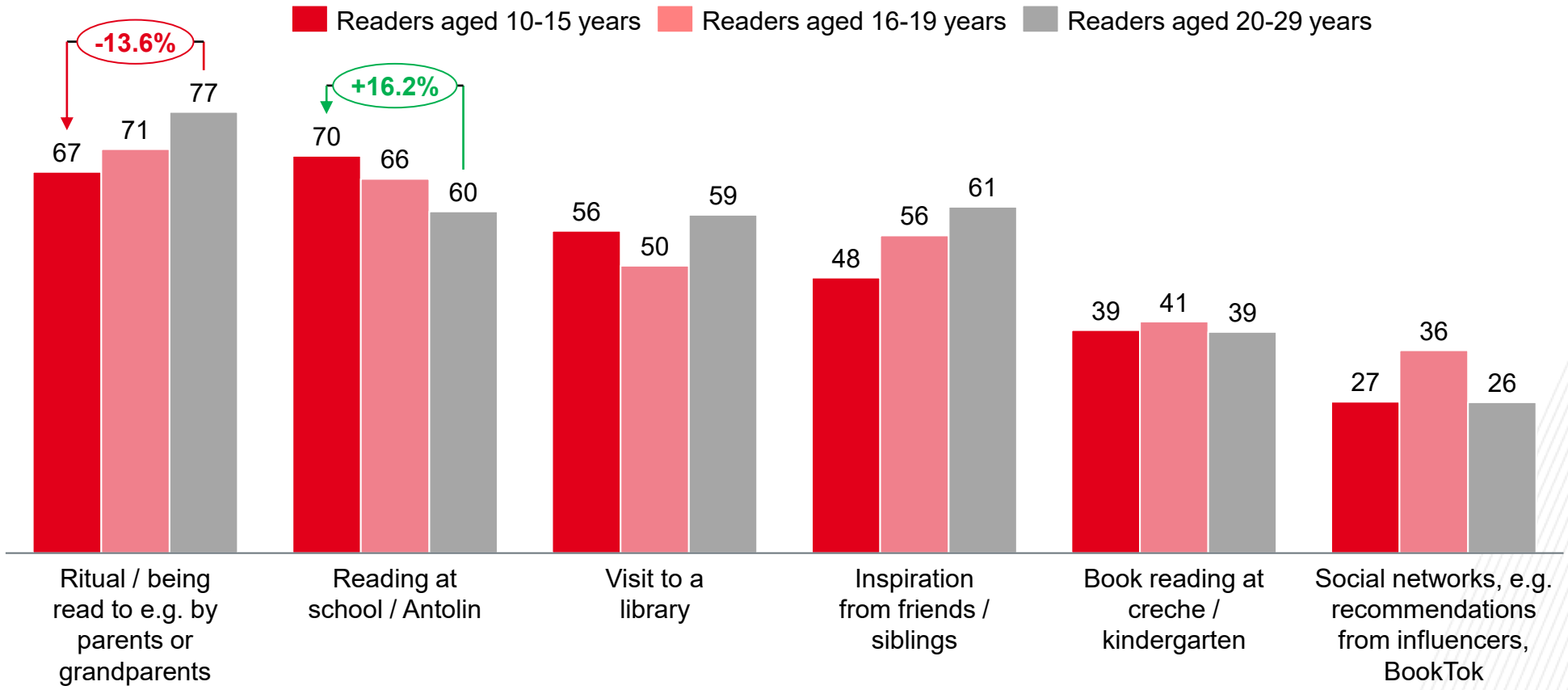
Around **a third** of young people become aware of new books **via social media channels.**

- 10- to 15-year-old readers: 33%
- **16- to 19-year-old readers: 38%**
- 20- to 29-year-old readers: 30%

Question: "How do you usually find out about books?"
Source: Survey conducted as part of the "Bock auf Buch!" study by the Arbeitsgemeinschaft von Jugendbuchverlagen (avj) and the Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association)
conducted by: Consumer Panel Services GfK (MediaScope Buch)

Young Target Groups in the Book Market

Starting to read independently: Proportion of readers with "agree" / "strongly agree" in %



Question: "Please tell us what made you want to read books."
Source: Survey conducted as part of the "Bock auf Buch!" study by the German Association of Young Adult Book Publishers (avj) and the German Publishers and Booksellers Association
conducted by: Consumer Panel Services GfK (MediaScope Buch)

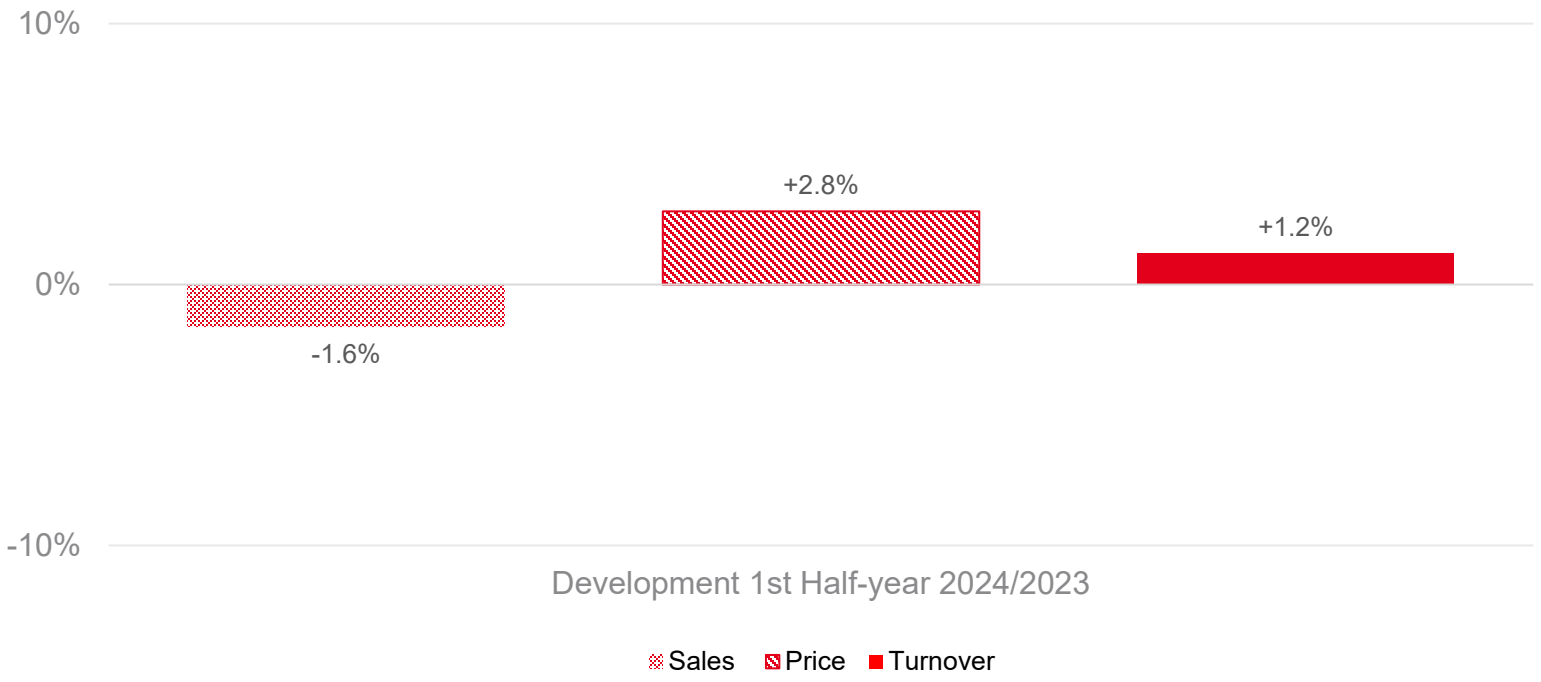
04

The Book Market 2024

Mid-year Review and Outlook

Book Market: Mid-Year Results

Cumulative development in the book market 1st half-year 2024 to 1st half-year 2023



Two key product groups saw an increase in turnover compared to the first half of 2023:

Fiction	+4.2%
Books for children and young adults	+4.8%

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

Source: © Media Control, 2024

Outlook

Opportunities, challenges and framework conditions

- Opportunities:
  - Growing interest in reading among young target groups
  - KulturPass for 18-year-olds: important instrument for reaching a young cultural audience, books still number 1 in demand; should be retained despite tight federal budget.
  - And: Many people do not or cannot read. > Urgent need for action in view of the continuous deterioration in reading skills
- Challenges:
  - Tense consumer climate in the economy as a whole and ongoing cost pressure
  - Book trade: succession problems, low frequency in cities > Initiatives to revitalise city centres necessary
  - Growing amount of bureaucracy (e.g. deforestation regulations, sustainability reporting obligation, withholding tax, authors' royalties) > affecting the book industry greatly. Bureaucracy urgently needs to be reduced!
- Framework Conditions:
  - Strong framework conditions still necessary, further deterioration not sustainable
  - Support for publishers is essential to maintain diversity in the book market
  - Books in the media > Literature must not be neglected in broadcasting reforms

How is the Book Market Faring in 2023/2024? Current Figures and Trends

Annual Business Press Conference

Frankfurt am Main, July 4 2024

Börsenverein des Deutschen Buchhandels