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

Annual Business Press Conference

Frankfurt am Main, July 10 2025

Börsenverein des Deutschen Buchhandels

# The Book Market in Germany



## 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

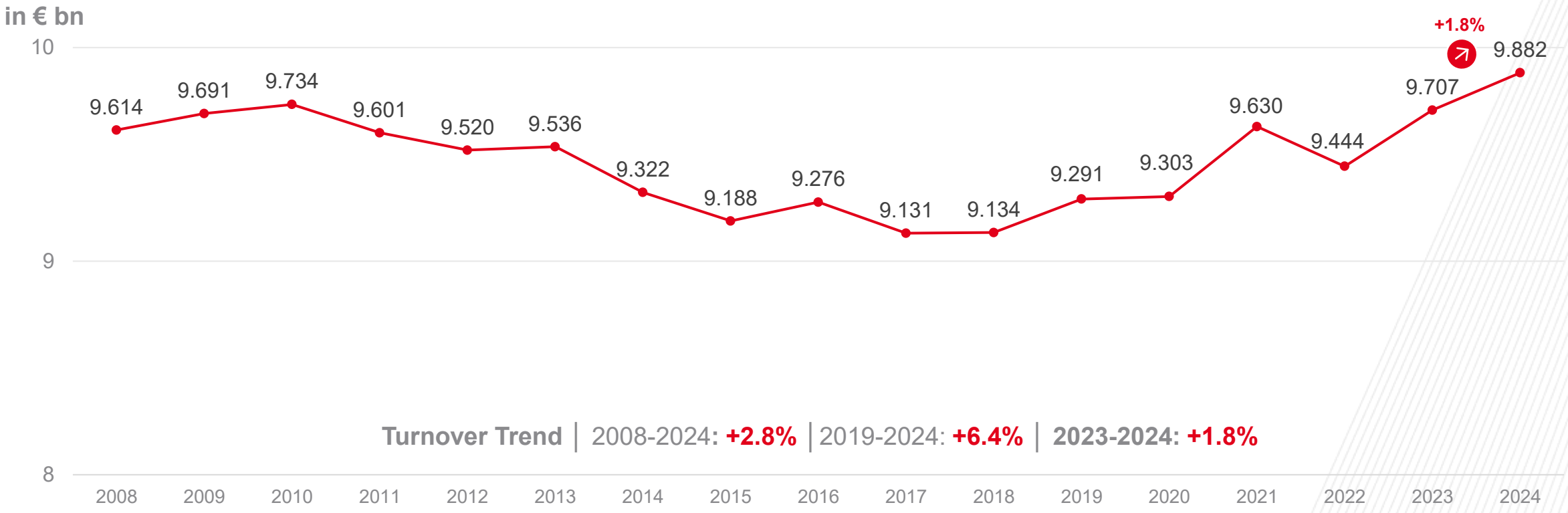
# 01

## The Book Market in 2024

Total Market, Sales Channels, Product Groups, Title Production

# Turnover in the Book Industry 2008-2024

## Estimated Turnover

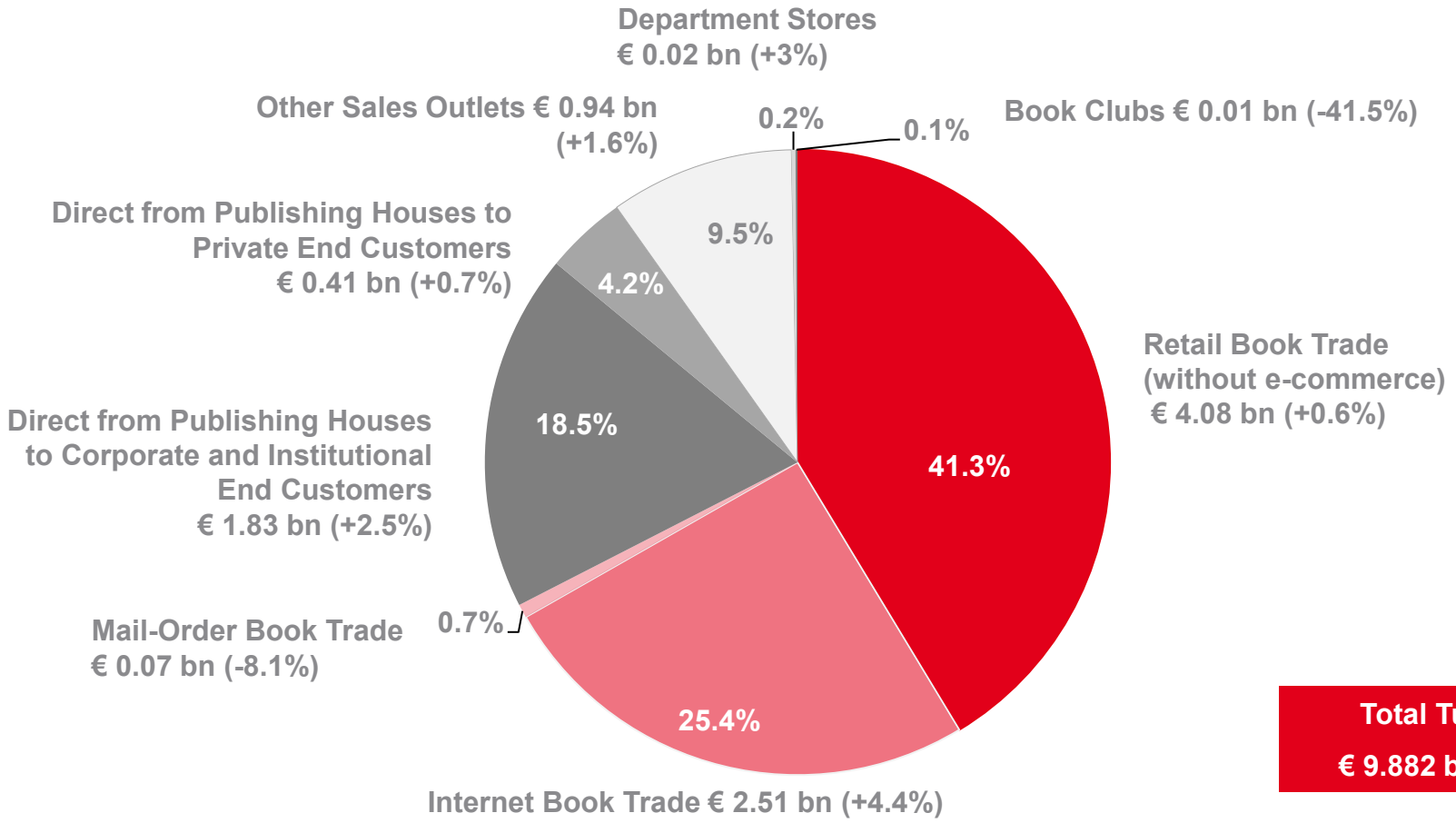



**Turnover Trend** | 2008-2024: **+2.8%** | 2019-2024: **+6.4%** | **2023-2024: +1.8%**

**Source**: Börsenverein des Deutschen Buchhandels

# Share of Turnover by Sales Channel 2024

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



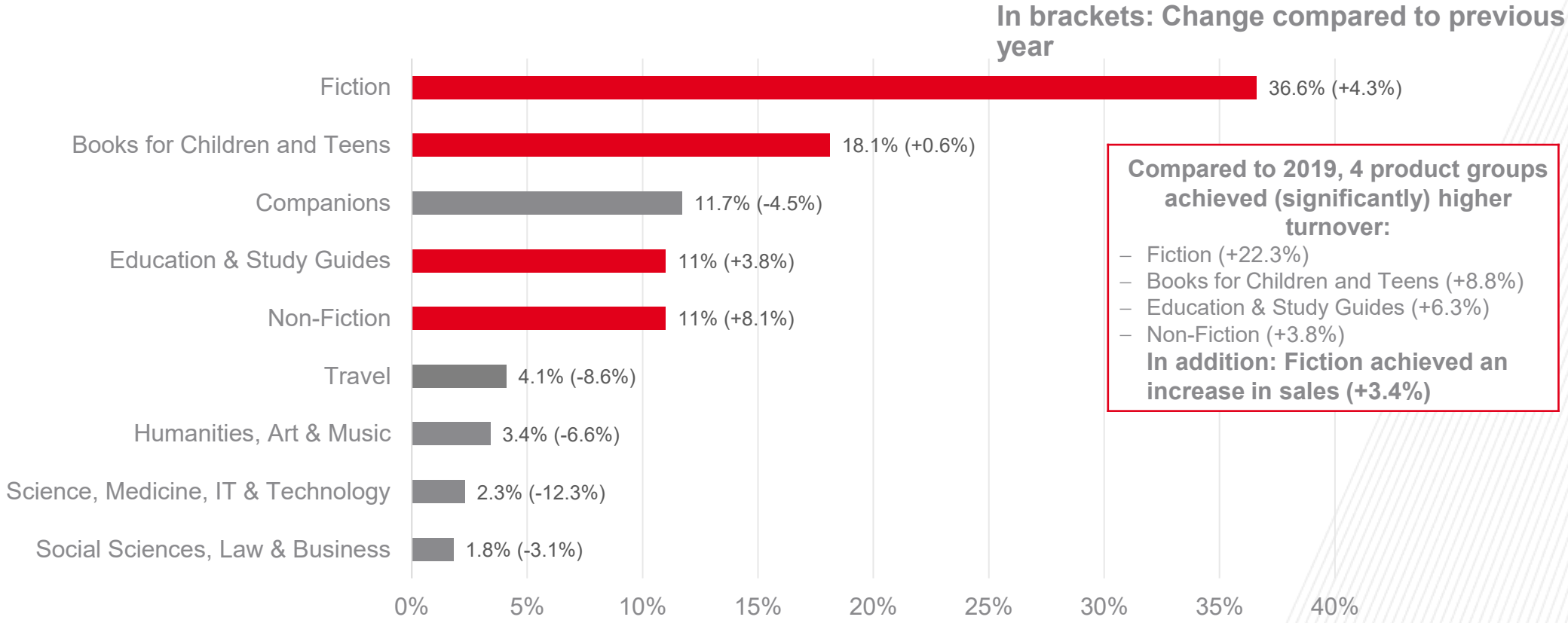

**Total Turnover:**
**€ 9.882 bn (+1.8%)**

**Source**: Börsenverein des Deutschen Buchhandels, 2025

# Share of Turnover by Product Group 2024

## Incl. development compared to previous year






**Compared to 2019, 4 product groups achieved (significantly) higher turnover:**

- Fiction (+22.3%)
- Books for Children and Teens (+8.8%)
- Education & Study Guides (+6.3%)
- Non-Fiction (+3.8%)

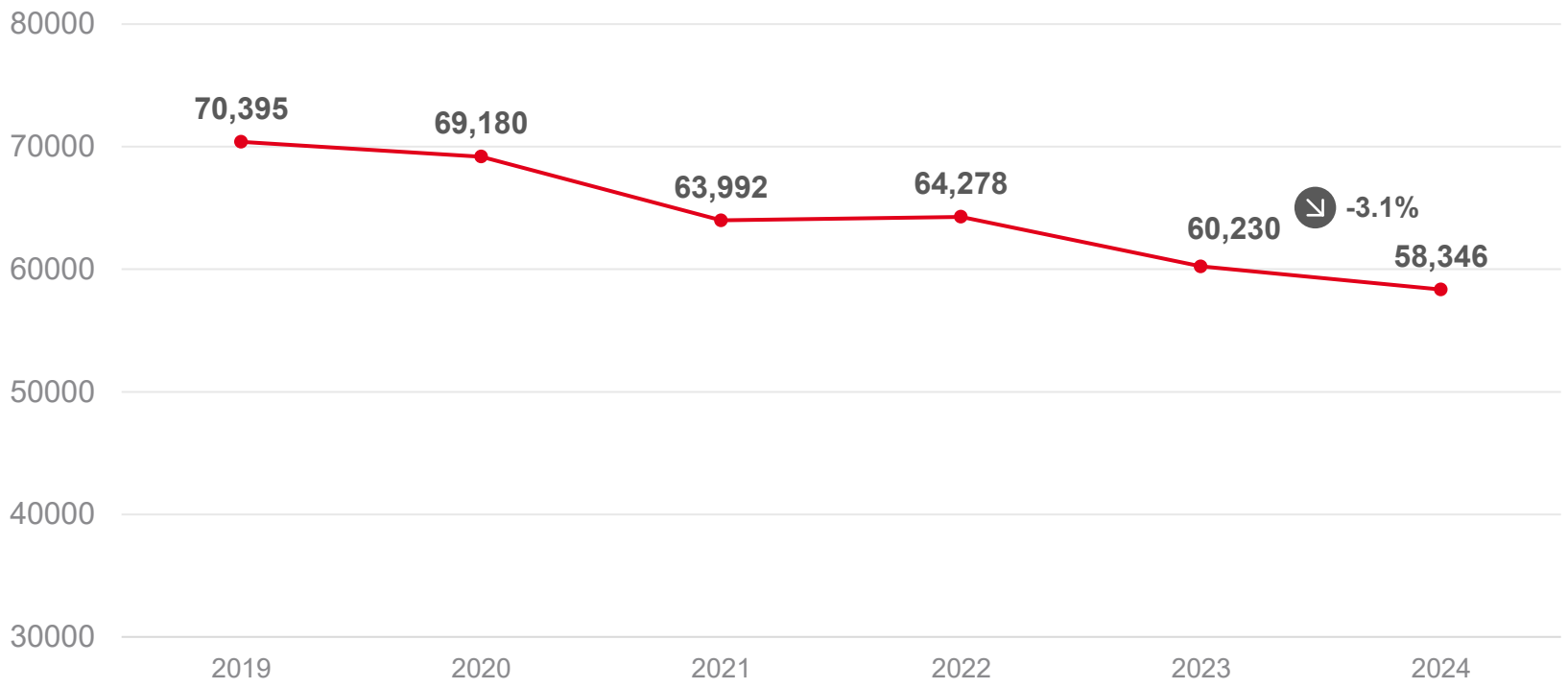
**In addition: Fiction achieved an increase in sales (+3.4%)**

**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



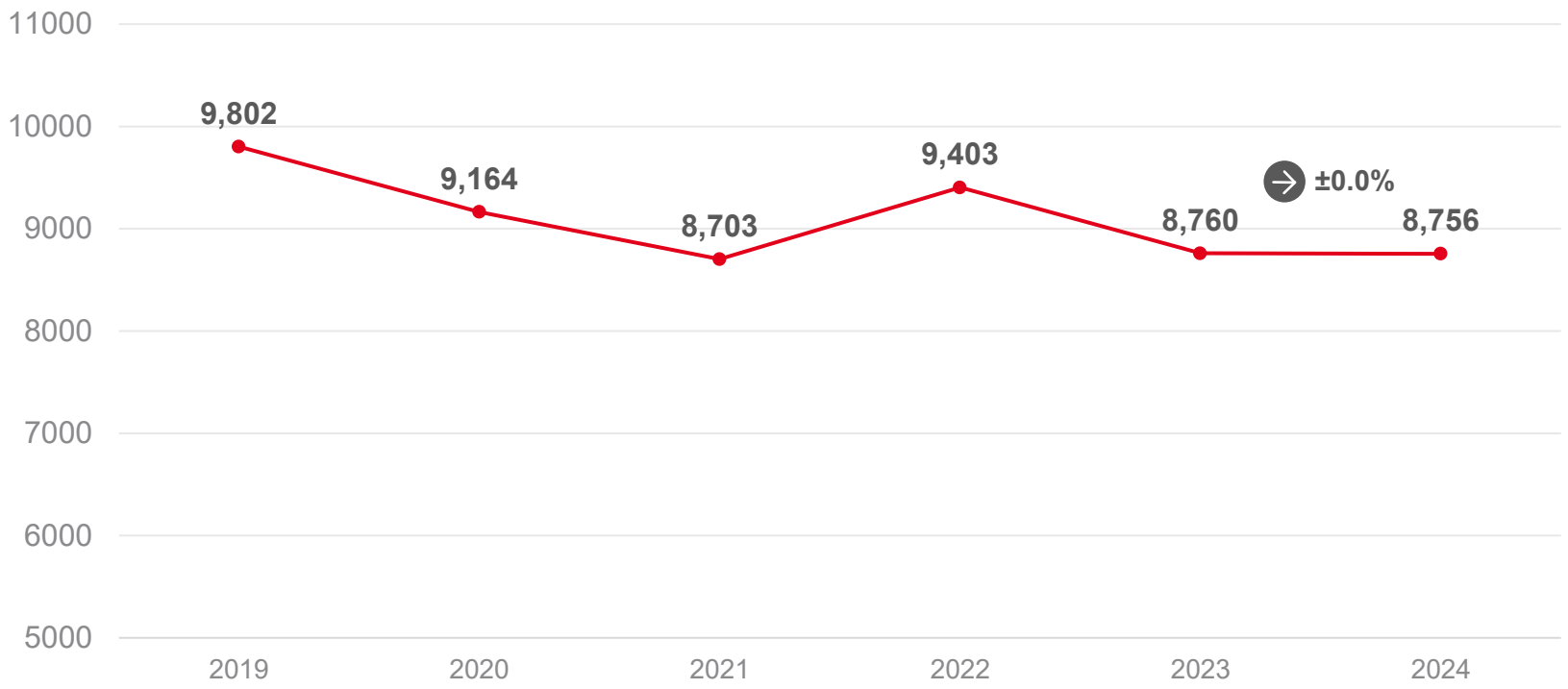



- First editions declining in 2024 as in 2023 (strategic focussing)
- Decline in most genres, including fiction (-5.5%, share of title production: 18%), but currently slight increase in books for children and teens (+1.2%, share: 13%)

**Source:** German National Bibliography, VLB
**Calculations:** Börsenverein des Deutschen Buchhandels

# Translations into German: First Editions 2019-2024

## Developments at publishing houses



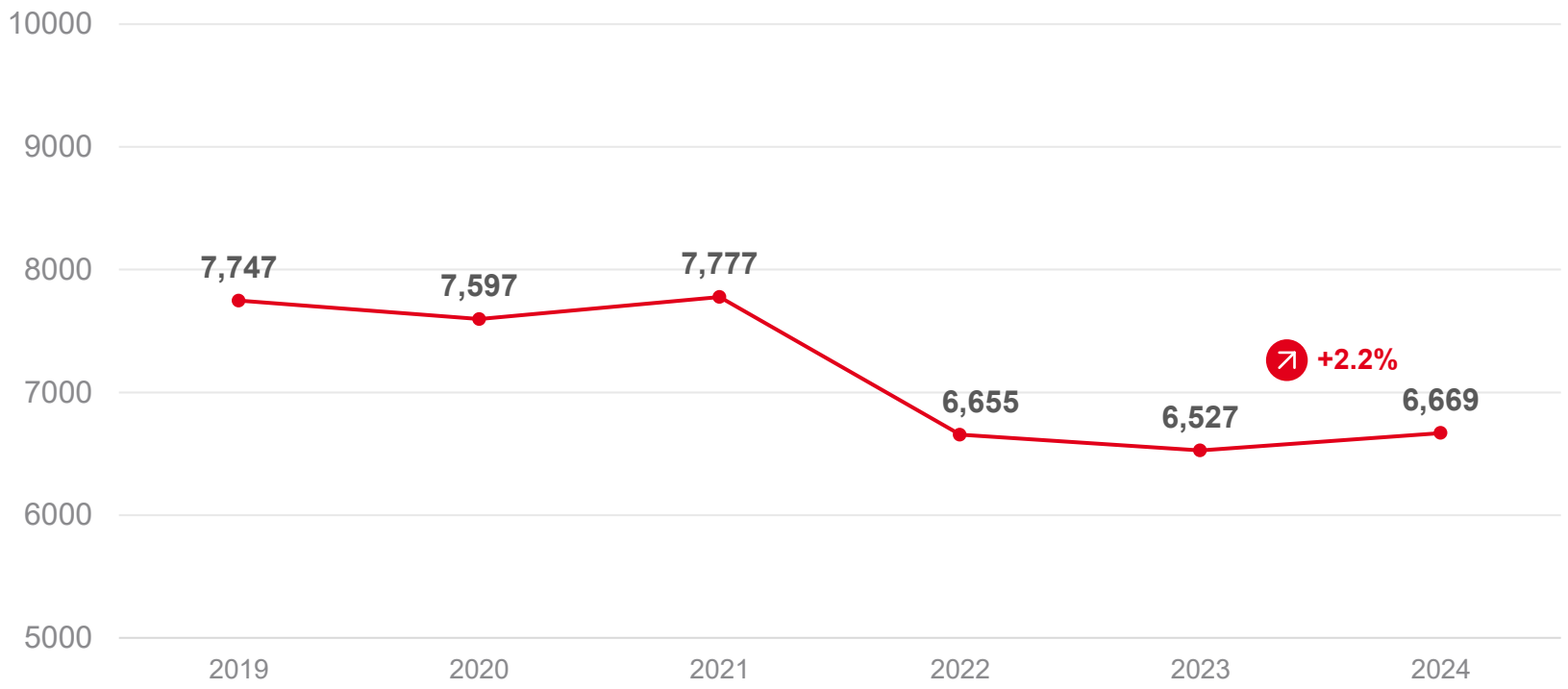

- Number of translations now stable at previous year's level after decline in 2023
- Share of translations in all first editions increased slightly to 15% (share of translations within fiction: 25.2%, books for children and teens: 23.9%, comics/cartoons: 88.3%)
- Most important languages of origin: English,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

**Source:** German National Bibliography, VLB
**Calculations:** Börsenverein des Deutschen Buchhandels

# Licence Sales Abroad 2019-2024

## Developments at publishing houses



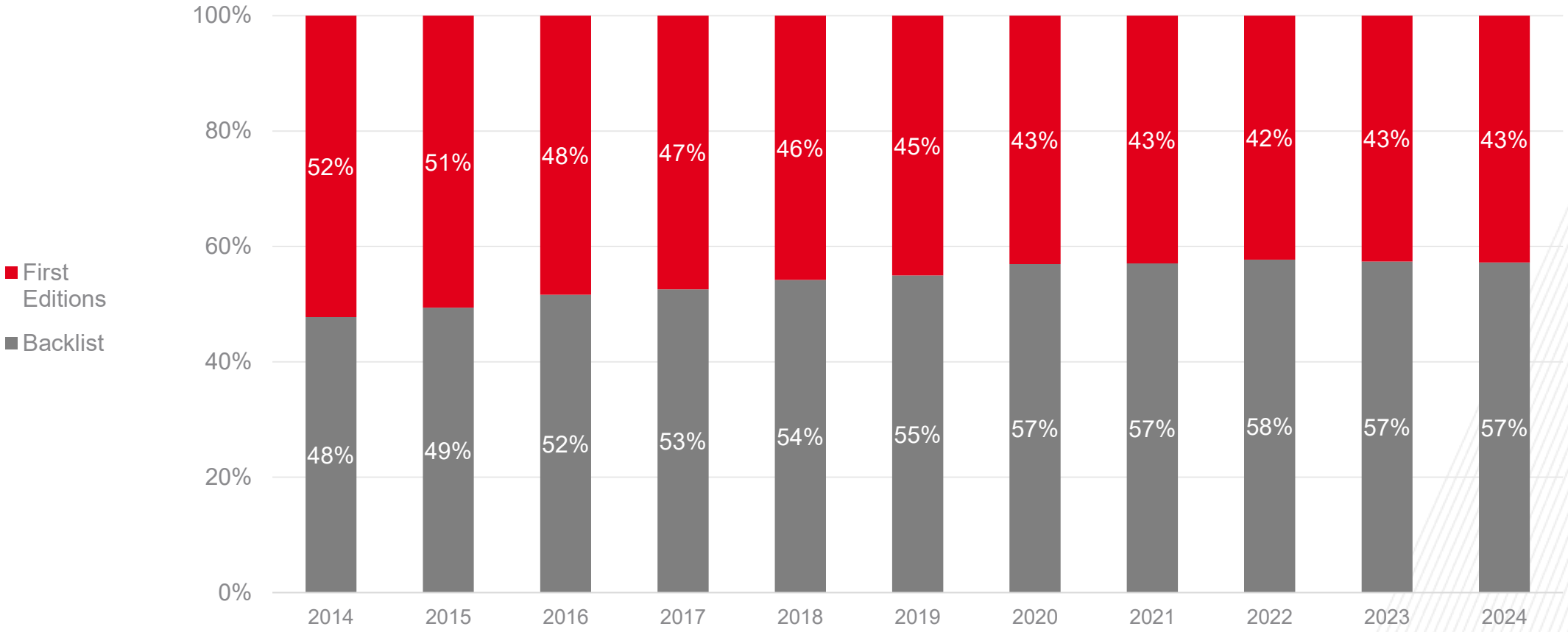



- Licence business now slightly up again after two years of decline
- Most important customers: China, Italy, Czech Republic
- Most important categories in the licence business: books for children and teens (share: 38.9%) and fiction (23.2%)

**Source:** Licence survey by Börsenverein des Deutschen Buchhandels

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

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%).






**Edition types**: Hardcover, softcover, paperback

**Source**: © Media Control, 2025

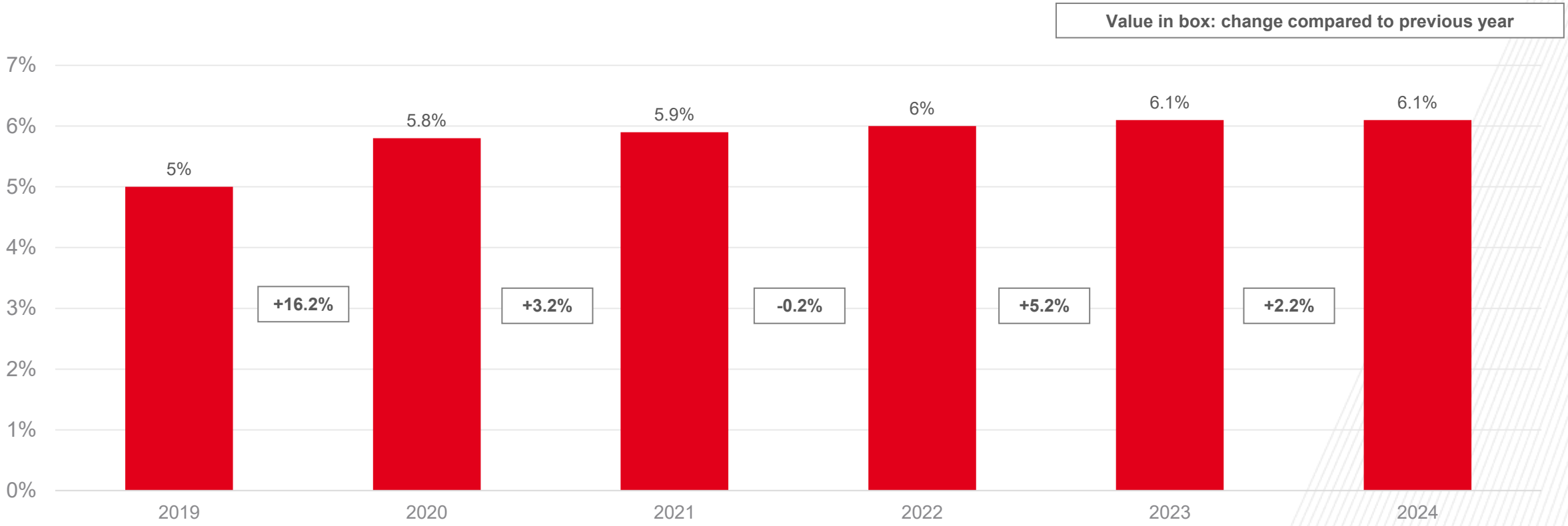
# 02

## The Book Market 2024

Digital Purchases

# Ebook Development 2019-2024

## Share of turnover and change in turnover

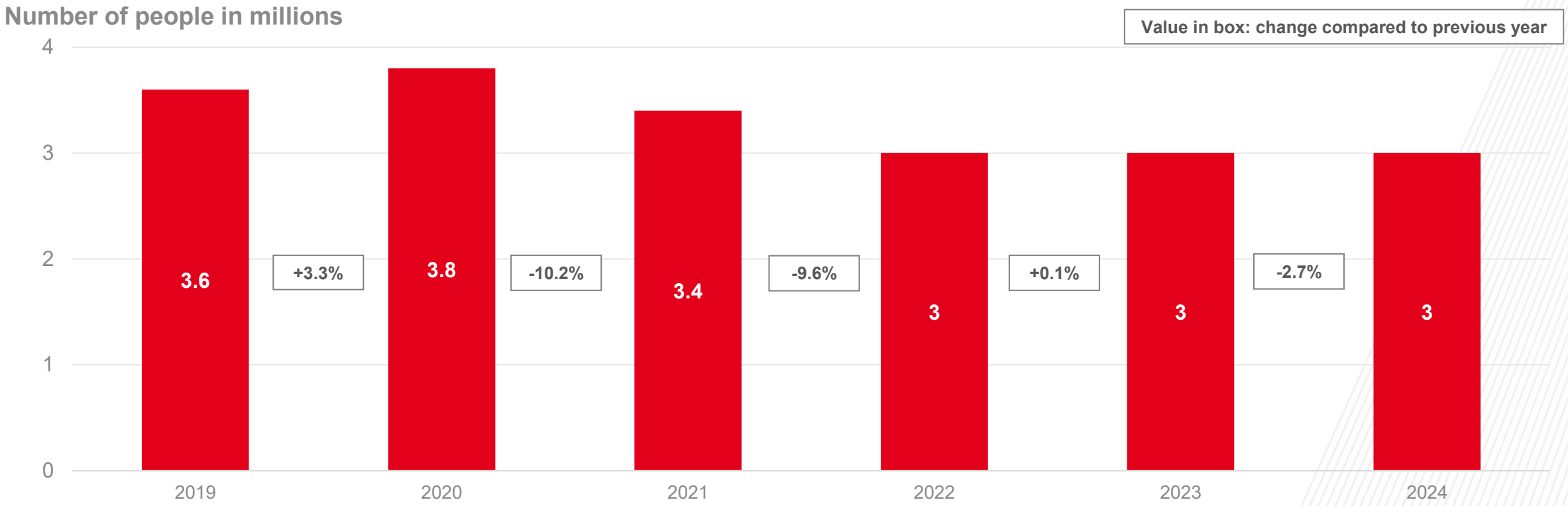



**Basis**: Representative of 65.7 million people (German resident population aged 10 and over),
**Excluding textbooks and reference books,**
**All purchases of individual ebooks from a retail price of 0.49 euros** are recorded,
**Source**: YouGov Consumer Panel Media & Entertainment

# Ebook Consumer Development 2019–2024

## Ebook consumers in the general public book market: Figures





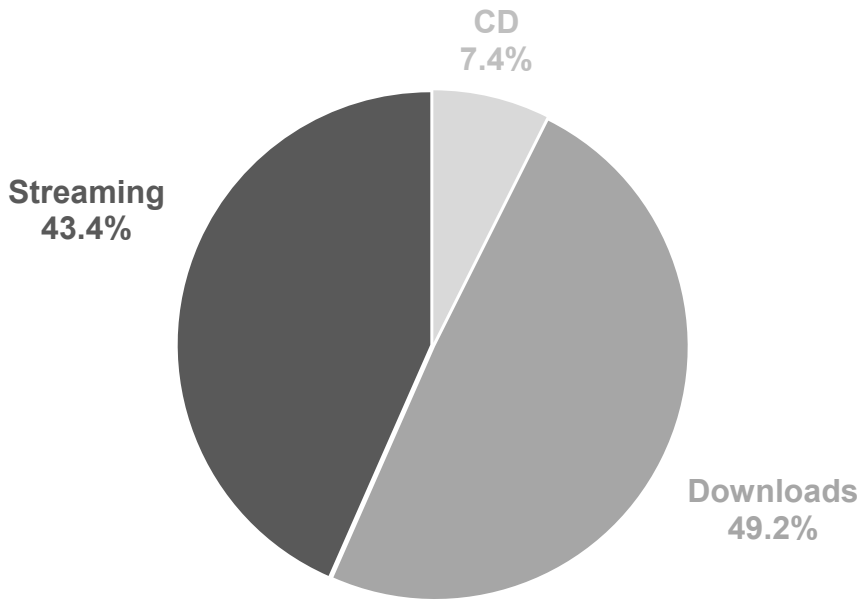

**Basis**: Representative of 65.7 million people (German resident population aged 10 and over), **Excluding textbooks and reference books,**
**Source**: YouGov Consumer Panel Media & Entertainment

# Turnover of Audiobooks 2024

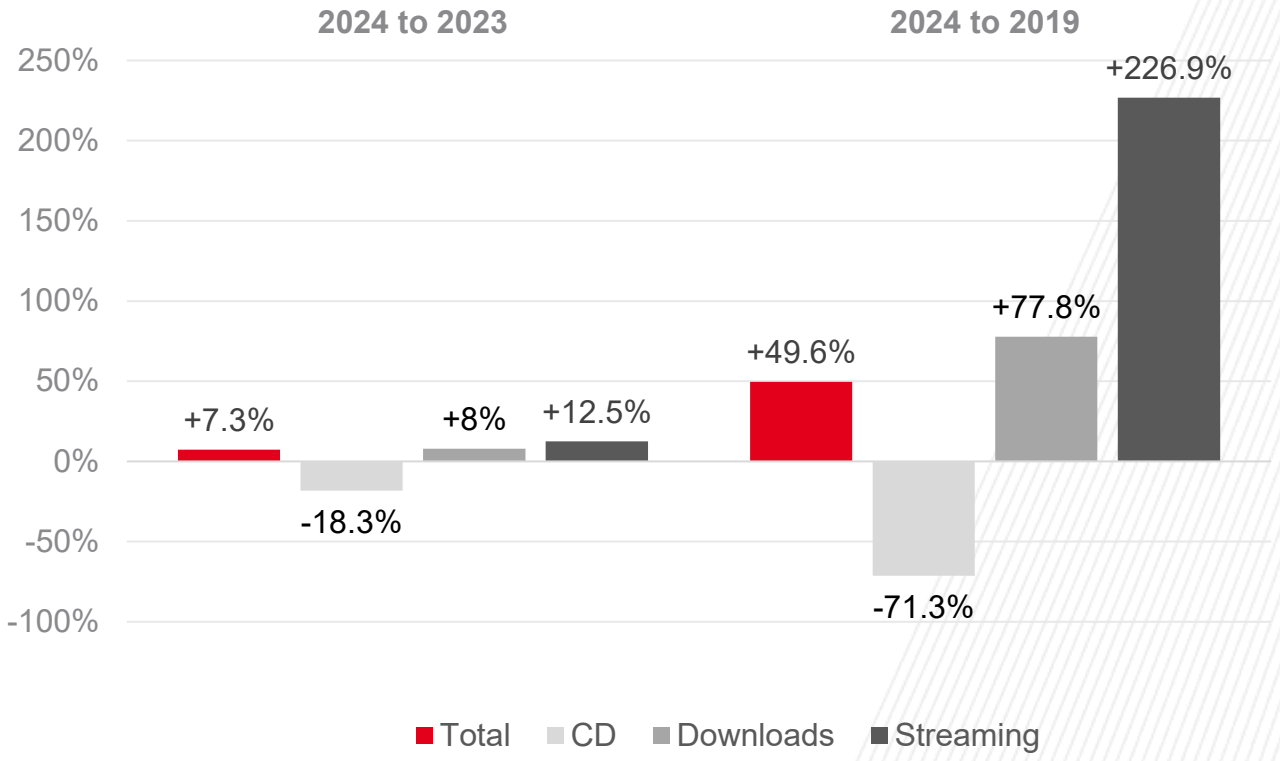


## Share of turnover and turnover development in 2024 compared to 2023 and 2019

### Share of turnover in the audiobook market




### Turnover Development

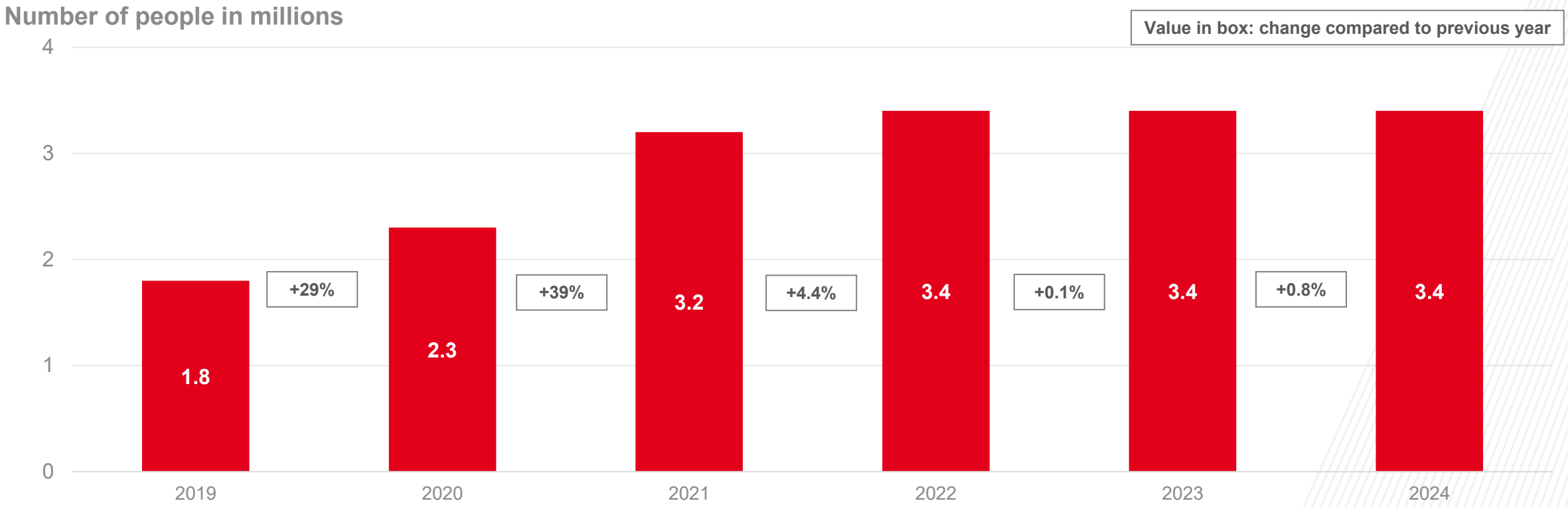



**Basis**: Publisher data from the Media Control Audiobook Compass - a sales survey among German audiobook publishers and extrapolation to the total population (**Downloads:** e.g. iTunes, Google Play, audible [counted as downloads, as the subscription model is based on individual downloads]), **Subscriptions:** e.g. BookBeat, Nextory, storytel)
**Source**: © Media Control, 2025

# Digital Audiobook Consumers 2019-2024

## Digital audiobook consumers in the general public book market: Figures






**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

# 03

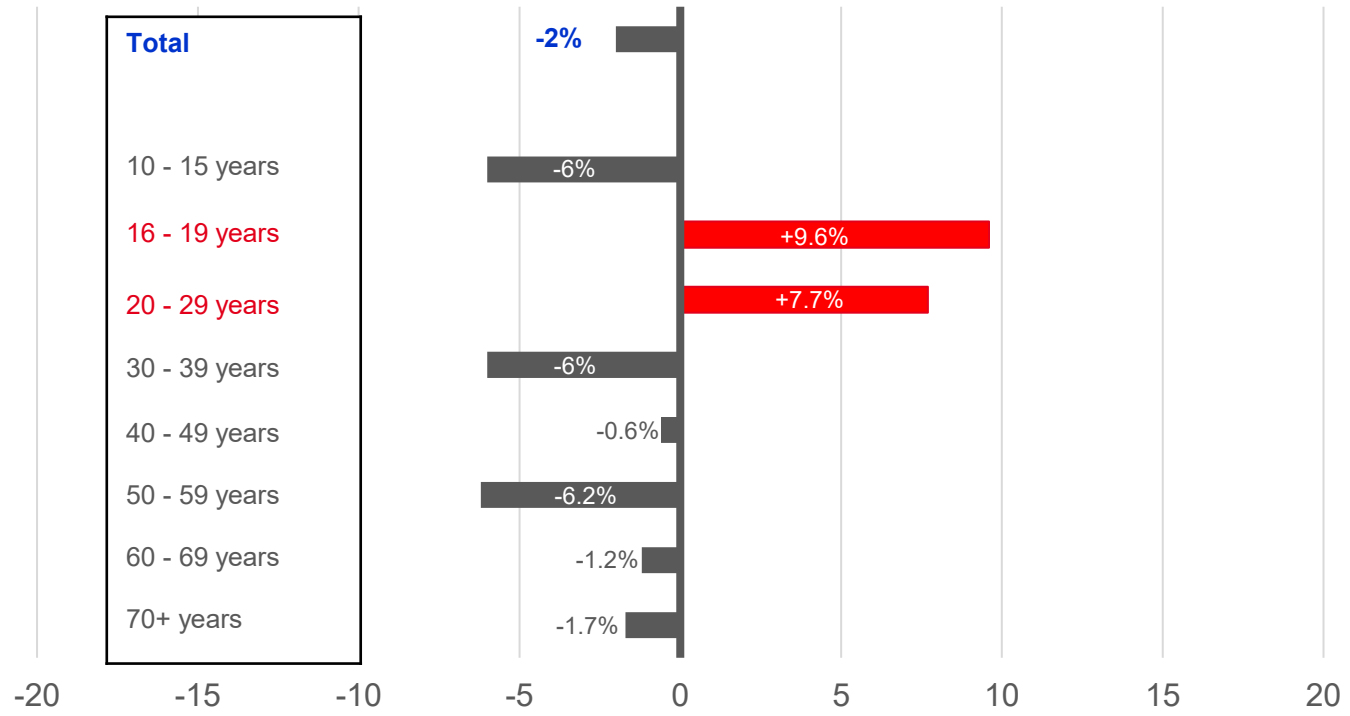
## The Book Market 2024

Consumers

# Consumer Development by Age in 2024

## Change compared to previous year






**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%

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

# 04

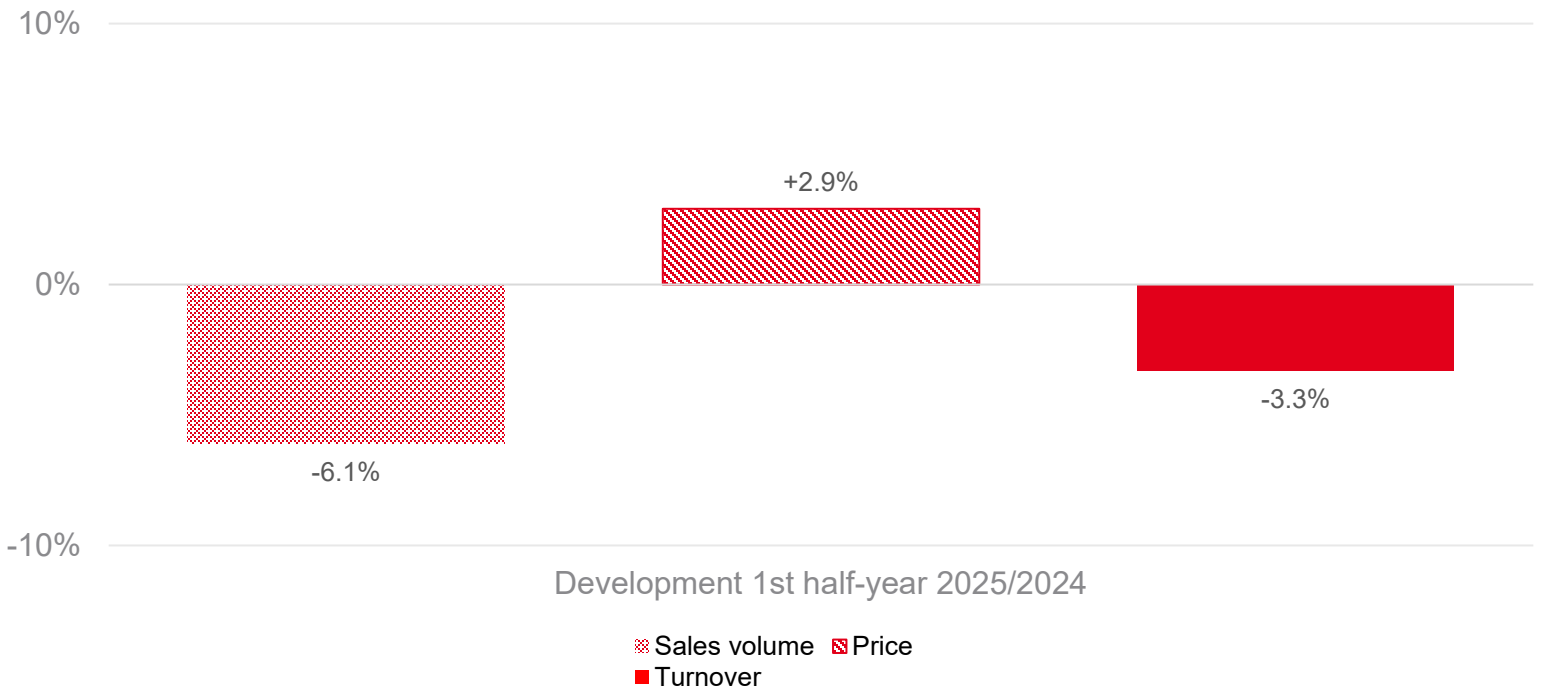
## The Book Market 2025

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



- 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