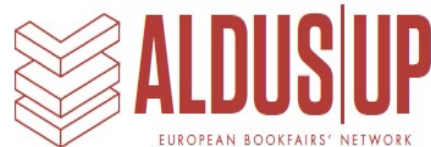




THE EUROPEAN BOOK MARKET 2023/24

Frankfurt Book Fair
16 October 2024

Ricardo Franco Levi – President, FEP
Enrico Turrin – Deputy Director, FEP



Co-funded by the
Creative Europe Programme
of the European Union



About FEP



Who we are

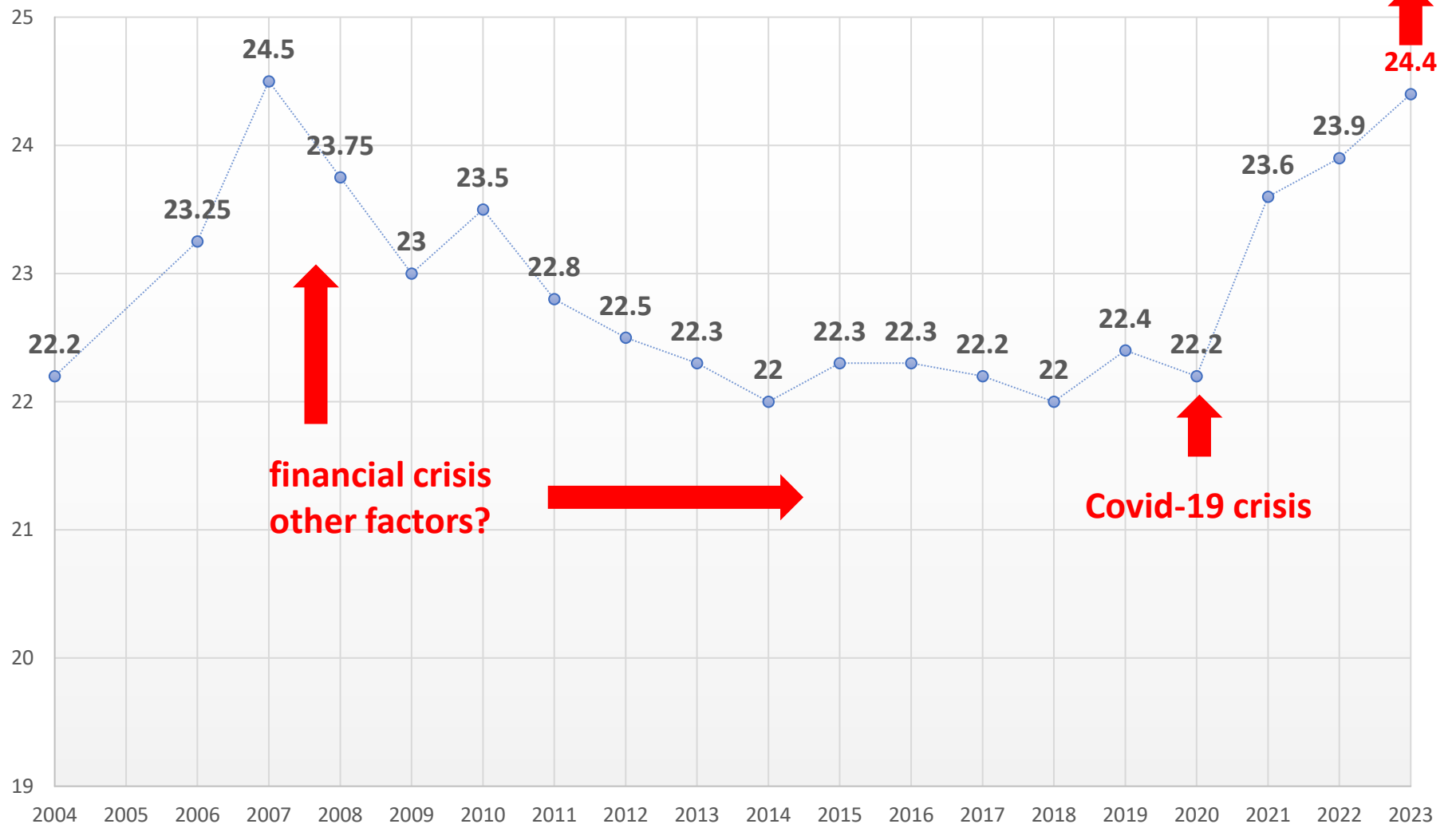
- FEP is an independent, non-commercial umbrella association representing 29 national associations of publishers of books, learned journals and educational materials from all over Europe
- Founded in 1967, FEP deals with European legislation and advises publishers associations on copyright and other legislative issues
- 6,000+ individual publishers represented (>80% of the book market in Europe)
- Based in Brussels, Belgium





The core data

Net publishers' turnover (bln eur) 2004-2023



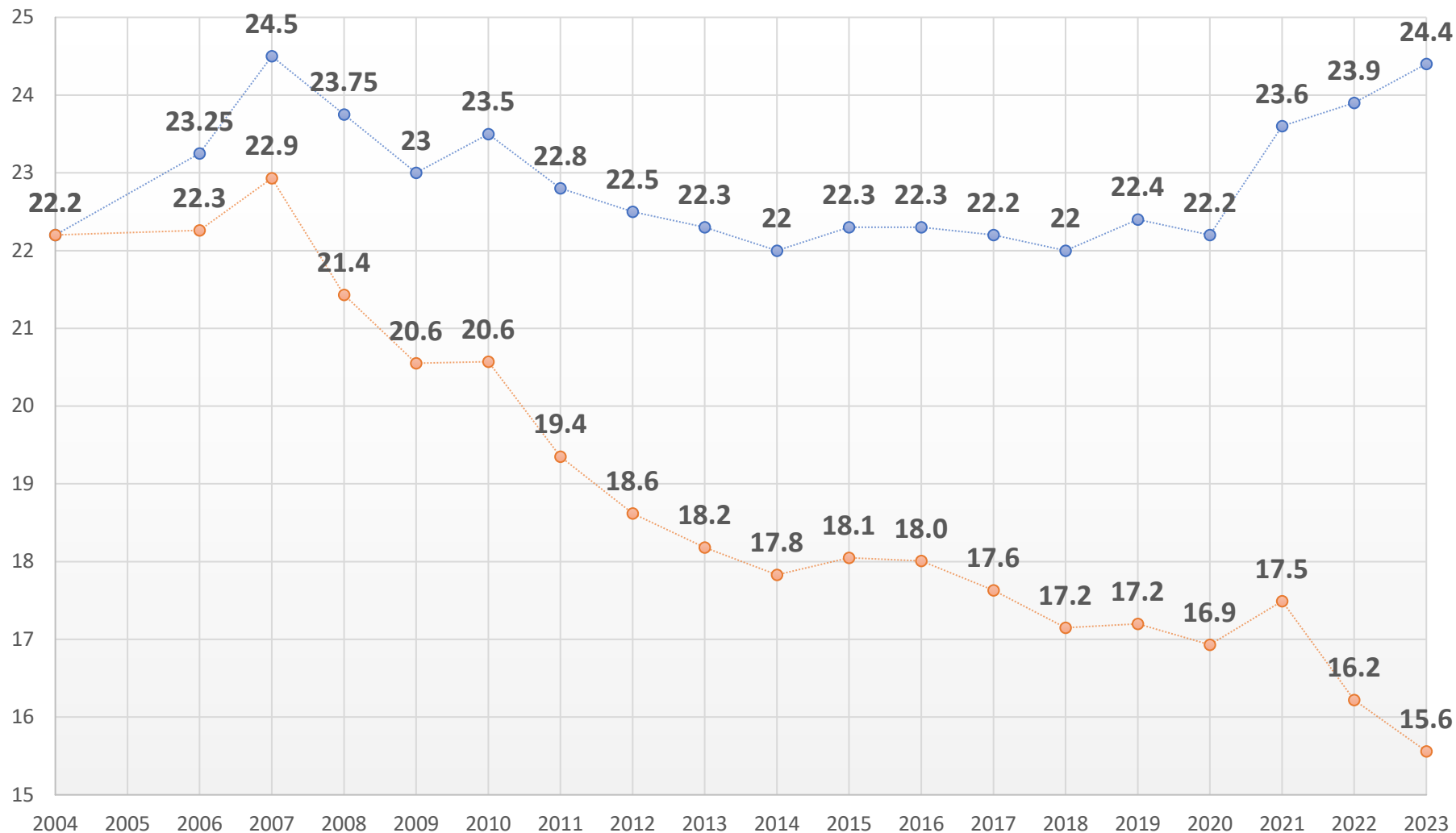
Largest cultural industry in Europe

Back to peak level (**not in real terms**)

Past 2 years: **value up, volume down, price as driver**

Not pictured: **inflation**

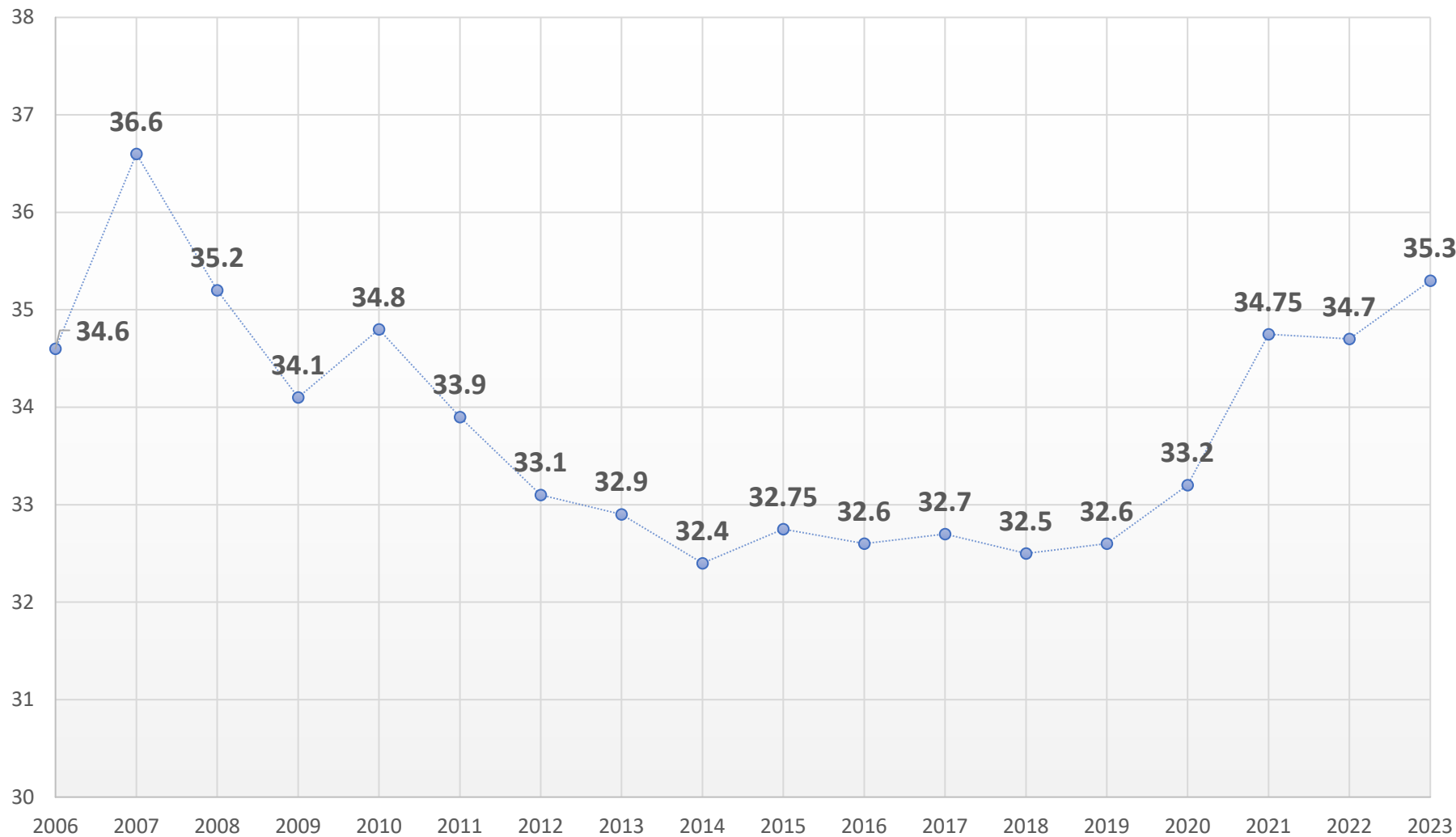
Net publishers' turnover (bln eur) 2004-2023 - Nominal vs real



Looking at **real terms** paints a very different picture

Maybe we have a problem

Market value (bln eur) 2004-2023



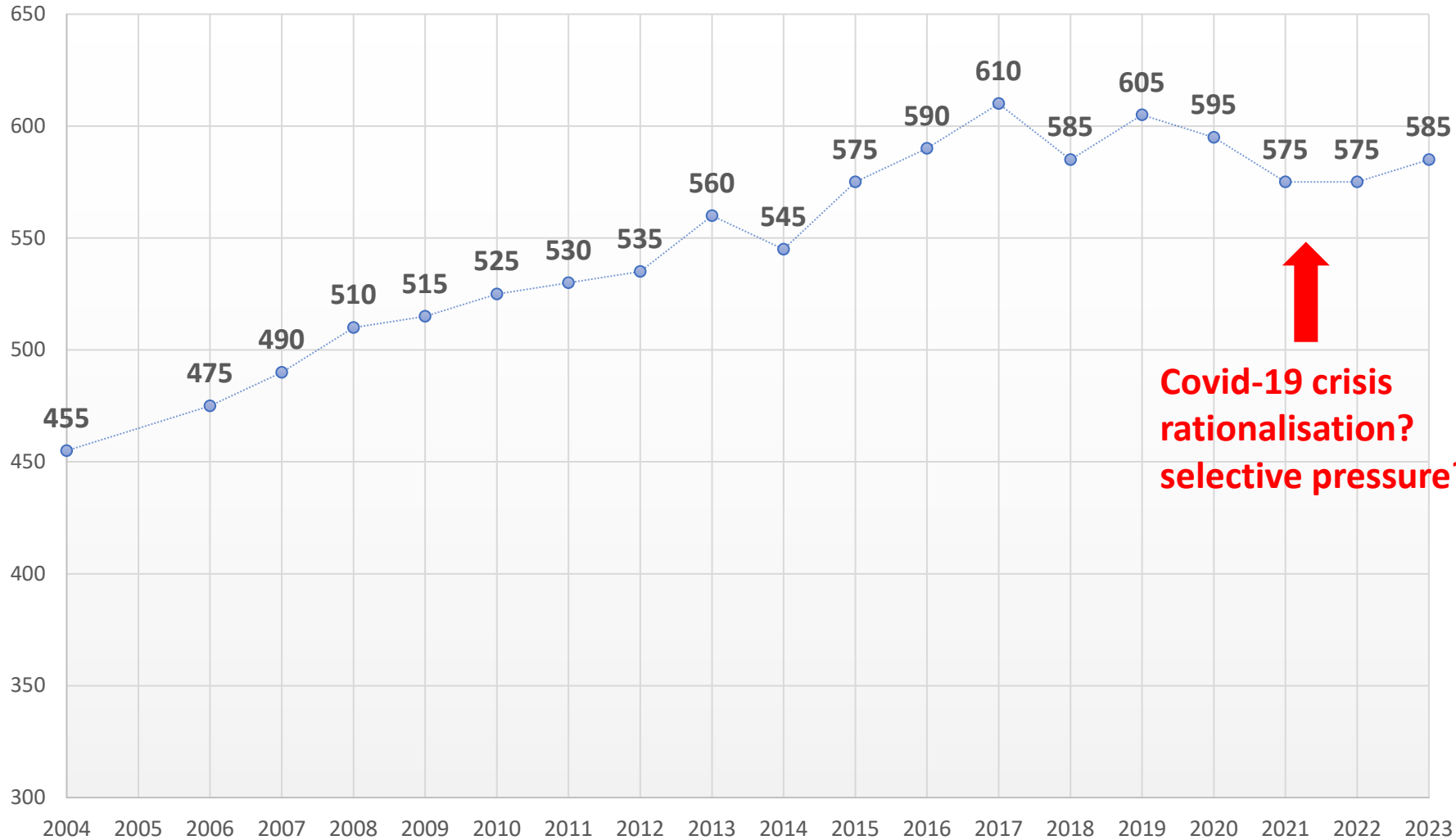
Sales at cover price follow similar trend as net turnover

Between 32 and 37 billion € per year

Not pictured: exports by European publishers and sales of imported books, self-publishing

Total market value likely **36-39 billion**

New titles ('000) 2004-2023



**Covid-19 crisis
rationalisation?
selective pressure?**

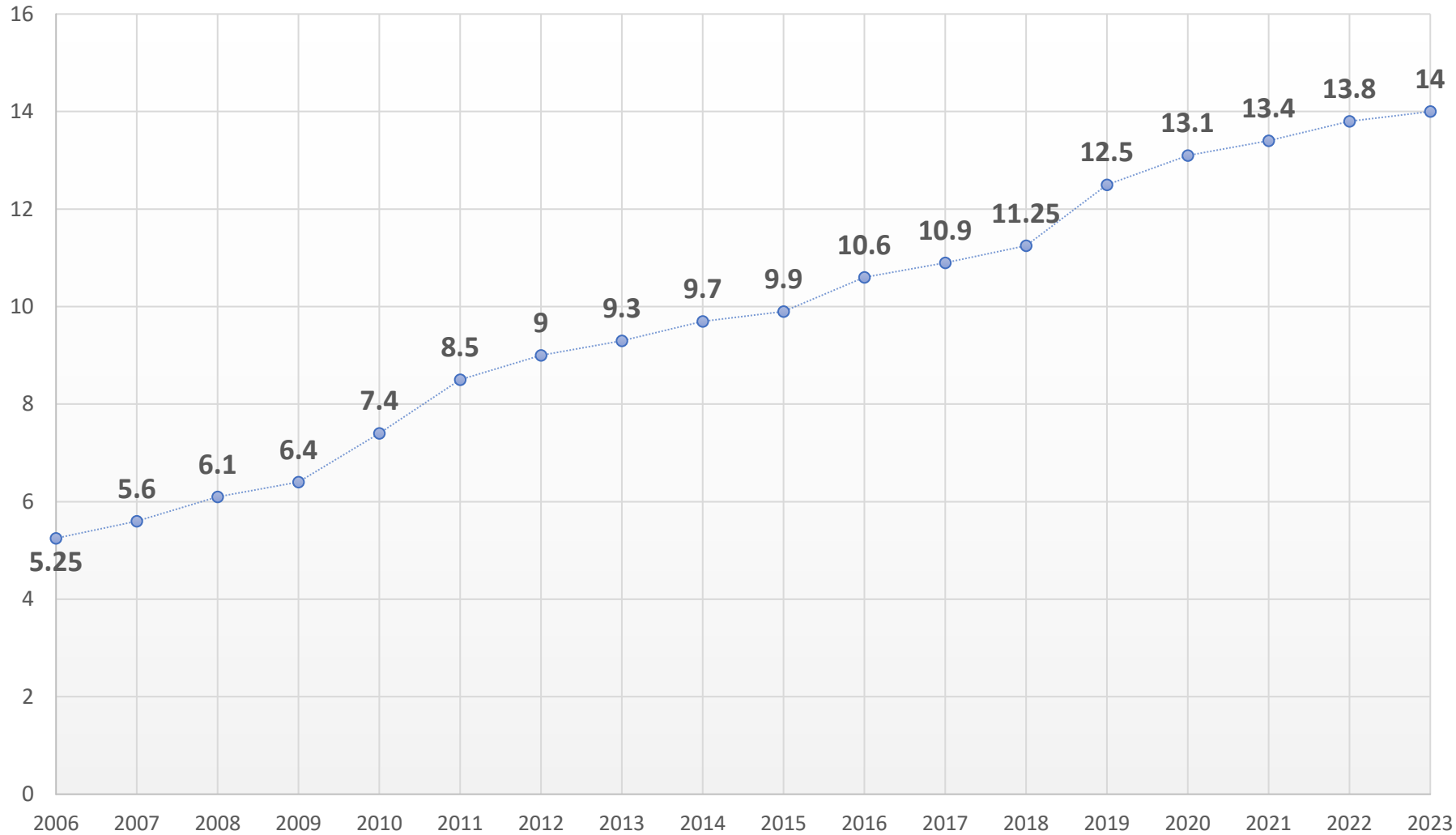
First editions in
print, all categories

Mixed picture in
major markets

Copies sold in 2022
(all formats)

> 2.5 billion

Active catalogue (mio) 2006-2023



Of which some
3.3 million in
digital/audio format

Sales

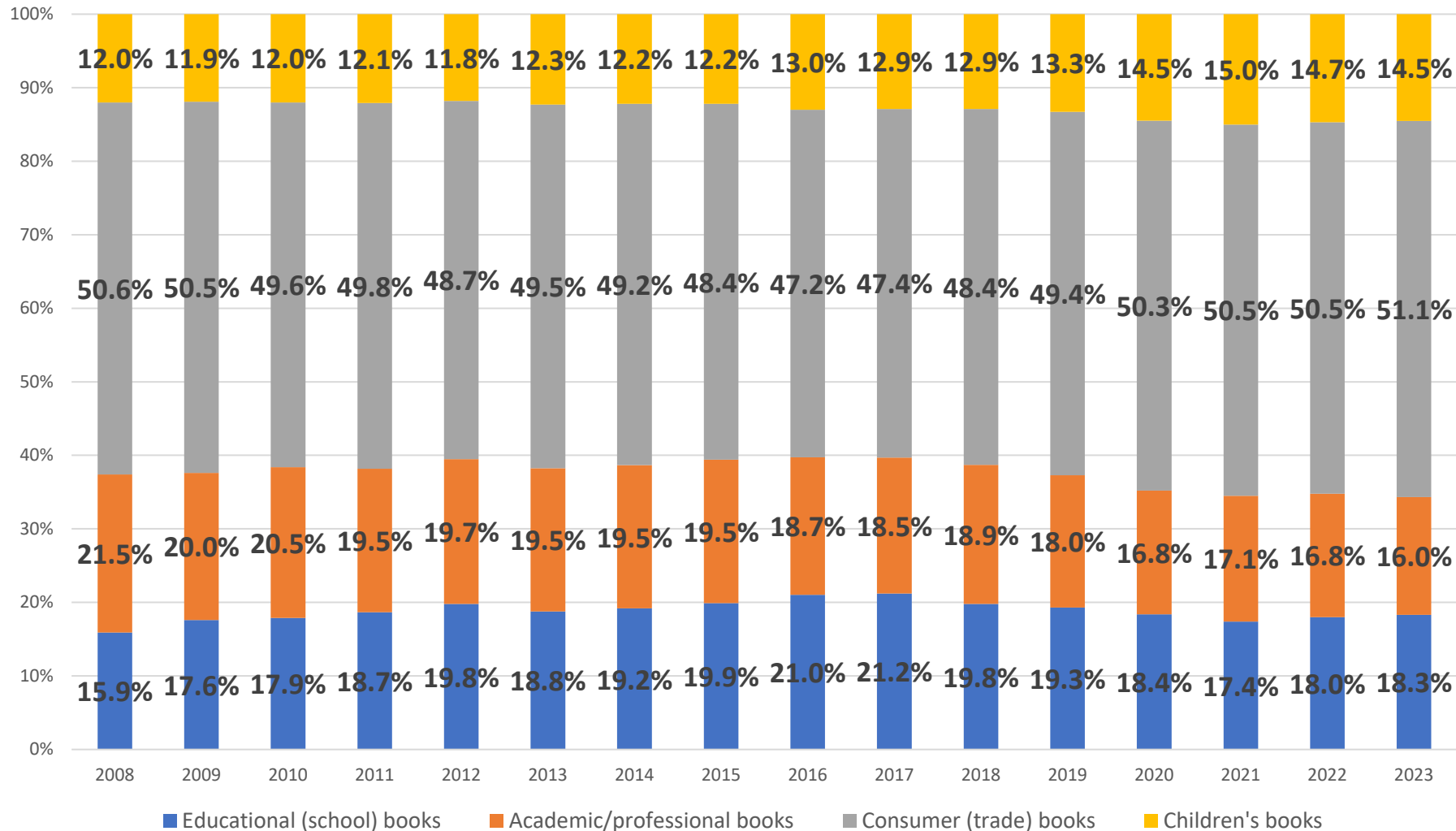
(net turnover incl. exports, market value domestic sales)

1. Germany – 6.5-7 bln € turnover, 9-10 bln € mkt value
2. UK – 4.5-5 bln € turnover, 4.3-4.8 bln € mkt value
3. France – 3.2-3.7 bln € turnover, 3.9-4.4 bln € mkt value
4. Italy – 2-2.5 bln € turnover, 3-3.5 bln € mkt value
5. Spain – 2-2.5 bln € turnover, 2.5-3 bln € mkt value
6. Netherlands – 0.8-1 bln € turnover

New titles

1. UK
2. Germany
3. Spain
4. Italy
5. France
6. Poland

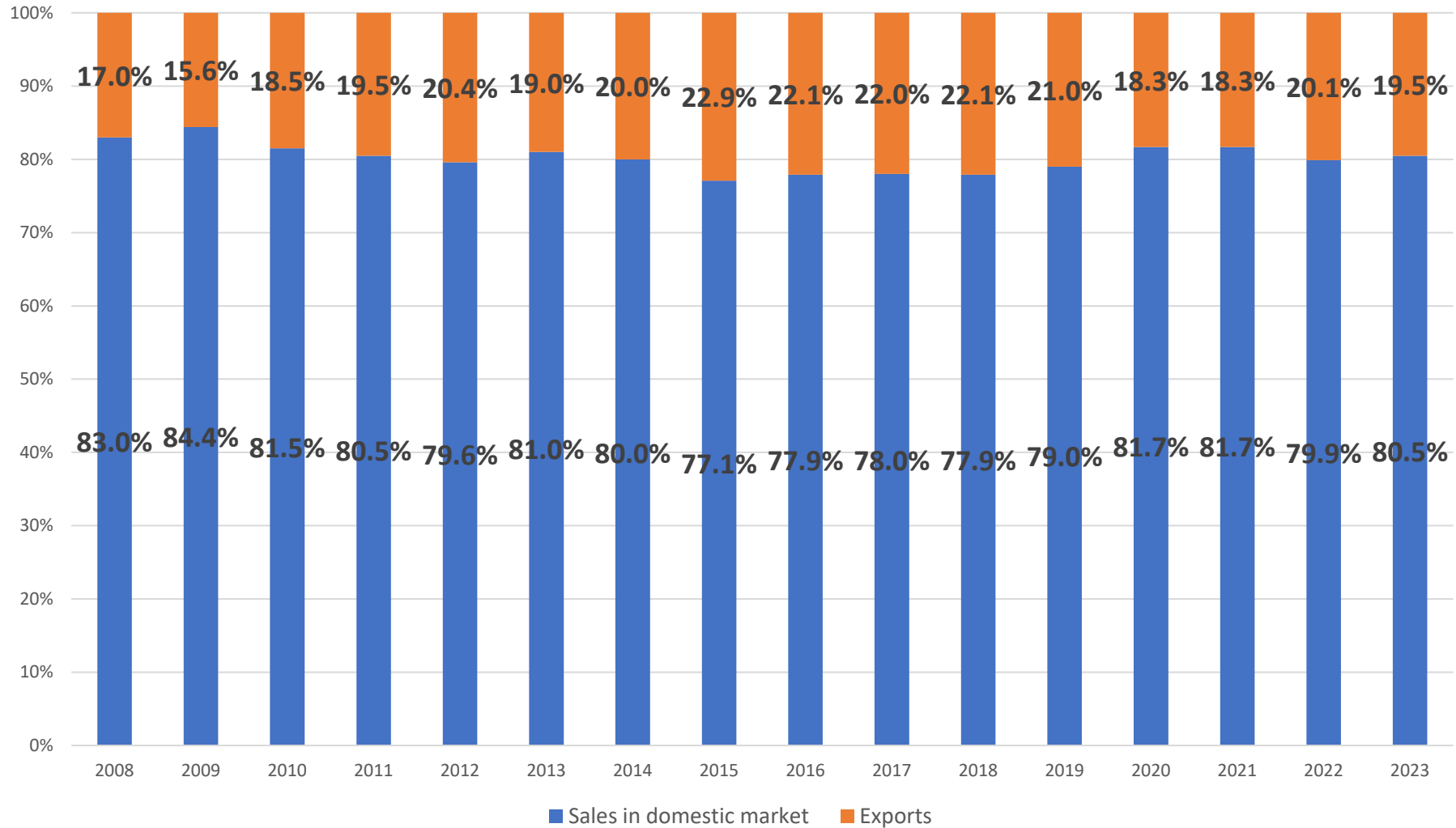
Turnover by category (%) 2008-2023



Children's books still going strong (small slowdown)

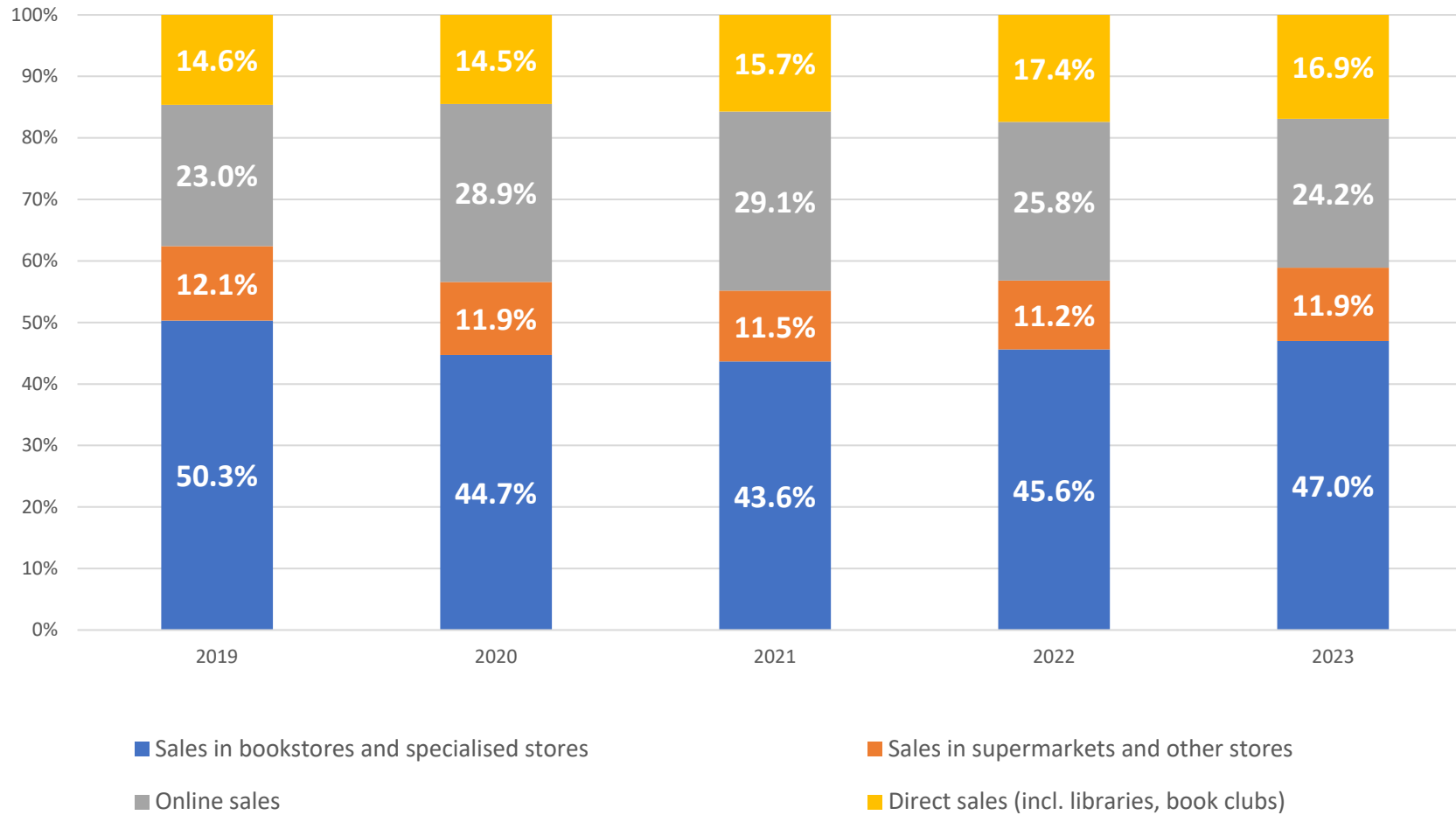
Trade books at highest share so far

Turnover by destination (%) 2008-2023



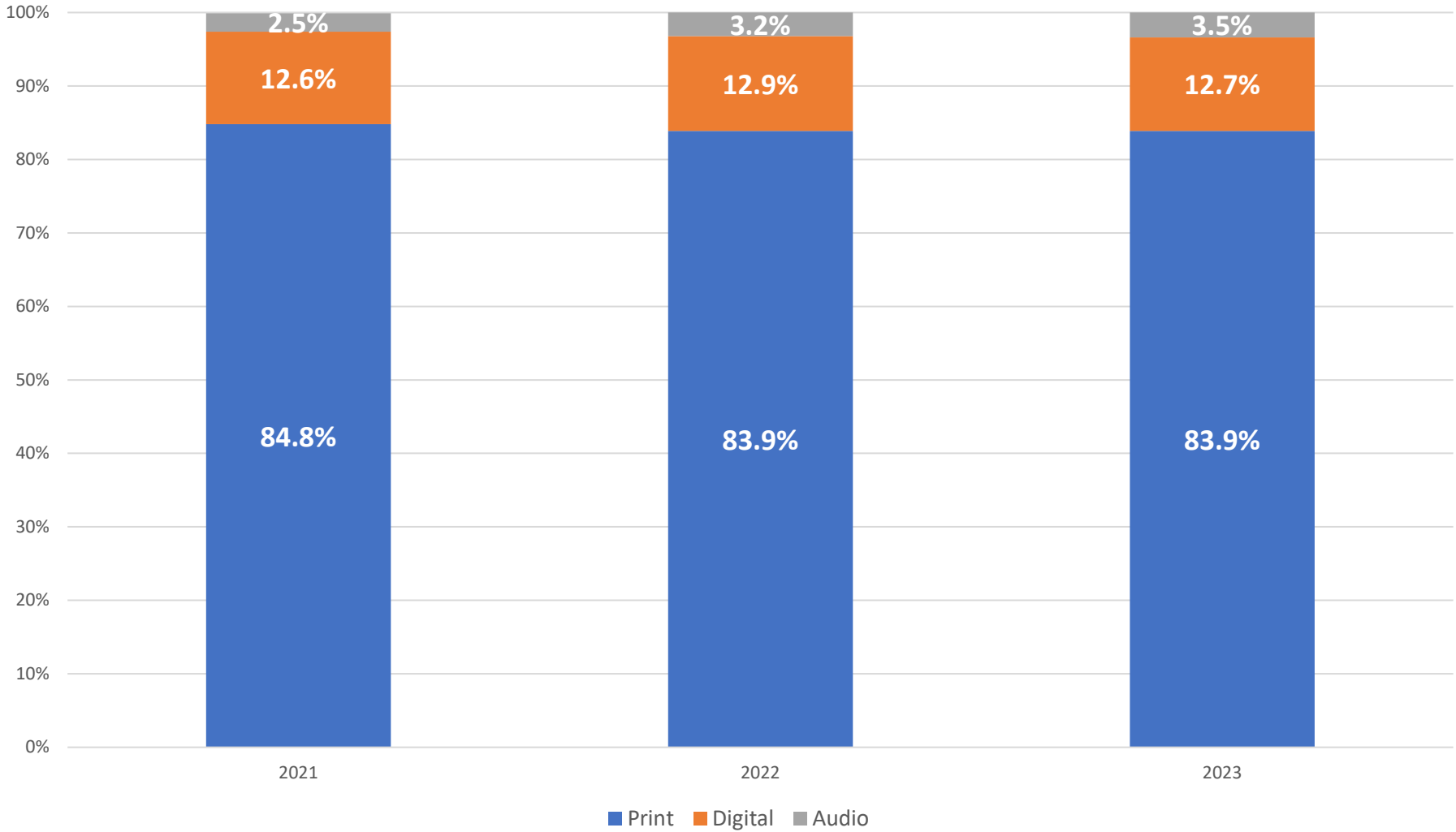
Exports recovered after Covid, remain around one fifth of turnover

Turnover by distribution channel (%) 2019-2023



Gradual return to **bookstores** seems to continue

Turnover by format (%) 2021-2023

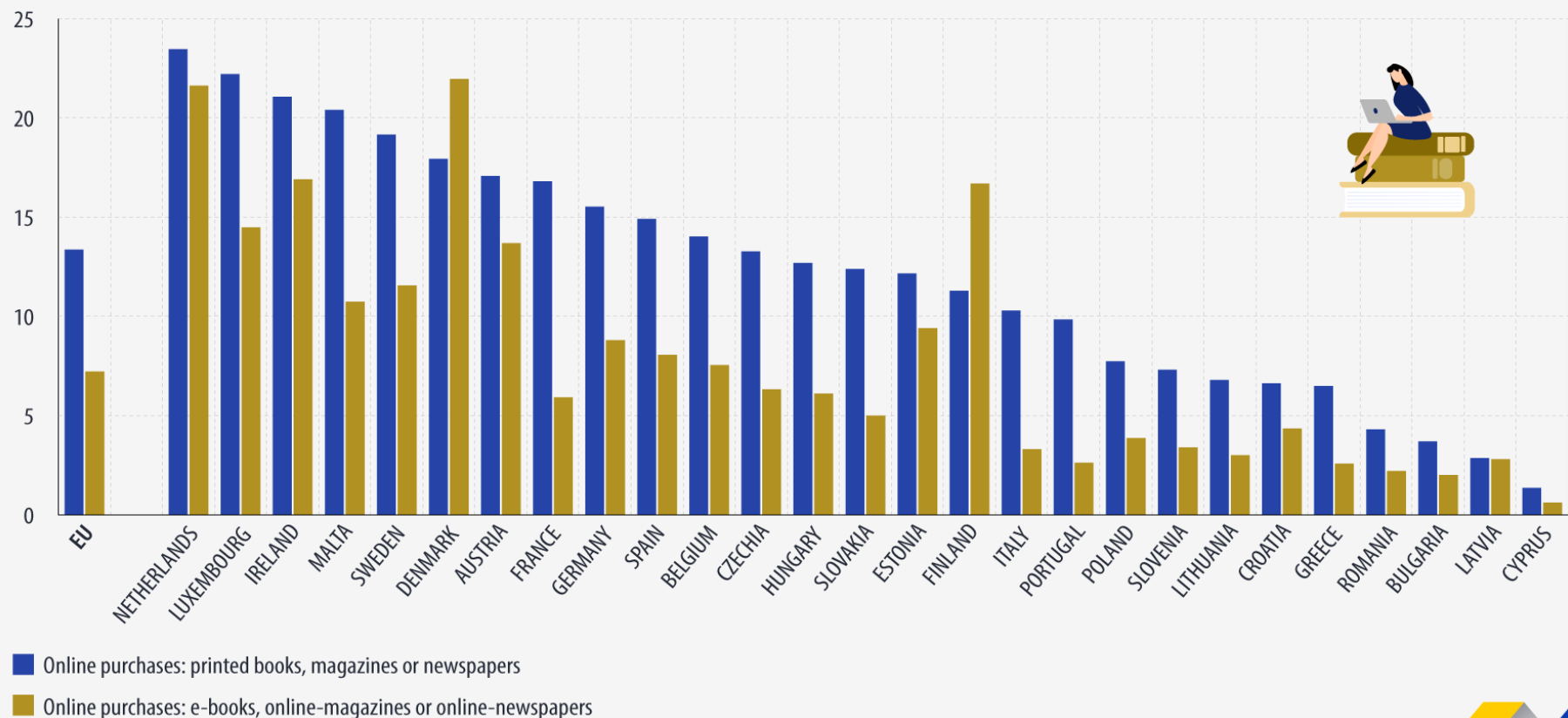


Print books by far largest share

The rise of **audiobooks** (but we are already **losing track**)

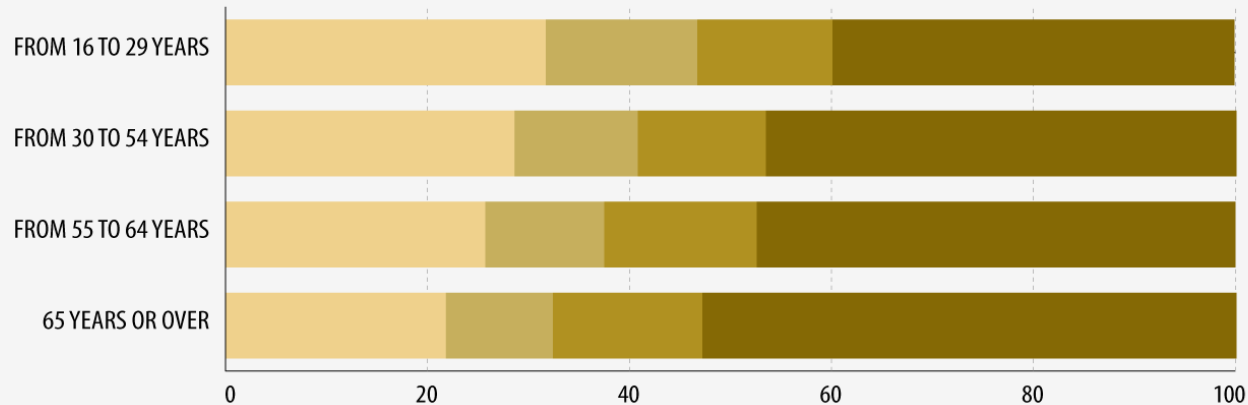
Online purchases of books, magazines or newspapers, physical and digital in the EU

(2023; in the previous 3 months; % of the population)

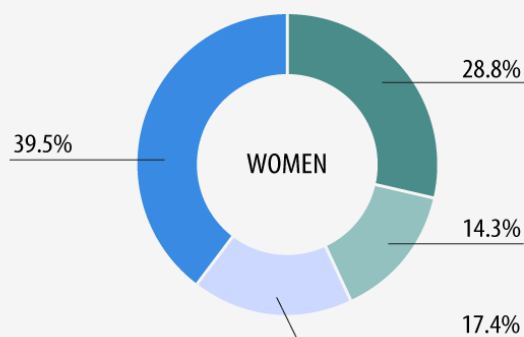
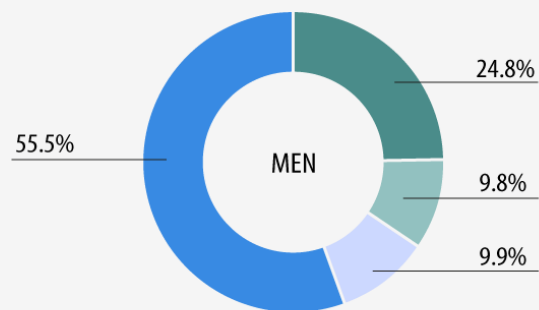


Book reading habits in the EU over past 12 months, 2022

(% of people aged 16 and over, by age and by sex)



- LESS THAN 5 BOOKS
- FROM 5 TO 9 BOOKS
- 10 BOOKS OR MORE
- NO BOOKS

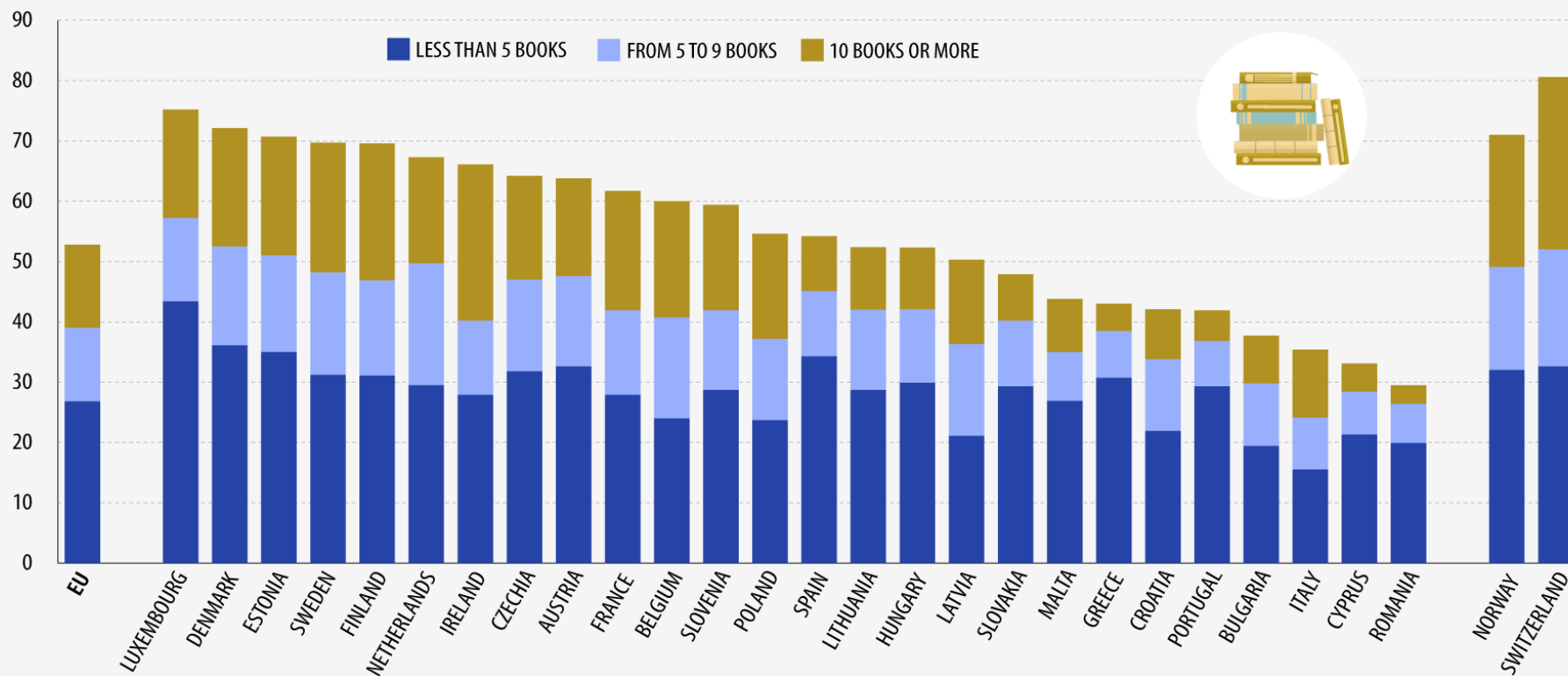


- LESS THAN 5 BOOKS
- FROM 5 TO 9 BOOKS
- 10 BOOKS OR MORE
- NO BOOKS

Data at the EU level is estimated.

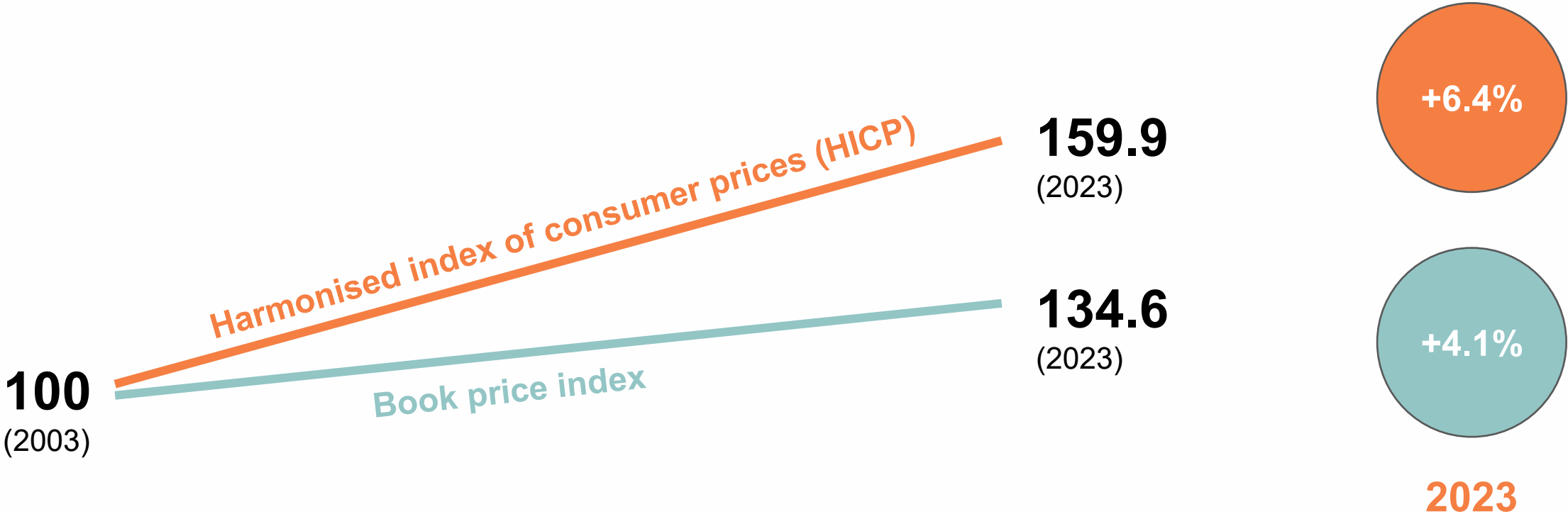
Book reading habits over past 12 months, 2022

(% of people aged 16 and over)



Data at the EU level is estimated.
Germany: no data available.

Book prices grow below inflation



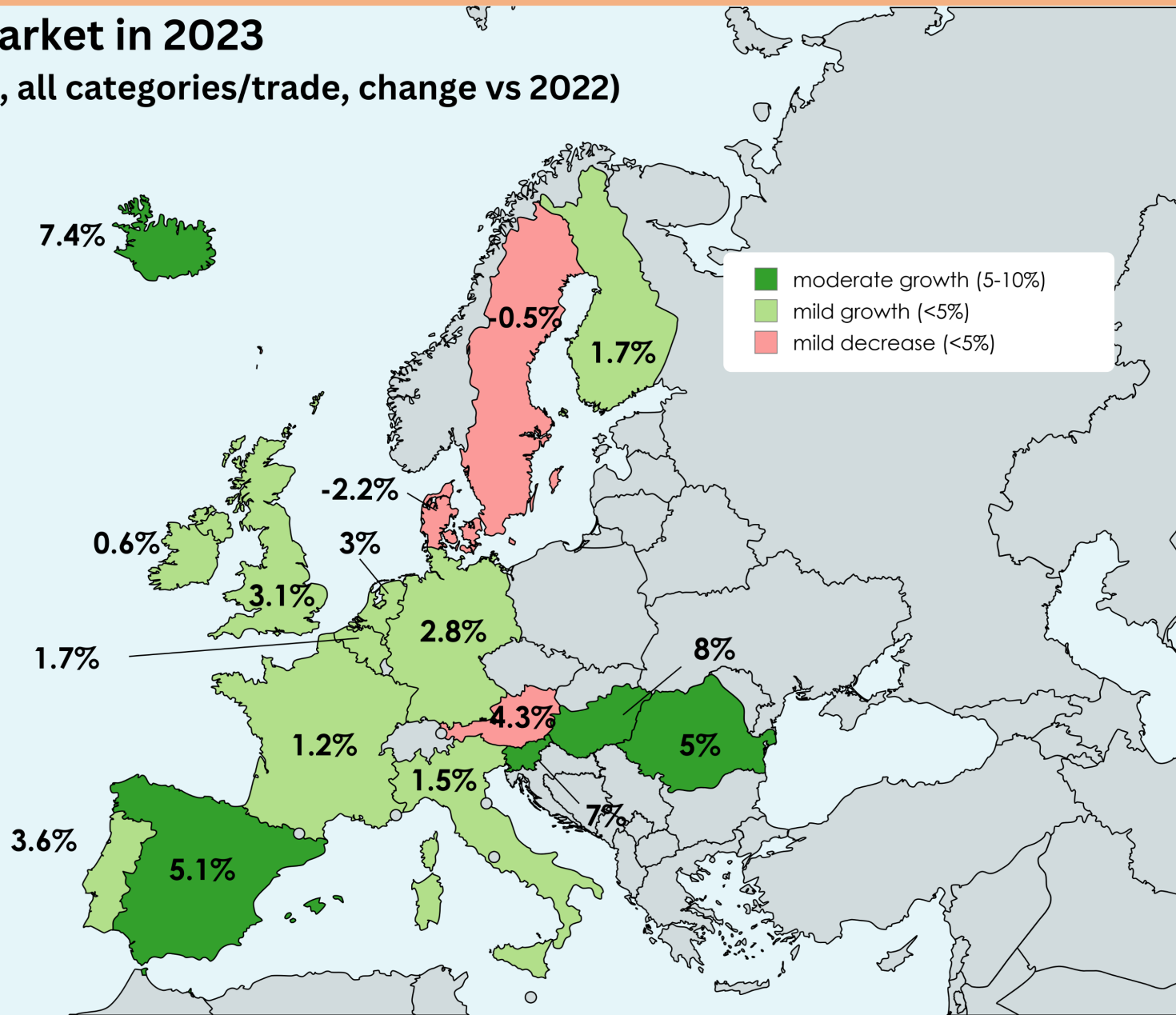
Source: EUROSTAT



The markets in 2023

The book market in 2023

(total turnover, all categories/trade, change vs 2022)



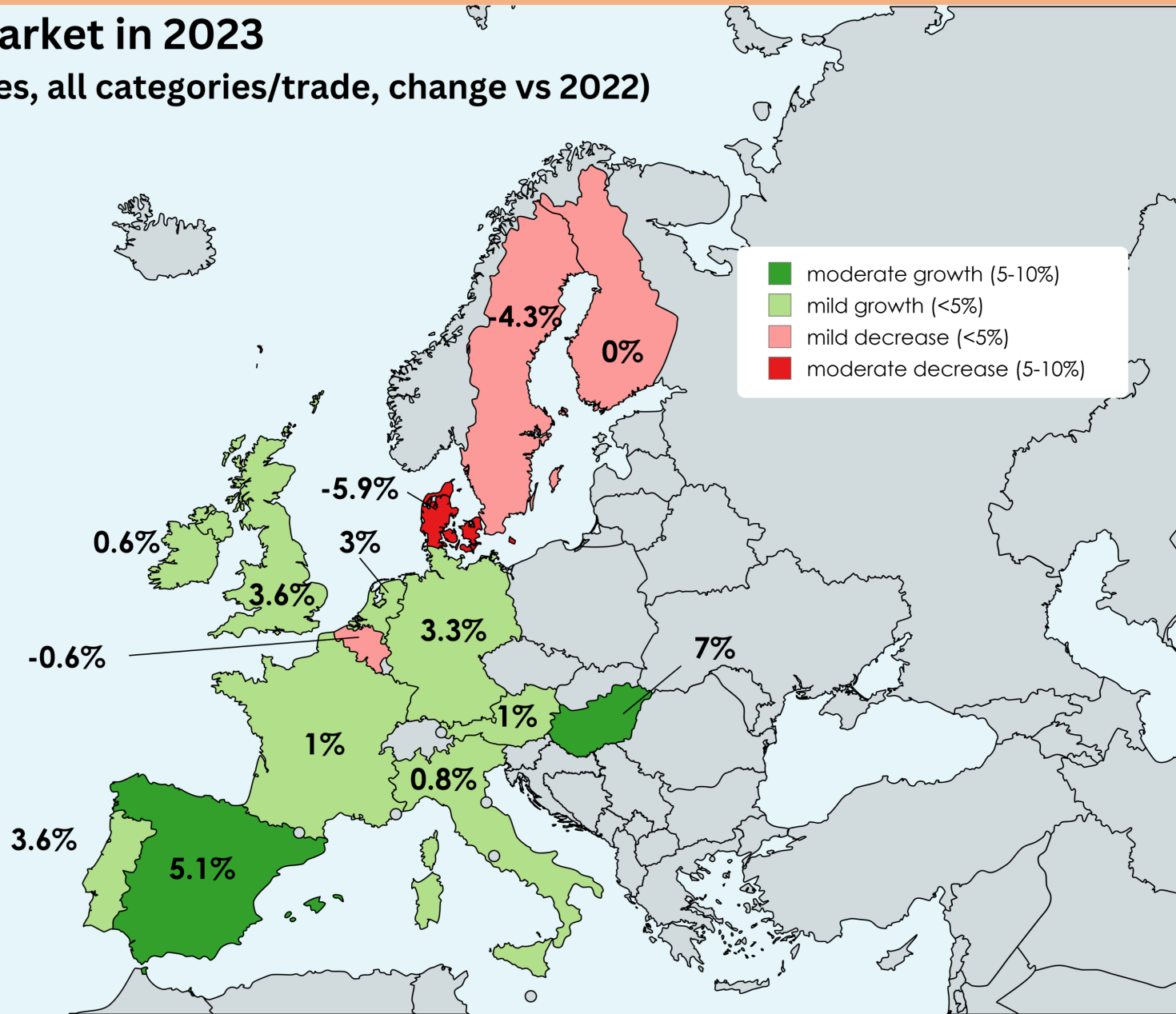
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Total +1.6%

In most cases,
value marginally up, volume down, prices up (increase of costs, inflation)

The book market in 2023

(print book sales, all categories/trade, change vs 2022)



Created with mapchart.net

Ebooks

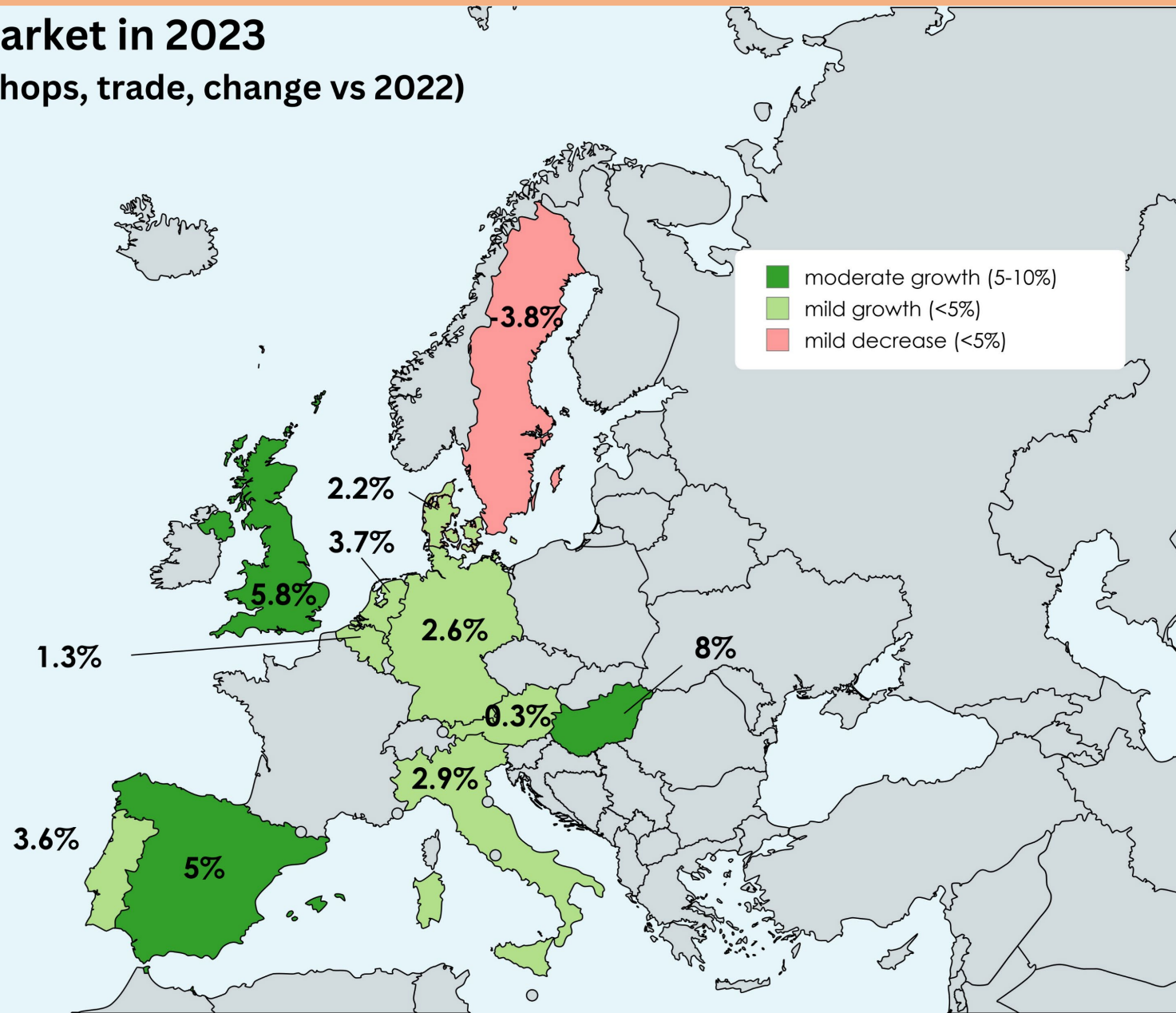
- Denmark +17.9%
- Finland -4.4%
- Germany +5.2%
- Italy +2.5%
- Netherlands +13%
- Sweden +10.5%

Audiobooks

- Denmark +11.6%
- Finland -1.9%
- Hungary +8%
- Italy +12%
- UK +25.7%

The book market in 2023

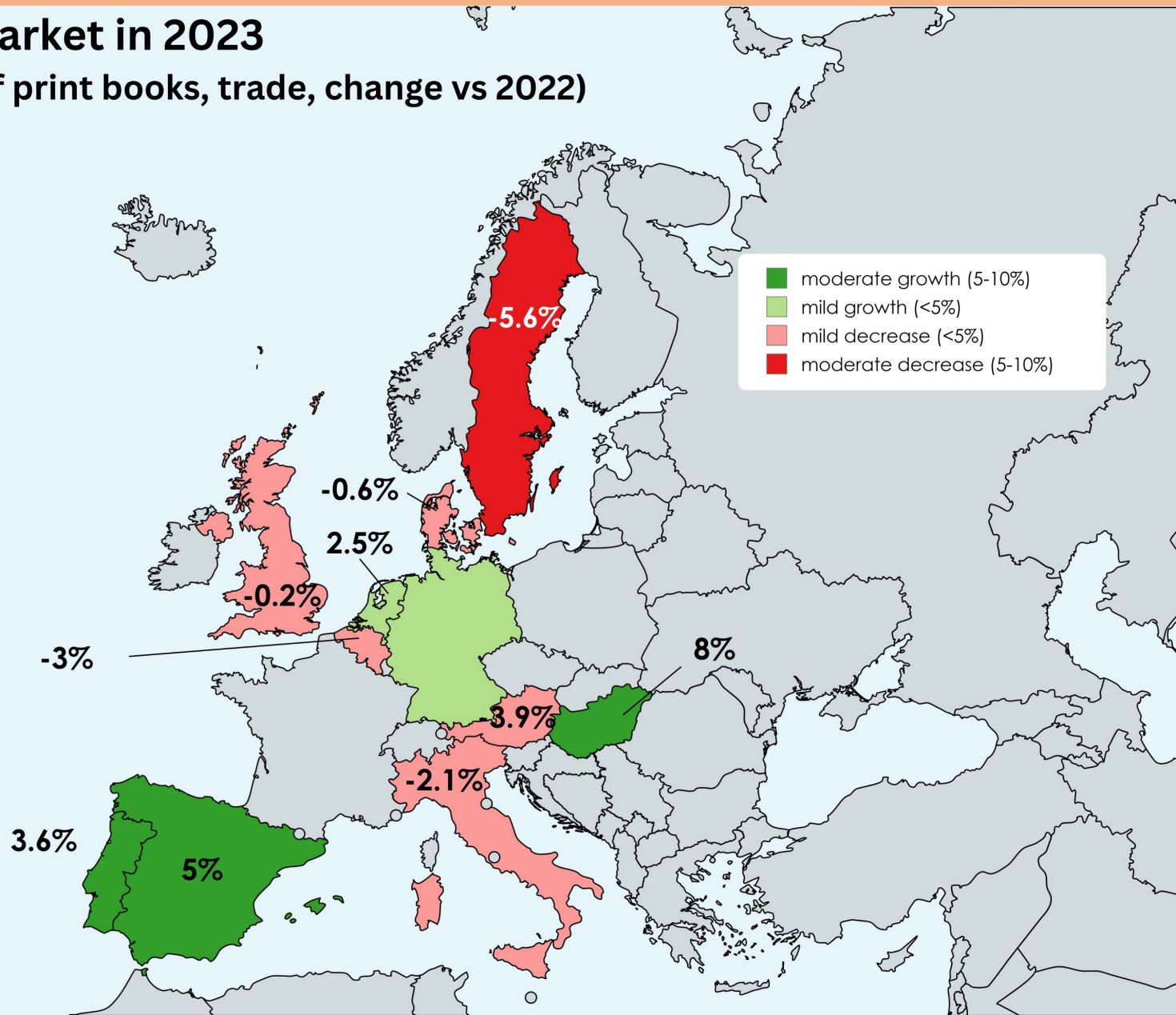
(sales in bookshops, trade, change vs 2022)



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The book market in 2023

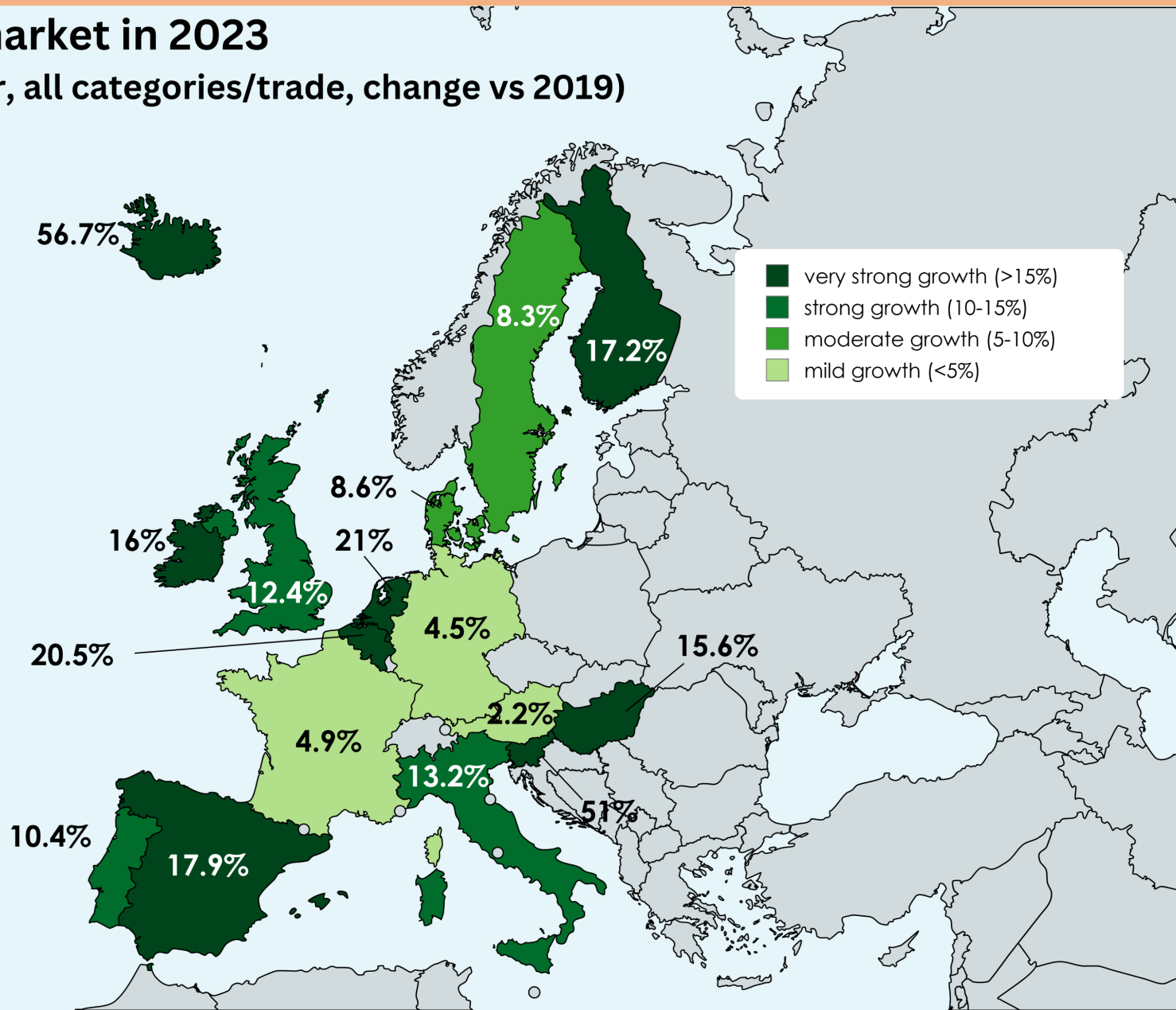
(online sales of print books, trade, change vs 2022)



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The book market in 2023

(total turnover, all categories/trade, change vs 2019)

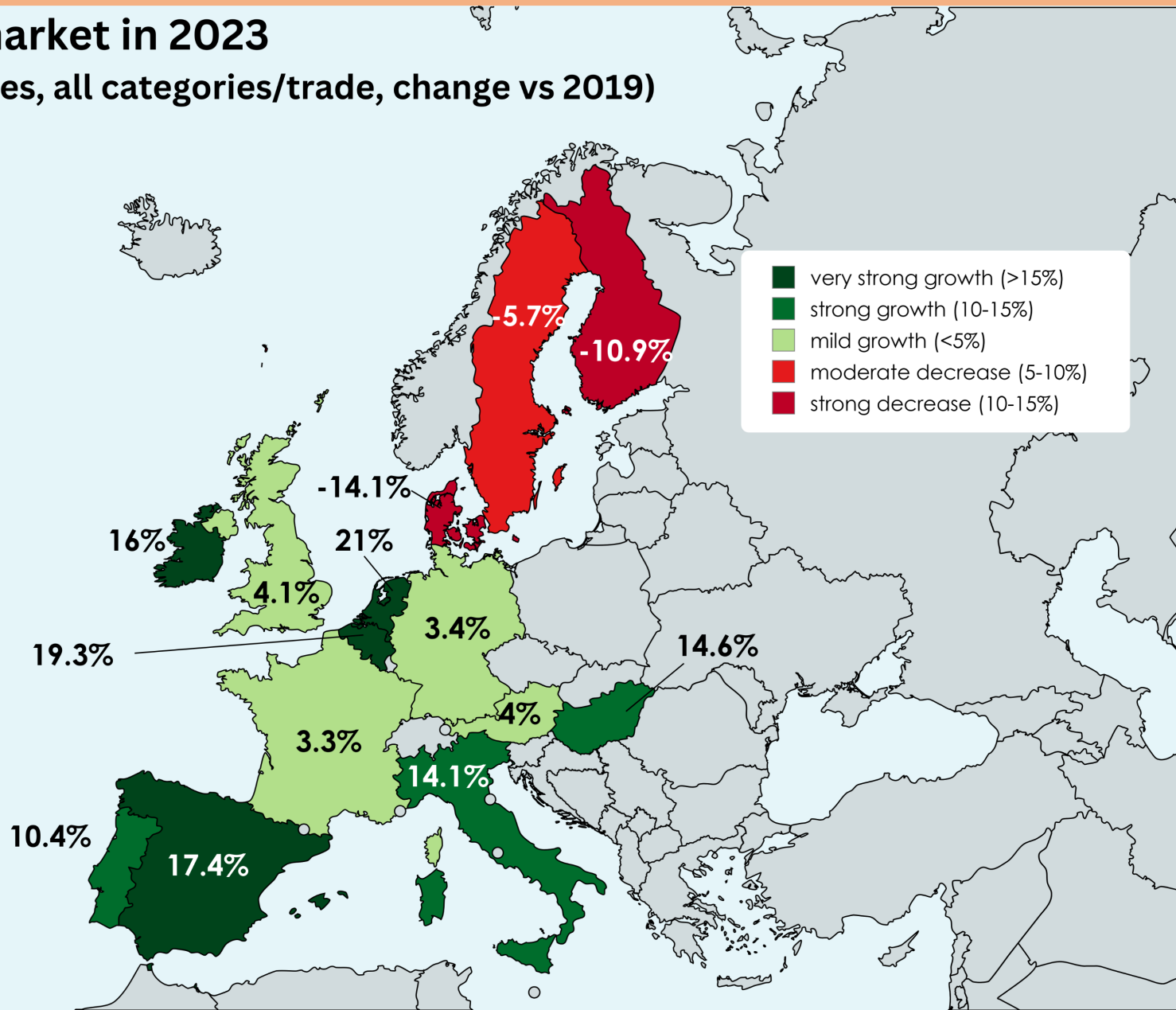


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2023 still better than 2019

The book market in 2023

(print book sales, all categories/trade, change vs 2019)



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Ebooks

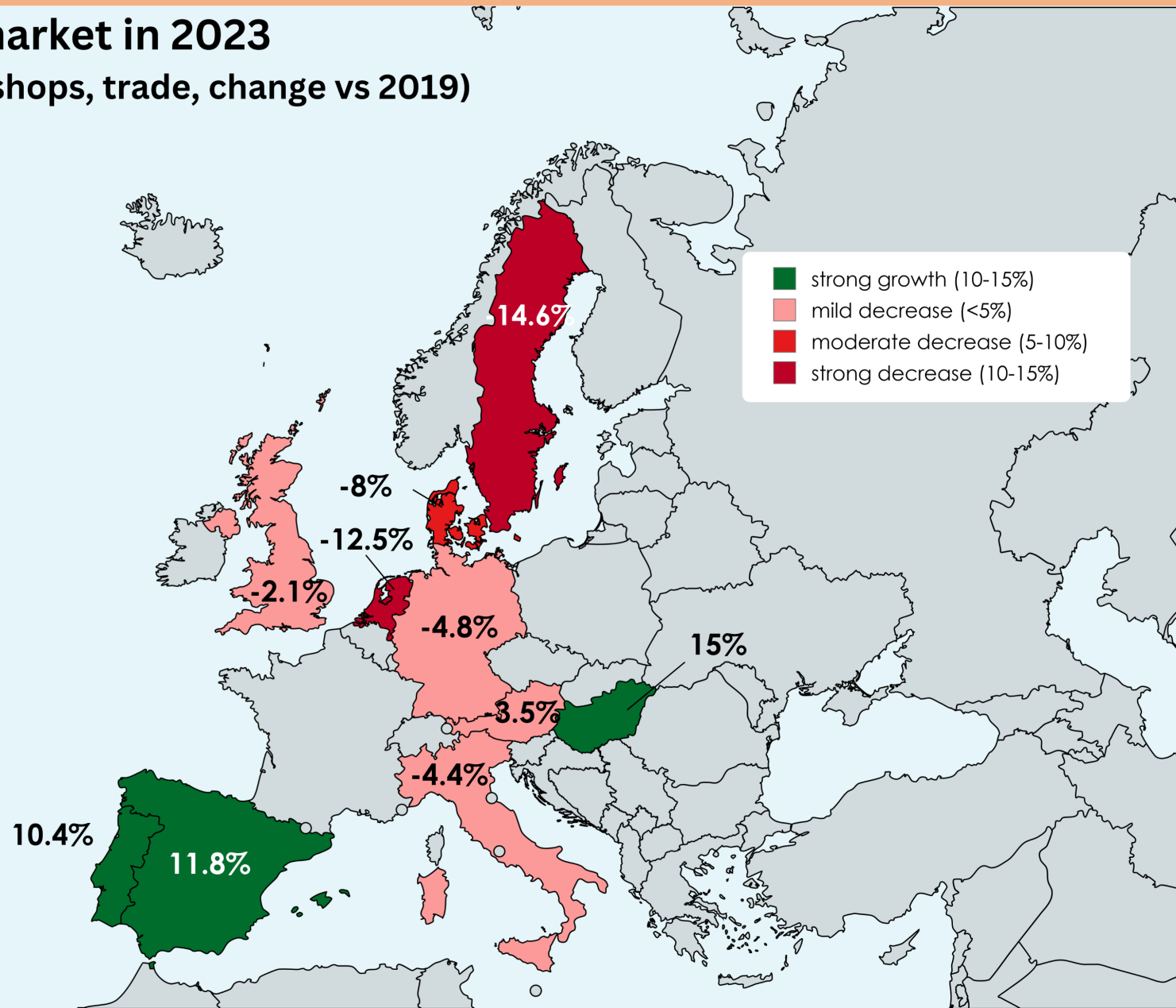
- Denmark -25.3%
- Finland +103.4%
- France +17%
- Germany +25.9%
- Italy +14.1%
- Sweden +34.3%
- UK +37.5%

Audiobooks

- Denmark +94.9%
- Finland +241.1%
- Italy +211.1%
- Sweden +44.4%
- UK +112.1%

The book market in 2023

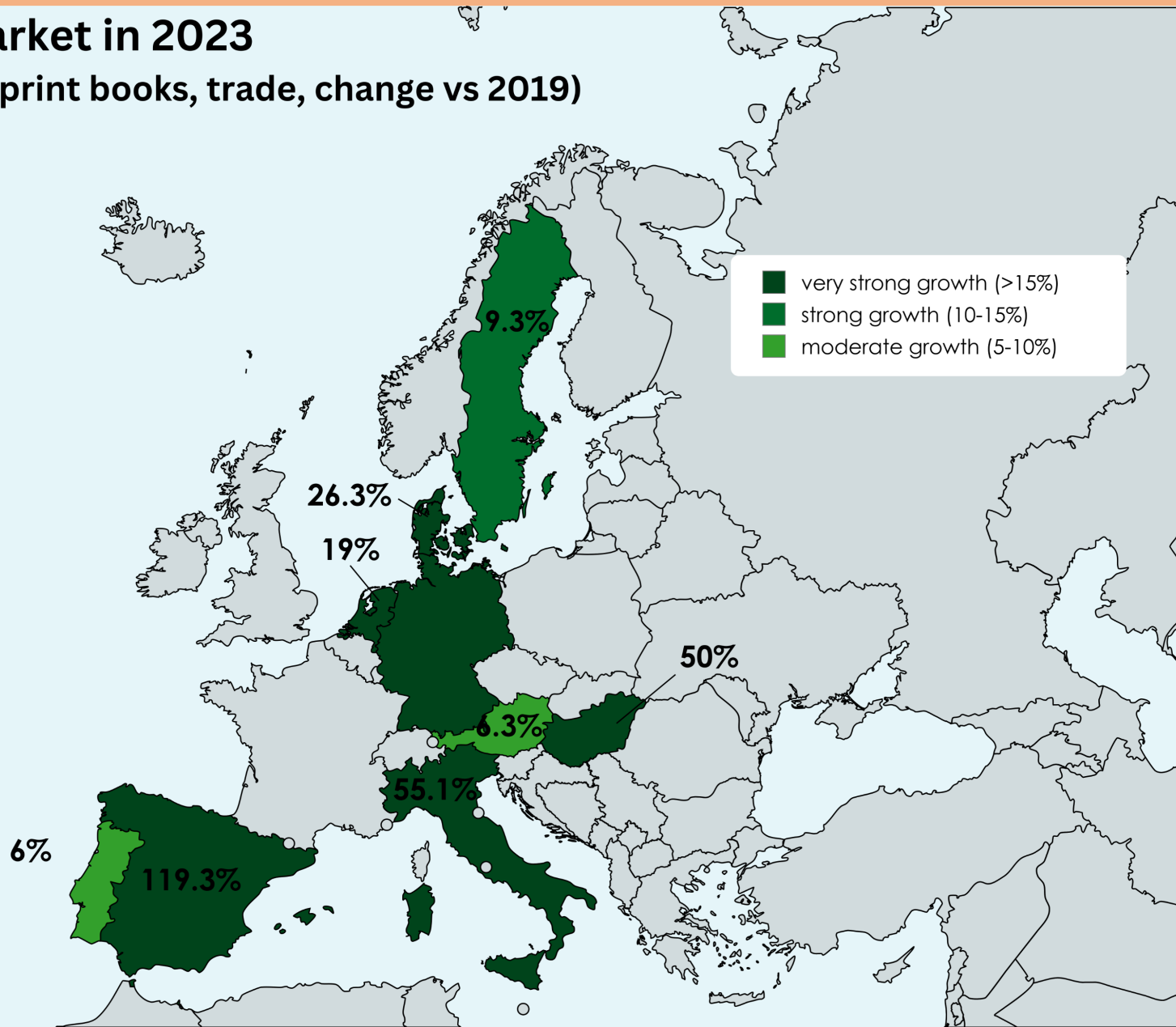
(sales in bookshops, trade, change vs 2019)



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The book market in 2023

(online sales of print books, trade, change vs 2019)



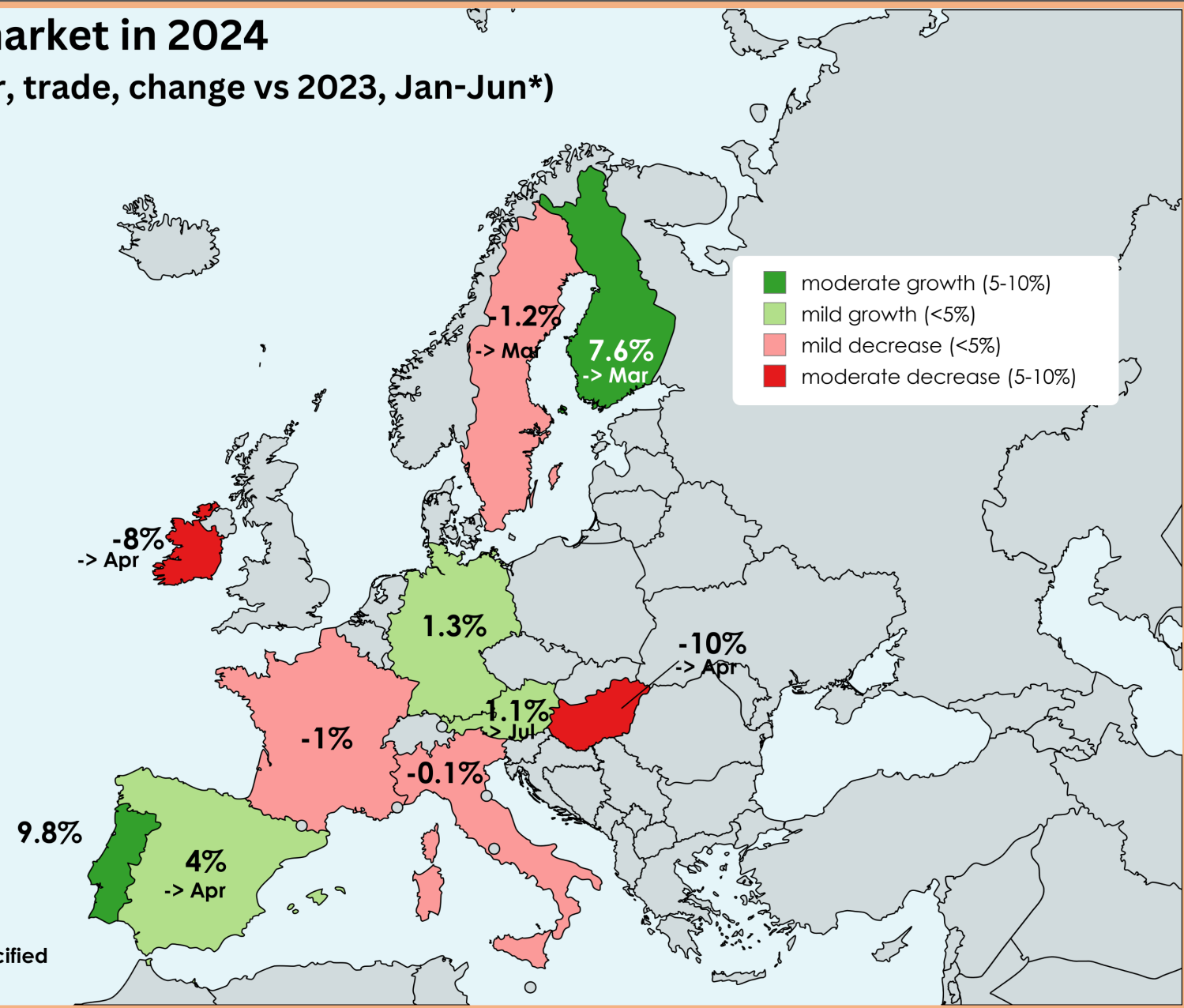
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The markets in 2024

The book market in 2024

(total turnover, trade, change vs 2023, Jan-Jun*)



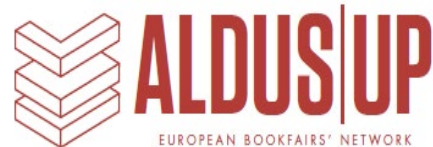
*unless otherwise specified

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Same trend as previous few years:
value marginally up, volume down, prices up



THANK YOU! ANY QUESTIONS?
ETURRIN@FEP-FEE.EU



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