

**Nielsen
BookData**



A New Beginning

Karine Pansa
President,
International Publishers Association

January, 2023



The INTERNATIONAL PUBLISHERS ASSOCIATION

PROMOTING AND PROTECTING PUBLISHING WORLDWIDE SINCE 1896



- 92 national, regional and specialized publishers' associations
- 76 countries around the world

Pillars:

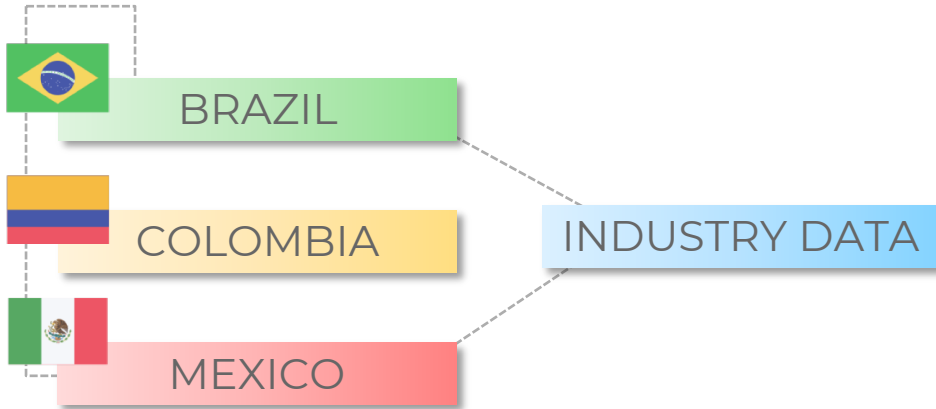
- Promote copyright
- Defend the freedom to publish

Other workstreams:

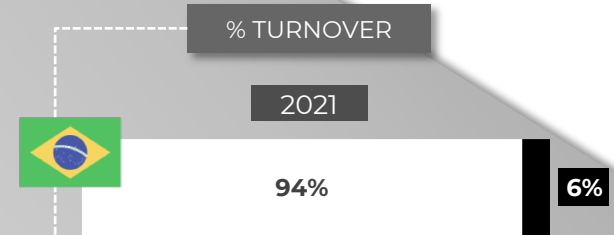
- Accessibility
- Sustainability
- Literacy
- Diversity and inclusion

LATAM

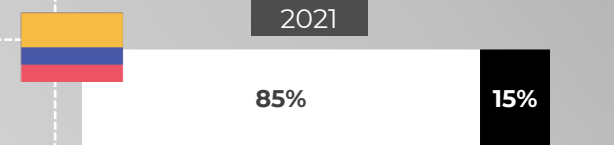
DIGITAL BOOK MARKET



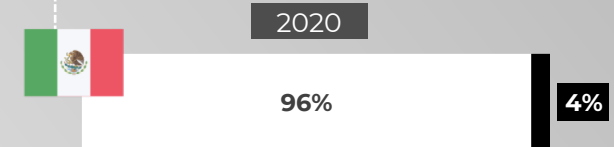
Nielsen BookData



Source: Nielsen BookData | Conteúdo Digital Ano Base 2021



Source: Cámara Colombiana del Libro 2021



Source: Cámara Nacional de la Industria Editorial Mexicana

■ Print Book ■ Digital Book

LATAM
DIGITAL BOOK MARKET

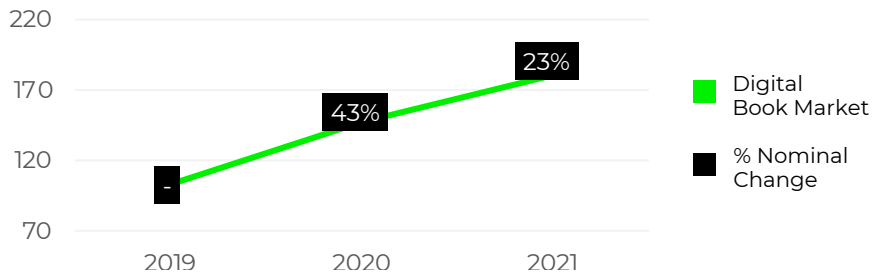


BRAZIL

REVENUE
In Millions

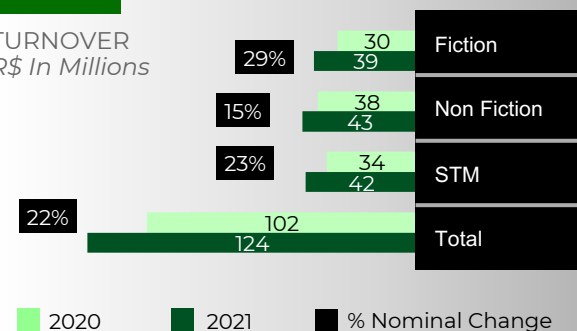
	2020	2021	% nominal change	% real change
R\$ a la carte (áudio+e-books)	103	125	22%	10%
R\$ other categories	44	56	26%	14%
R\$ Total	147	181	23%	12%

BRAZIL – DIGITAL BOOK MARKET
R\$ In Millions

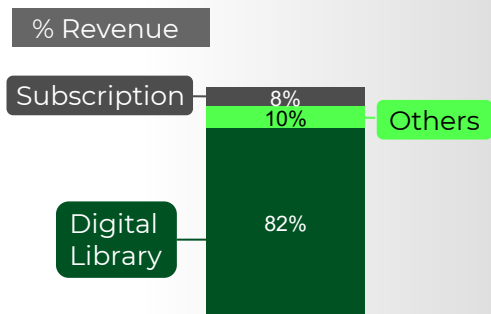


E-Book

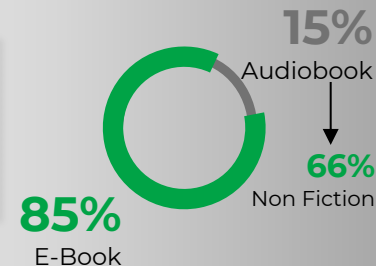
TURNOVER
R\$ In Millions



Others Categories - 2021



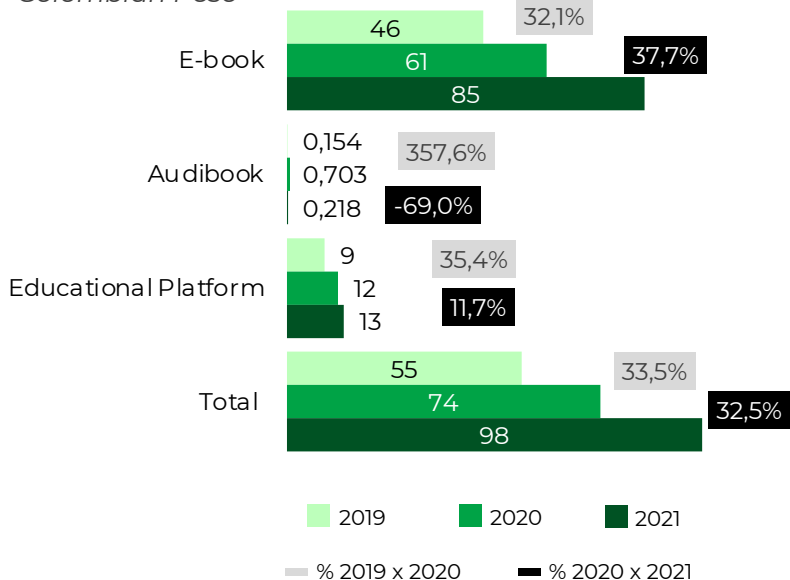
Subscription



LATAM
DIGITAL BOOK MARKET

COLOMBIA

REVENUE
In Billions
Colombian Peso



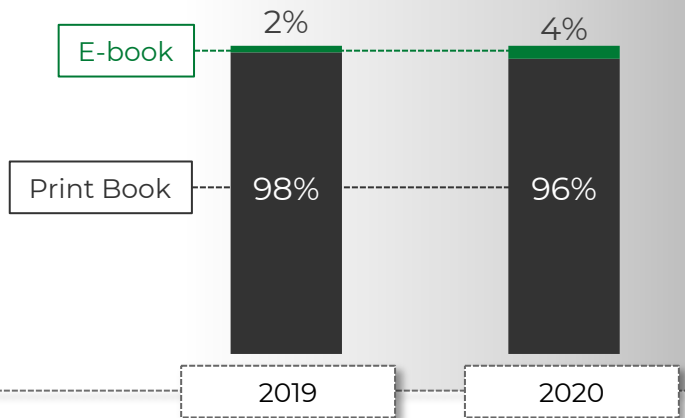
Source: Cámara Colombiana del Libro 2021

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MEXICO

REVENUE
In Millions
Mex\$

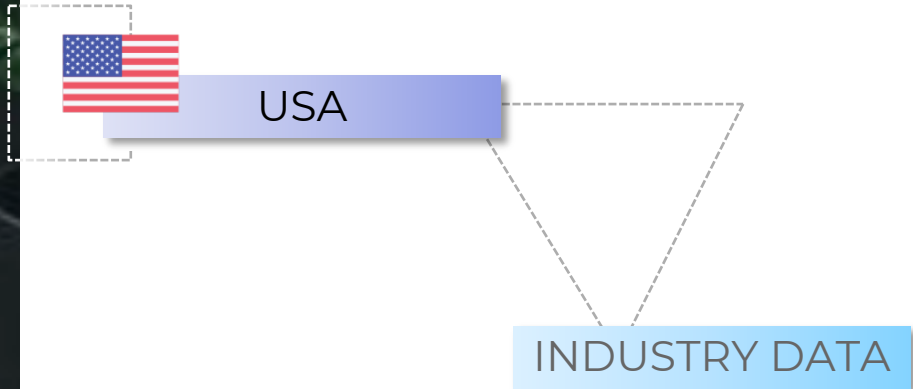
	2019	2020	% 2019 x 2020
E-book	233	368	58,3%



Source: Cámara Nacional de la Industria Editorial Mexicana



▶ USA
DIGITAL BOOK MARKET



Source: AAP StatShot 2021

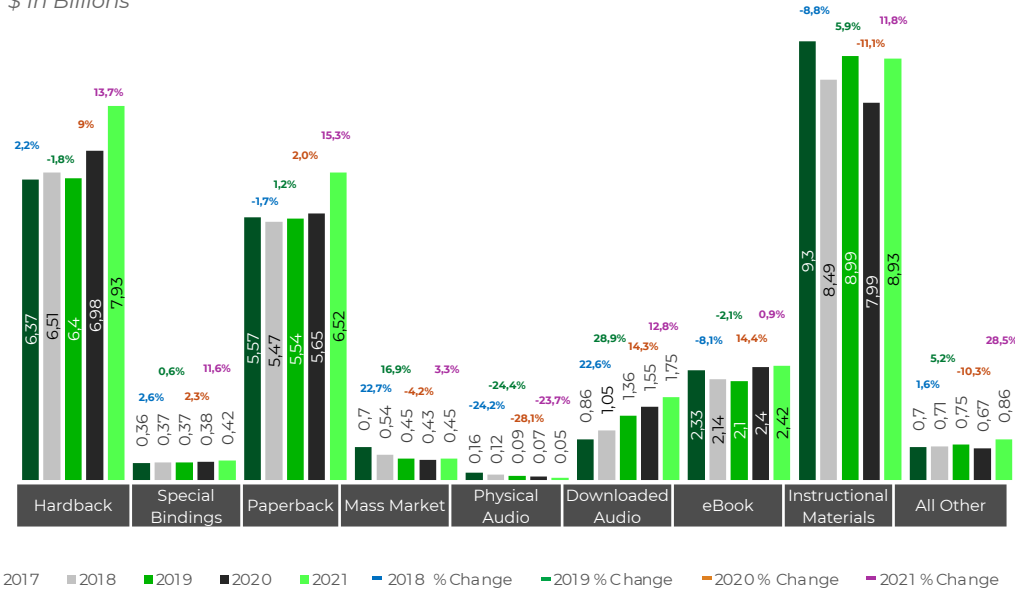
USA

DIGITAL BOOK MARKET

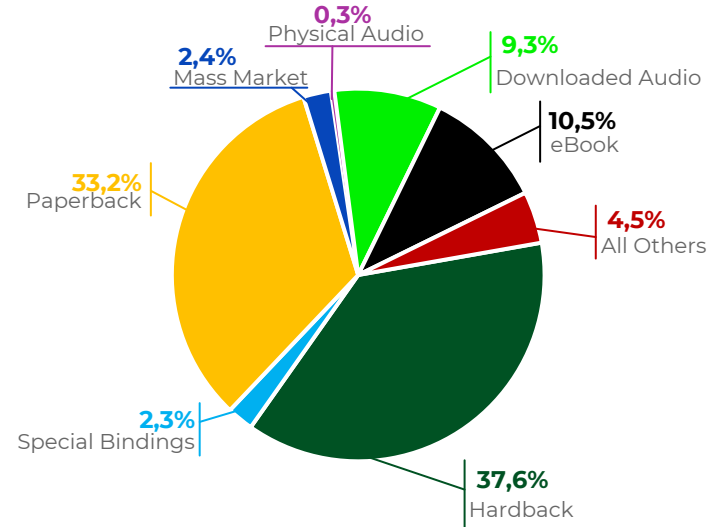


USA

Industry Revenue by Format with Percentage Change
\$ In Billions

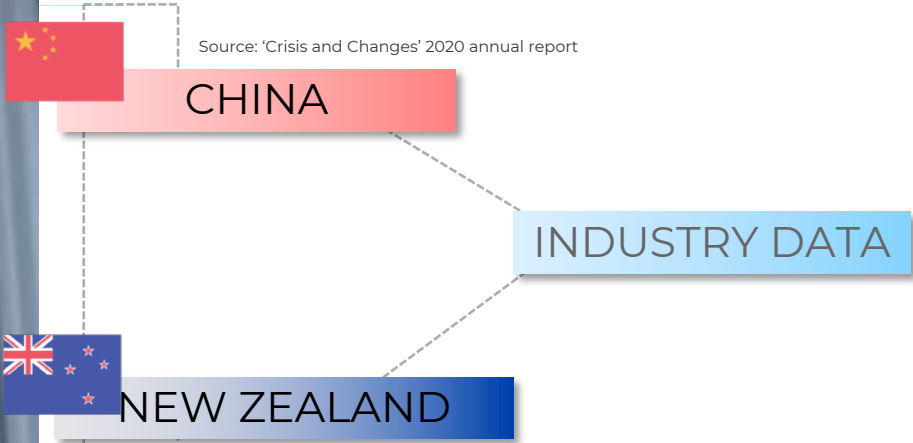


Percent of Total Trade Revenue by Format





▶ ASIA - OCEANIA
DIGITAL BOOK MARKET



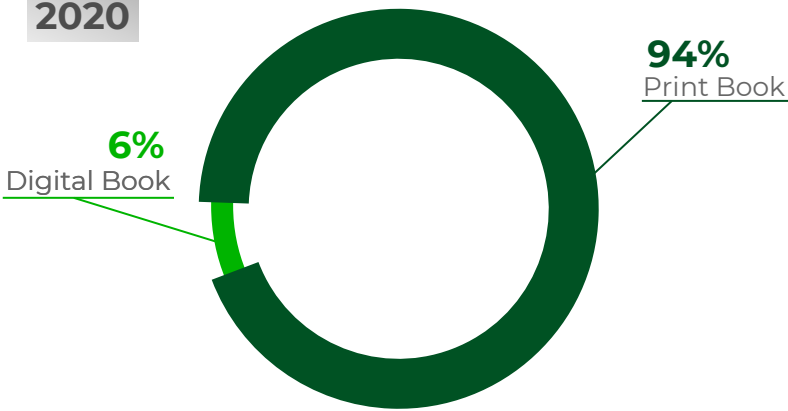


ASIA - OCEANIA DIGITAL BOOK MARKET



CHINA

2020

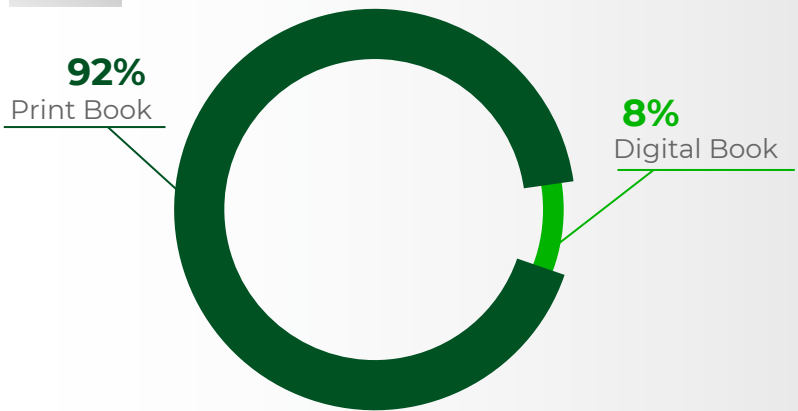


Source: 'Crisis and Changes' 2020 annual report



NEW ZEALAND

2021

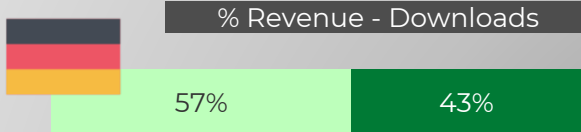


Source: PANZ Book Industry Market Size Report 2021 | Nielsen BookData

EUROPE DIGITAL BOOK MARKET

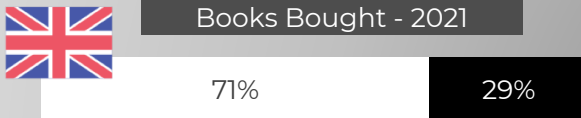


CONSUMERS DATA



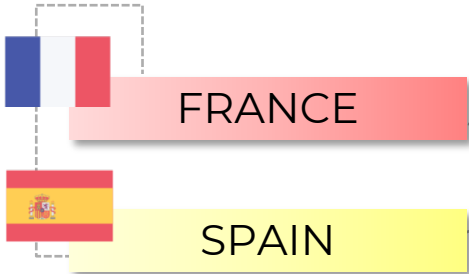
Source: Börsenverein des Deutschen Buchhandels | Annual Business Press Conference 2022

E-Book Downloads Audiobook Downloads



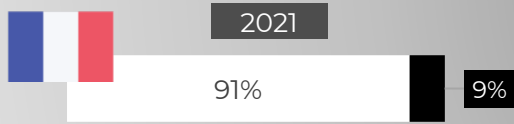
Source: Nielsen BookData | Books & Consumers

Print Book Digital Book



INDUSTRY DATA

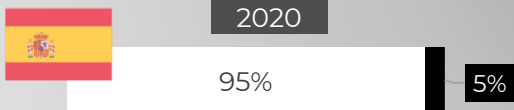
% TURNOVER



Source: SNE Les chiffres de l'édition 2021 - 2022

Print Book

Digital Book



Source: Federación de Gremios de Editores de España

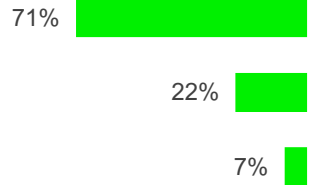
EUROPE DIGITAL BOOK MARKET



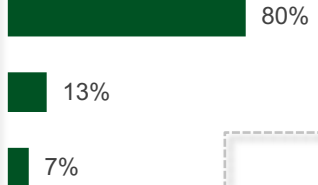
UK

CONSUMERS -2021

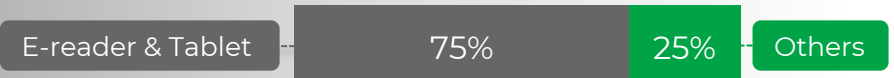
Books Bought



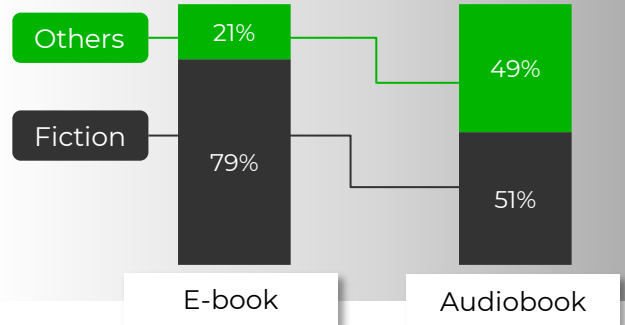
Money Spent



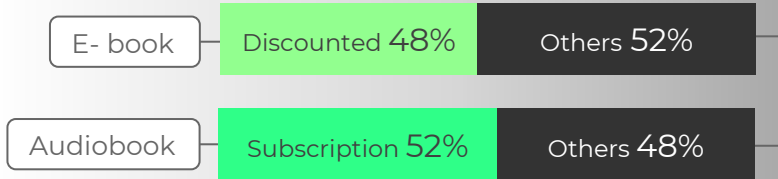
Devices used for reading E-books



Sector Share of Purchases



Purchase Method



▶ EUROPE
DIGITAL BOOK MARKET



GERMANY

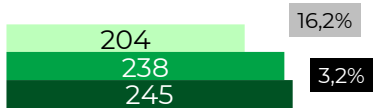
CONSUMERS -2021

REVENUE -DOWNLOADS

In Millions

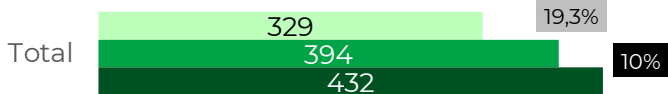
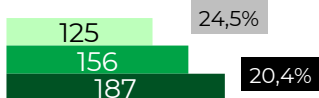
E-Book Downloads

Ebook single purchase, e.g. via hugendubel.de, weltbild.de, thalia.de



Audiobook Downloads

Digital audio book single purchase, e.g. via iTunes, Google Play, audible*.



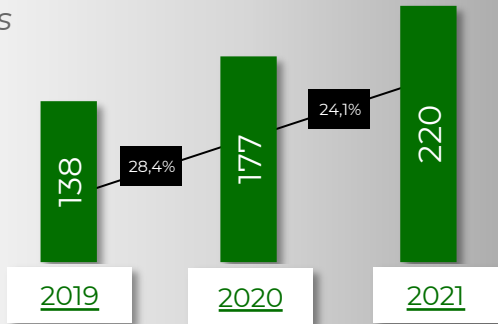
■ 2019 ■ 2020 ■ 2021

■ % 2019 x 2020 ■ % 2020 x 2021

*Counted under downloads, as the subscription model is based on individual downloads..

REVENUE -SUBSCRIPTION

In Millions



E-book Subscriptions

+15.5% (2020: +24.7%)
Flat rate providers, e.g. kindle unlimited, Nextory, storytel

Audiobook Subscriptions

+106.5 % (2020: 78.3%)
Flat rate providers, e.g. BookBeat, Nextory, storytel

Basis: Representative of 66.5 million people (German resident population aged 10 and over), Digital book market incl. audio books, ebooks and subscriptions, excl. music streaming flat rates.
GfK Consumer Panel Media*Scope Book

EUROPE

DIGITAL BOOK MARKET



FRANCE

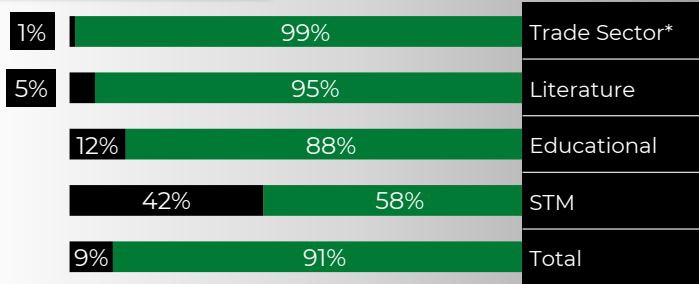
REVENUE

€ In Millions

	2020	2021	% change
Trade Sector*	18	18	-1,96%
Literature	33	33	0,47%
Educational	36	38	6,54%
STM	177	184	4,21%
Total	264	273	3,63%

*youth, comics, practical documents and news, etc

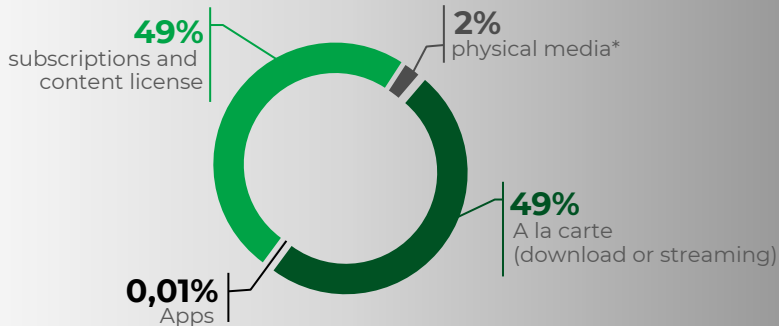
% Revenue - Print x Digital



*youth, comics, practical documents and news, etc

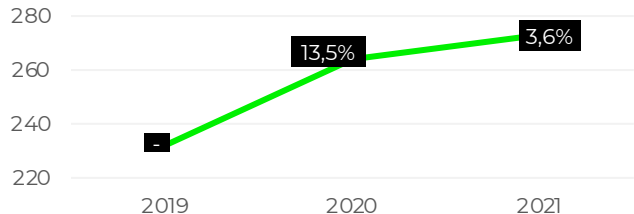
■ Print Book ■ Digital Book

% Revenue Share



France – DIGITAL BOOK MARKET

€ In Millions





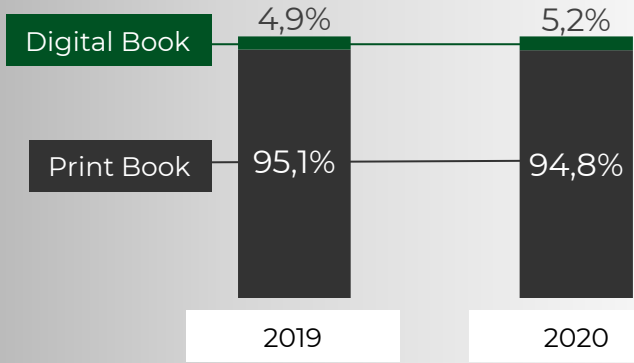
EUROPE DIGITAL BOOK MARKET



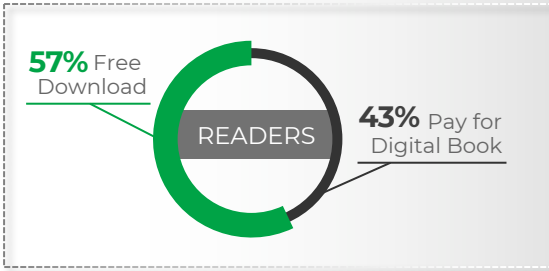
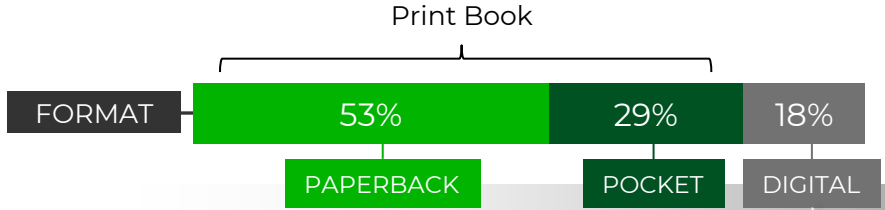
SPAIN

INDUSTRY DATA

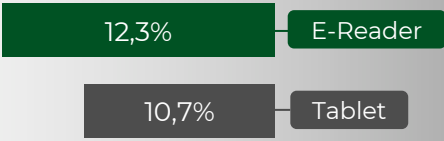
REVENUE € Millions	2019	2020	% 2019 x 2020
E-book	119	126	5,9%



READERS DATA



Devices used



Source: Federación de Gremios de Editores de España



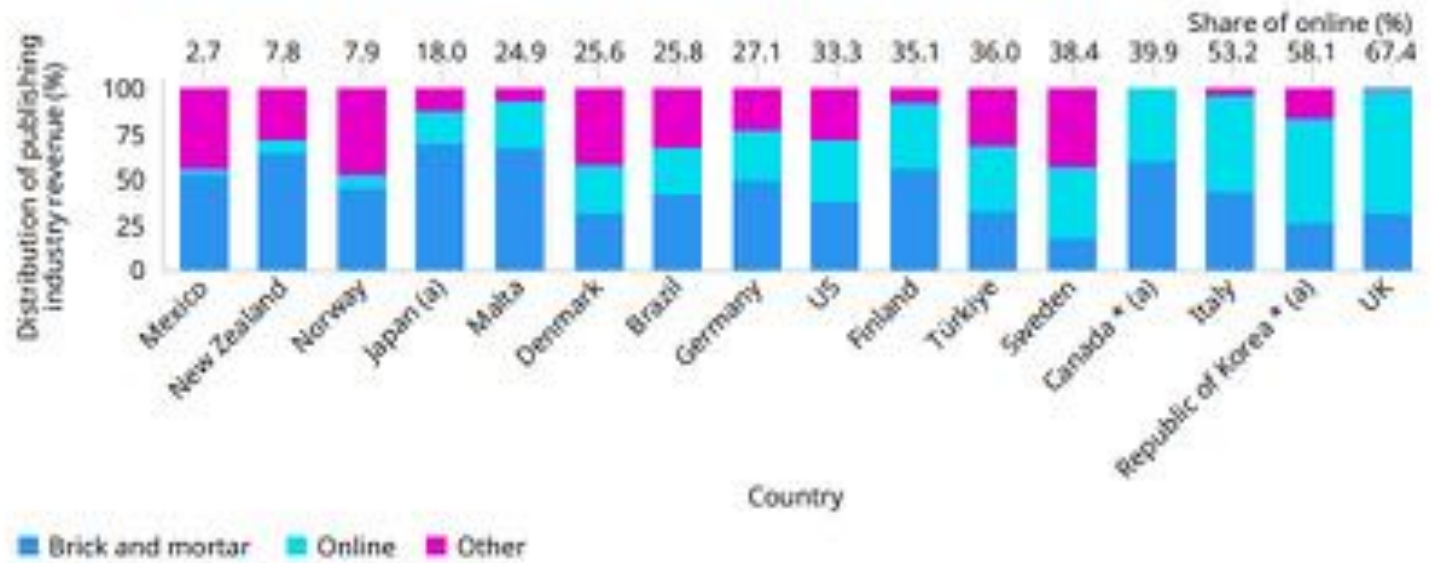
Nielsen BookData



▶ SALES CHANNEL
PUBLISHING INDUSTRY

DISTRIBUTION OF PUBLISHING INDUSTRY

REVENUE BY SALES CHANNEL - 2021



Note: Data for Germany and Italy are at market value calculated from retail prices. Online category includes digital sales.
 (a) trade sector only.
 * 2020 data.



Thank you!

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