

## EUROPEAN BOOK PUBLISHING STATISTICS

29 November, 2012

The Federation of European Publishers (FEP) represents 28 national associations of publishers from the European Union and the European Economic Area Member States. The present survey is based on reports from the national book publishing associations, and on further analysis and refining of data, for the year 2011.

Figures on the overall economic significance of the publishing industry refer to net publishers' turnover, i.e. the publishers' total revenues from the sales of books, not the total market for books (margin of booksellers or other retailers). They also do not account for revenues in terms of selling rights for translation, audiovisual adaptation, etc. In some cases, only data on market value was available; in such cases, average discount rates were applied to calculate an approximation of net turnover. Figures were rounded conservatively.

The total annual sales revenue of book publishers of the EU and the EEA in 2011 was approximately € 22.8 billion, according to the survey conducted by FEP. This represents a decrease from the last estimate of € 23.5 billion for 2010, with most markets recording a lower turnover than the previous year. The largest markets in terms of publishers' turnover in 2011 were Germany, followed by the UK, France, Spain and Italy.

A total of about 530,000 new titles were issued by publishers in 2011. The figure was taken from different sources, some of which included new editions or non-commercial titles, and was accordingly rounded conservatively. There was therefore an increase of an estimated 1% in the title output from the previous survey. European publishers held a total of close to 8.5 million different titles in stock, the countries reporting the largest availability being the UK (4.2 million), Germany (around 1.4 million), Italy (over 700,000), France (over 600,000) and Spain (over 450,000).

The countries reporting the largest new titles output<sup>1</sup> were the UK (149,800), Germany (82,048), Spain (approx. 44,000), France (41,902) and Italy (39,898).

According to the report, a total of approximately 135,000 people were employed full time in book publishing in 2011, an amount basically equal to one year earlier.

Beyond the individual figures, it can be noted that up to 2007 there was a clear growth trend both in terms of turnover and of titles output. In 2008 title production kept growing whilst turnover, adjusting for exchange rates effects, experienced what was predominantly a flat year. 2009 showed a slight decrease in turnover (once the exchange rate effect had been accounted for) and a slowdown of title growth. The crisis had less of an impact on publishing when compared to most other sectors (and within the sector, a stronger impact on exports). In 2010, the trend was reverted and growth resumed (especially exports), although favoured by exchange rates. In 2011, the market went down again, quite independently of exchange rates, and title production growth was sluggish. This analysis relies on the examination of more detailed data from a number of members that represent well over 80% of the total turnover and title production.

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<sup>1</sup> UK, France and Spain include new editions.

## European Book Publishing Statistics 2011

	2011	2010	2009	2008	2007
<b>Publishers' revenue from sales of books (bln)</b>	22.8	23.5	23	23.75	24.5
Educational (school) books	18.7%	17.9%	17.6%	15.9%	18.9%
Academic/Professional books	19.5%	20.5%	20%	21.5%	22.5%
Consumer (trade) books	49.8%	49.6%	50.5%	50.6%	48.9%
Children's books	12.1%	12%	11.9%	12%	9.7%
<b>Sales by area</b>					
Sales in the domestic market	80.5%	81.5%	84.4%	83%	82.7%
Exports	19.5%	18.5%	15.6%	17%	17.3%
<b>Sales by distribution channels</b>					
Trade (retail and wholesale)	80.9%	78%	79.5%	77.5%	78.3%
Book Clubs	6%	5.7%	5.6%	5.9%	6.9%
Direct	13.1%	16.3%	14.9%	16.6%	14.8%
<b>Number of titles published in period</b>					
New titles	530,000	525,000	515,000	510,000	490,000
Number of titles in print (active catalogue)	8,500,000	7,400,000	6,400,000	6,100,000	5,600,000
<b>Number of persons in full-time employment in book publishing</b>	135,000	135,000	135,000	135,000	140,000

\* Estimates, all figures rounded

**AUSTRIA** - HAUPTVERBAND DES ÖSTERREICHISCHEN BUCHHANDELS  
**BELGIUM** - VLAAMSE UITGEVERS VERENIGING - ASSOCIATION DES EDITEURS BELGES  
**BULGARIA** - АСОЦИАЦИЯ БЪЛГАРСКА КНИГА  
**CZECH REPUBLIC** - SVAZ ČESKÝCH KNIHKURCŮ A NAKLADATELŮ  
**CYPRUS** - PUBLISHERS ASSOCIATION OF CYPRUS  
**DENMARK** - FORLÆGGERFORENING  
**ESTONIA** - EESTI KIRJASTUSTE LIIT  
**FINLAND** - SUOMEN KUSTANNUSYHDISTYS  
**FRANCE** - SYNDICAT NATIONAL DE L'EDITION  
**GERMANY** - BÖRSENVEREIN DES DEUTSCHEN BUCHHANDELS  
**GREECE** - HELLENIC FEDERATION PUBLISHERS AND BOOKSELLERS  
**HUNGARY** - A MAGYAR KÖNYVKIADOK ES KÖNYVTERJESZTOK EGYESÜLESE  
**ICELAND** - FELAG ÍSLENSKRA BOKAUTGEFENDA  
**IRELAND** - PUBLISHING IRELAND  
**ITALY** - ASSOCIAZIONE ITALIANA EDITORI  
**LITHUANIA** - LIETUVOS LEIDĖJŲ ASOCIACIJA  
**LUXEMBOURG** - FEDERATION LUXEMBOURGEOISE DES EDITEURS DE LIVRES  
**THE NETHERLANDS** - NEDERLANDS UITGEVERSVERBOND  
**NORWAY** - DEN NORSKE FORLEGGERFORENING  
**POLAND** - POLSKA IZBA KSIĄŻKI  
**PORTUGAL** - ASSOCIAÇÃO PORTUGUESA DE EDITORES E LIVREIROS  
**ROMANIA** - FEDERAȚIA EDITORILOR DIN ROMÂNIA  
**SERBIA** - СРПСКО УДРУЖЕЊЕ ИЗДАВАЧА И КЊИЖАРА  
**SLOVENIA** - SLOVENIAN PUBLISHERS ASSOCIATION  
**SPAIN** - FEDERACION DE GREMIOS DE EDITORES DE ESPAÑA  
**SWEDEN** - SVENSKA FÖRLÄGGARE FÖRENINGEN  
**UNITED KINGDOM** - THE PUBLISHERS ASSOCIATION