

## Books and e-books - UK - September 2013

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"The UK consumer market for books and e-books is expected to show an increase in value in 2013, as a result of the boost to sales which has been provided by the growth in sales of e-books. Although print remains by some considerable margin the most popular book format in both value and volume terms."

– Michael Oliver, Senior Leisure and Media Analyst

This report looks at the following areas:

- Can print and e-books co-exist?
- How important are tablets to the digital reading market?
- How can bookshops resist the onslaught of the online channel?
- How can publishers maximise discovery of new titles?

This report covers the purchase of print and digital (eg e-books) books through all sources, and the total market sizes provided also include institutional book sales. Audiobooks are also included within Mintel's consumer research section, since this is a sector about which little hard data are available.

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