

Books and e-books - UK - September 2014

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“In order to solve the problem of men’s lower reading rates a cultural shift is necessary, with books specifically highlighted as a worthy pastime for young boys starting from primary school and continuing onwards into secondary education.”
– Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Men read less than women
- It's becoming difficult to navigate existing book catalogues

The upheaval caused by the introduction of digital books and e-readers into the UK began, arguably, with Amazon’s release of the Kindle in 2009. Alongside the contemporaneous financial crisis the industry has been stricken with problems in the years since, with a number of mainstay retailers going into administration or forced to close numerous high street branches.

However, there are signs that the digital migration is substantially slowing down. E-reader growth has trickled to a standstill in the UK and US, and the proportion of market revenue taken by e-books is stabilising rather than increasing. Publishers find themselves in a market where budding authors using digital tools are more empowered to move ahead without them, but where novel crowd-sourcing solutions and distribution models are well placed to support their growth in the years to come.

This report examines the current state of the book and e-book market, looking at books that consumers buy, how they read them, the retailers used to buy books and consumers’ attitudes towards buying books. It also discusses attitudes towards spending on e-books, and the motivations of consumers who have removed themselves from the market altogether.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Trend: FSTR HYPR

Trend: Attention Economy

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