

## Books and e-books - UK - June 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“The print book revival continues as consumers, young and old, demonstrate an appreciation for being able to tangibly own and read physical content. In contrast, the e-books market has stagnated, indicating that innovation is needed to regenerate excitement around the format and more distinctly distinguish e-books from the currently favoured print option”.

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- **The print revival is here to stay**
- **Audiobooks on the rise as e-books stall**

2016 was another very encouraging year for the consumer book market, featuring strong growth in print book sales. The book market currently embodies a wider trend towards valuing tangible media in a digital world, which there have been glimpses of in other media/entertainment markets (eg the growth of vinyl).

The value of the e-books market was, however, flat once again, indicating that the market really has plateaued. At this point e-books are still a fairly niche part of the overall market, used principally for content readers are less invested in. As people re-engage with the print experience, e-book innovation is needed to boost excitement around the format. Audiobooks were, however, the success story of digital publishing in 2016, with smartphones increasing the opportunities people have to listen to books on the go.

Unless the UK faces a significant economic downturn, the foreseeable future of the consumer book market looks positive. Despite there being so many alternative sources of entertainment available, people (including digital natives) appear to value the experience of reading/listening to and owning books.

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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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The print revival is here to stay

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The implications

Audiobooks on the rise as e-books stall

The facts

The implications

### The Market – What You Need to Know

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...and dominates top-20 audiobooks

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A smartphone is the most popular reading device for 16-24s

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People buy print when they are more invested in a book

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