

Books and e-books - UK - June 2017

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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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

The print revival continues
Figure 1: Forecast of total consumer book market sales, 2012-22

Audiobook sales are growing fast

Major growth for children's books

Waterstones announces profits for first time in seven years

Nook's e-book customers change hands several times

Amazon and Audible end exclusivity agreement

Key players

Top 20 publishers grow total print sales by 5%

Harper Collins stands out with e-books sales growth

Harry Potter once again tops the print sales charts ...
...and dominates top-20 audiobooks

Amazon introduces 'unlimited' reading for Prime members

The consumer

Over half of adults bought print books
Figure 2: Book buying habits, April 2017

Stores and online are used almost equally to purchase print books
Figure 3: Online vs in-store purchasing of print books, April 2017

A smartphone is the most popular reading device for 16-24s
Figure 4: Devices used for e-books and audiobooks, April 2017

More than nine in 10 print readers read at home
Figure 5: Location books are read and listened to, April 2017

Price threshold lower for e-books
Figure 6: Price willing to pay for books, April 2017

People buy print when they are more invested in a book
Figure 7: Attitudes towards books and e-books, April 2017

One famous narrator is the preferred option
Figure 8: Preference for multiple audiobook narrators, April 2017
Figure 9: Preference for famous audiobook narrators, April 2017

What we think

Issues and Insights

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The print revival is here to stay

The facts

The implications

Audiobooks on the rise as e-books stall

The facts

The implications

The Market – What You Need to Know

The print revival continues

The e-book market remains stagnant

Audiobook sales are growing fast

Major growth for children's books

Waterstones announces profits for first time in seven years

Nook's e-book customers change hands several times

Amazon and Audible end exclusivity agreement

Market Size and Forecast

The print revival continues

Figure 10: Value of consumer book market sales, 2012-22

Figure 11: Forecast of total consumer book market sales, 2012-22

Forecasts

Figure 12: Forecast of total consumer print book market sales, 2012-22

Figure 13: Forecast of total consumer e-book market sales, 2012-22

Audiobook sales are growing fast

The impact of Brexit on book publishing

Forecast methodology

Market Segmentation

Total print market surpasses 2012 figures

Figure 14: The UK physical book market end purchase sales by category, 2012-16

Major growth for children's books

Figure 15: Value of consumer market print book sales, by type of book, 2016

Market Background

Waterstones announces profits for first time in seven years

Waterstones defends unbranded stores

More independent stores close

Pocket Shop enters UK market by targeting travel hubs

Libraries face further cuts

Amazon opens more physical bookstores

Nook's e-book customers change hands several times

Amazon and Audible end exclusivity agreement

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E-reader ownership stalls

Figure 16: Personal and household e-reader ownership, 2014-16

EU ruling means e-books can't have lower sales tax

Amazon drops investigation into Amazon e-book contracts

Key Players – What You Need to Know

Top 20 publishers grow total print sales by 5%

HarperCollins stands out with e-books sales growth

Harry Potter once again tops the print sales charts...

...and dominates top-20 audiobooks

Amazon introduces 'unlimited' reading for Prime members

Independent stores innovate to create a better retail experience

Netflix gives more focus to literary adaptations

Amazon introduces new weekly bestsellers list

Market Share

Top publishers grow total print sales

Figure 17: Value of consumer market print book sales, by top-20 publishers, 2015-16

HarperCollins stands out with e-books sales growth

Figure 18: Volume of consumer market e-book sales, by 'big five' publishers, 2012-16

Harry Potter once again tops the print sales charts...

Figure 19: Top 10 consumer print books, by volume and value, 2016

...and dominates top-20 audiobooks

Figure 20: Top 20 audiobook downloads from Audible, 2016

Launch Activity and Innovation

Amazon introduces 'unlimited' reading for Prime members

Apple launches enhanced Game of Thrones e-books

Diversity is given greater focus by publishers

Amazon UK offers £20,000 self-publishing prize

Independent stores innovate to create a better retail experience

Amazon introduces new weekly bestsellers list

Netflix gives more focus to literary adaptations

HarperCollins utilises Facebook Live to highlight authors

The Consumer – What You Need to Know

Six in 10 adults buy books

Stores and online are used almost equally to purchase print books

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

Adapting digital books for commuters

Price threshold lower for e-books

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One famous narrator is the preferred option

Book Buying Habits

Over half of adults buy print books

Parents are a key demographic for print books

Audiobooks appeal to young men

Figure 21: Book buying habits, April 2017

Online vs In-store Purchasing of Print Books

Stores and online are used almost equally to purchase print books

Faster delivery services will help boost online shopping

More discovery features will improve online browsing

Figure 22: Online vs in-store purchasing of print books, April 2017

Reading Habits and Devices Used

Six in 10 have read a print book in the last 12 months

Figure 23: Devices used for e-books and audiobooks, April 2017

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

Figure 24: Devices used to read books, by age, April 2017

Locations for Reading Books

More than nine in 10 print readers read at home

Smart speakers offer a new home audiobook experience

Figure 25: Location books are read and listened to, April 2017

Adapting digital books for commuters

How Much People are Willing to Pay for Books

Price threshold lower for e-books

Young men will pay more for e-books

Hardbacks are highly valued

Figure 26: Price willing to pay for books, April 2017

Lack of familiarity means uncertainty about audiobook pricing

Attitudes towards Books and e-books

People buy print when they are more invested in a book

e-books are seen as more disposable

Figure 27: Attitudes towards books and e-books, April 2017

Younger book buyers prefer in-store browsing

Figure 28: Find in-store browsing for books more enjoyable than online browsing, by age, April 2017

Enhanced e-books appeal more to male readers

Figure 29: Interested in buying enhanced e-books, by gender and age, April 2017

For young readers, adaptations are very powerful

Many are willing to pay for self-published books

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Self-publishing makes author diversity even more important for publishers

Audiobook Narrator Preferences

One famous narrator is the preferred option

Figure 30: Preference for multiple audiobook narrators, April 2017

Figure 31: Preference for famous audiobook narrators, April 2017

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Market forecasts

Figure 32: Value of total consumer book market sales, 2017-22

Figure 33: Value of total consumer print book sales, 2017-22

Figure 34: Value of total consumer e-book sales, 2017-22

Forecast methodology

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