

# Books and E-books - UK - June 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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## This report looks at the following areas:

- Smart speakers to give extra boost to audiobook market
- The problem of e-book pricing



“The excitement of the print revival has died down slightly with print growth stalling in 2017 and 2018. The most intriguing sector of the book market currently is audiobooks; with the format likely to receive a boost from the growing popularity of voice-controlled smart speakers”.

- Rebecca McGrath, Senior Media Analyst

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## THE MARKET – WHAT YOU NEED TO KNOW

- **Book market to remain steady in 2018**
- **E-book market to grow by 2% in 2018**
- **Slight growth in value of fiction**
- **Waterstones sold to hedge fund**
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- **Libraries continue to close at a significant rate**
- **EU yet to reduce VAT on e-books**

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- **Hachette has strong e-book year**
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- Spotify signs deal with Bloomsbury for Audiobooks
- Google adds audiobooks to Play Books
- Publishers invest more in vinyl audiobooks
- Efforts are being made to promote under-represented demographics
- PRH measures diversity via 'inclusion tracker'
- Women-only pop-up introduced by Waterstones
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- Pan Macmillan launches competition for independent bookshops...
- ...and launches influencer-hosted house parties

## THE CONSUMER – WHAT YOU NEED TO KNOW

- Half of people buy print books
- Half of people read 2-9 books a year
- Amazon is the primary way people buy print books
- Subscriptions are playing an important role for digital books
- Displays have encouraged one in four to make a purchase
- People spend more time browsing for book in bookstores than online
- Many enjoy listening to audiobooks with others
- People are often looking for the cheapest e-books

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