

Books and E-books: Inc Impact of COVID-19 - UK - November 2020

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“Bookstores, especially independent bookstores, have been dealt a harsh blow by the pandemic, which will continue to be very difficult to navigate. A positive story to take from the outbreak so far, however, is that it has further highlighted people’s love of print books and reading, as well as how eager many are to shop in bookstores. It has also helped reinvigorate the digital books market.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- The impact of COVID-19 on the books and e-books market
- Forecast for the UK publisher sales of consumer print books and digital books
- Trends in book buying and reading habits
- The main reasons people have not bought a book in the last year
- The main reasons why people have read books in the last year
- Consumer attitudes towards books

As of July 2020, 29% of print book buyers had bought more print books after the outbreak of COVID-19 than they would have if the outbreak had not occurred, while only 13% had bought fewer. This highlights the resilience of the print market, even when facing the closure of bookstores.

The main impact of COVID-19 on the UK books market has been the closure of bookstores pushing sales online, further boosting the role of Amazon. It has also increased the appetite for books across formats and genres, with people looking for escapism, and to educate and inform themselves while they have more time on their hands.

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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 Consumer – What You Need to Know

- The COVID-19 outbreak has increased people's appetite for books
- People read books for a distraction and for self-improvement
- Many think it is better to choose a retailer other than Amazon

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People looking to books to stay better informed in an era of misinformation

Specific books are not the main inspiration for most people

E-books can be the ideal boredom-induced impulse purchase

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