

Global Book Market Report

January to
August 2023



Global book market revenues up in 2023, thanks to rising prices

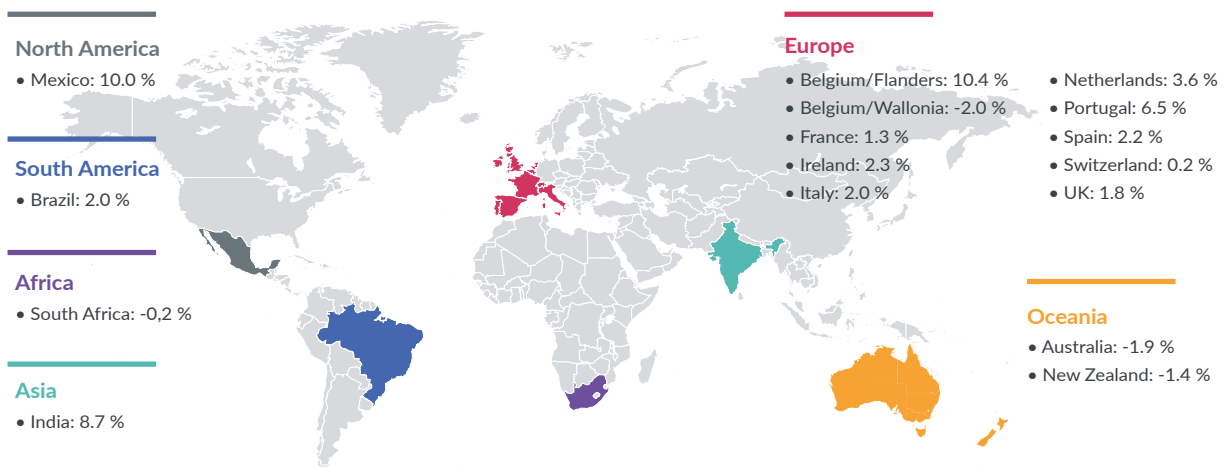
The new book market report from GfK Entertainment and Nielsen BookData provides an unparalleled view of the global market.

Earlier this year, GfK and NIQ merged to become the world's preeminent consumer intelligence company. As a result, data from both GfK Entertainment, a subsidiary of GfK, and Nielsen BookData, a subsidiary of NIQ, has combined to give an unparalleled view of the global book market. Their latest book market report, shows across 16 countries an increase in turnover for the majority.

The global book market recorded a rise in revenues in many markets in the first eight

months of 2023, but this was accompanied by much higher prices. According to the 16-country analysis, the gains ranged from single figures in economically strong sales territories such as France (+1.3%) and the UK (+1.8%) to considerable increases in the emerging book markets of India (+8.7%) and Mexico (+10%). Revenues were only down in four countries, including Australia (-1.9%) and South Africa (-0.2%).

Growth in Revenue per Country



Falling unit sales in three-quarters of the countries surveyed

Average prices for books increased in the Belgium region of Flanders (+8.7%), South Africa (+7.6%), Brazil (+6.1%) and the UK (+5.7%) most noticeably between January and August 2023, but the actual quantity sold went down in three-quarters of the regions surveyed. Here, too, countries such as India (+6.4% in volume) and Mexico (+4.2% in volume) were the exception. The study also found that fiction largely outperformed non-fiction or “how-to” titles, with fiction books generating a higher revenue growth in ten of the 16 countries.

Revenues up 5.1% in Germany

In Germany, which was considered separately in the data evaluation based on the half-year figures from Consumer Panel Services GfK, revenues jumped by 5.1% compared to the same period last year. This was mainly due to the 2.6% rise in average prices, which, when taken into account, means actual sales increased by 2.4%.

Travel books booming, comic books sales trend over for the time being

Travel guides were again in demand in the post-Covid year 2022, and there has been no let-up in this trend. Travel books are booming and are one of the fastest growing categories in 2023. Half of all 16 book markets surveyed even reported double-digit revenue growth for this category. Comic books, especially Manga,

on the other hand, have faced a heavy downturn after enjoying a strong performance in recent years, with figures of -10.9% recorded for Spain and -9.1% for Italy.

Prince Harry's memoir a world bestseller

A glance at the international bestseller lists reveals the growing importance of social media communities like those on BookTok. One of this community's best-known authors, Colleen Hoover, has made it into the top 5 in ten countries

with her bestsellers *It Ends with Us* and *It Starts with Us*. Biographies are also very much in demand, especially Prince Harry's *Spare*. The memoir from the British prince was among the top five best-selling non-fiction titles in 12 countries in the first eight months of its year of release. In the UK, Ireland, Italy and the Belgian region of Wallonia, *Spare* was the most popular book overall. *Atlas: The Story of Pa Salt* by the late Lucinda Riley and her son Harry Whittaker was the most successful title in New Zealand, the Netherlands, and the Belgian region of Flanders.

Topseller per country

Australia	Nagi Maehashi <i>RecipeTin Eats: Dinner</i>
Flanders (BE)	Lucinda Riley & Harry Whittaker <i>Atlas: het verhaal van Pa Salt/Atlas: The Story of Pa Salt</i>
Wallonia (BE)	Prince Harry <i>Le suppléant/Spare</i>
Brazil	Colleen Hoover <i>É assim que começa/It Starts with Us</i>
France	Fred Vargas <i>Sur la dalle</i>
India	Gaur Gopa Das <i>Energize your mind</i>
Ireland	Prince Harry <i>Spare</i>
Italy	Prince Harry <i>Spare. Il minore/Spare</i>
Mexico	James Clear <i>Hábitos atómicos/Atomic Habits</i>
Netherlands	Lucinda Riley & Harry Whittaker <i>Atlas: het verhaal van Pa Salt/Atlas: The Story of Pa Salt</i>
New Zealand	Lucinda Riley & Harry Whittaker <i>Atlas: The Story of Pa Salt</i>
Portugal	Freida McFadden <i>A Criada/The Housemaid's Secret</i>
South Africa	André de Ruyter <i>Truth to Power: My Three Years Inside Eskom</i>
Spain	Javier Castillo <i>El cuco de cristal</i>
Switzerland	Martin Suter <i>Melody</i>
UK	Prince Harry <i>Spare</i>

About the study

The survey is based on physical point-of-sale data from January to August 2023 for Australia, Belgium (Flanders/Wallonia), Brazil, France, India, Ireland, Italy, Mexico, the Netherlands, New Zealand, Portugal, Spain, South Africa, Switzerland and the UK. For Germany, the half-year data from Consumer Panel Services GfK were used.

The results, together with the press release and additional information, can be downloaded at www.gfk-entertainment.com.

If you would like further data or information, please contact Senta Wolf at senta.wolf@gfk.com or Hazel Kenyon from Nielsen BookData at hazel.kenyon@nielseniq.com.

GfK Entertainment is a supplier of charts and market research data to the Books, Games, Music, Video and Merchandising industries. It works closely with the relevant industry bodies and currently carries out market research in over 30 countries. GfK Entertainment is part of GfK. For more information, visit gfk-entertainment.com.

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookData is responsible for the ISBN and SAN Agencies for UK & Ireland as well as providing search and discovery services for booksellers and libraries. Its Research services provide retail sales analysis for both print and e-books alongside research from the Books and Consumers Survey. For publishers Nielsen BookData offers a range of services from assigning an ISBN to a book to adding metadata to its database and providing promotional tools to help market books. The company is wholly owned by NIQ. For more information, visit nielsenbook.co.uk.