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A Taste of Sweden: Swedish Fiction and Sales Trends

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The Swedish Book Market



Introduction

The Swedish Book Market is showing a general decline year on year, however with some areas in growth such as children's books, and in digital subscription services.

Publishers are finding that e-books are making up more of new titles output despite being a small proportion of the revenue and generally digital products are eroding revenue. Publishers are reporting sales to bookstores are falling whereas there is a rise in their sales to online retailers.

Sweden has a very high literacy rate and is reflected by over 74% of the adult population reading annually. Women read more than men across all age groups and it is the older age groups that read the most.

This report draws on sources from Svenska Bokhandlareforeningen The Booksellers' Association and Svenska Förläggareföreningen, The Publishers' Association and refers to the PA Report *Förlagsstatistik 2016* and the joint BA and PA report by Erik Wikberg *Boken 2017* and the Statistics Sweden report on Leisure Activities *Fritid 2014-2015*. All reports are available online from www.booksellers.se , www.forlaggare.se and www.scb.se



Market Statistics

THE BOOK 2017 – market, trends and analyzes
Erik Wikberg

The Book 2017 is a collaboration between Svenska Bokhandlareforeningen and Svenska Förläggareföreningen.

The statistics are based on the most comprehensive data collection of book sales from retailers in Sweden and comprise a significant proportion of all sales of general literature to consumers.

A large proportion of the country's retailers of books in different sales channels provide data to the statistics - internet bookshops, book clubs, department stores, supermarkets and physical bookshops

The sales statistics presented in this report cover the time period from January 1, 2015 to December 31, 2016 and focuses on general literature.

This is the eighth report based on the book sales statistics data volume.

Svenska Bokhandlareföreningen and Svenska Förläggareföreningen has published all reports on their websites.



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Market Statistics

This report presents the most comprehensive data collection to date on Swedish book sales in different market channels. It is produced by The Swedish Booksellers Association and The Swedish Publishers Association and covers the period 2015 to 2016.

During this time period, the total book sales in traditional market channels have decreased, both in terms of turnover and in volumes. In 2016, the traditional book market reached TSEK 3,643,408 with unit sales of 29,505. This is a decrease of 2.0 per cent compared to the year before and the total number of sold books decreased 2.7 per cent.

However, if actors in the niched digital market channel mainly selling audiobooks on a subscription basis are included in the total market, the total book sales increased with 1.6 per cent. This market channel has had a market growth amounting to 61.4 per cent in the last year and now accounts for TSEK 353,156 in 2016



Market Statistics

There are notable differences the Traditional market channels.

Physical bookstores decreased their sales in contrast to Internet bookstores. In 2016, the decreased turnover for physical bookstores amounted to 4.9 per cent whereas Internet bookstores saw an increase amounting to 0.9 per cent. Other retailers, which consist of grocery stores and book clubs, experienced a decline in sales. In 2016, the turnover for this market channel decreased 5.6 per cent.

The average retail price of the books sold increased slightly in 2016 with 0.8 per cent, from 122 to 123 SEK.

Market Statistics

Within genres, Fiction titles are down in value kronor by 4.2 per cent and in volume terms by 0.9 per cent and now is TSEK 42,706 and 5,573 unit sales. Children's titles are in growth in value kronor and in volume (6.4 percent and 1.6 percent) and now brings in 64,349 TSEK and 6,665 unit sales. General Non Fiction is down year on year however certain areas are in growth in value kronor such as Humanties and Popular Non Fiction although volume sales are also down in these areas.

Within Children's, increase in 2016 comprised four out of seven age categories. Children 9-12 years increased by 20.5 per cent in value kronor and 18.0 per cent volume.

Top 10 Fiction Titles 2016

1	Lars Kepler	Kaninjägaren	Albert Bonniers Förlag
2	Elena Ferrante	Min fantastiska väninna. Bok 1, Barndom och tonår	Norstedts
3	Leif G.W. Persson	Kan man dö två gånger?	Albert Bonniers Förlag
4	David Lagercrantz	Det som inte dödar oss	Norstedts
5	Jan Guillou	Äkta amerikanska jeans	Piratförlaget
6	Elena Ferrante	Hennes nya namn. Bok 2, Ungdomsår	Norstedts
7	Lars Kepler	Playground	Albert Bonniers Förlag
8	Leif G.W. Persson	Bombmakaren och hans kvinna	Albert Bonniers Förlag
9	Michael Hjorth & Hans Rosenfeldt	De underkända	Norstedts
10	James E. L.	Grey: Femtio nyanser av honom enligt Christian	Norstedts

Top 10 Pocket Book Titles 2016

1	Paula Hawkins	Kvinnan på tåget	Massolit förlag
2	Jojo Moyes	Arvet efter dig	Printz Publishing
3	Liane Moriarty	Öppnas i händelse av min död	Månpocket
4	Martina Haag	Det är något som inte stämmer	Piratförlaget
5	Jonas Jonasson	Mördar-Anders och hans vänner (samt en och annan ovän)	Pocketförlaget
6	Jan-Philipp Sendker	Konsten att höra hjärtslag	Månpocket
7	Lars Mytting	Simma med de drunknande	Månpocket
8	Anthony Doerr	Ljuset vi inte ser	Bookmark Förlag
9	Sofie Sarenbrandt	Avdelning 73	Massolit pocket
10	Jonas Hassen Khemiri	Allt jag inte minns	Bonnier Pocket

Top 10 Non Fiction Titles 2016

1	Therese Lindgren	Ibland mår jag inte så bra	Bokförlaget Forum
2	Bruce Springsteen	Born to run	Natur & Kultur
3		Guinness World Records 2017	Bonnier Fakta
4	Thomas Eriksson	Omgiven av idioter: Hur man förstår dem som inte går att förstå	Hoi Förlag
5	Mia Clase & Lina Nertby Aurell	Food pharmacy: en berättelse om tarmflora, snälla bakterier, forskning och antiinflammatorisk mat	Bonnier Fakta
6	Mikael Lindnord & Val Hudson	Arthur: gatuhunden som lämnade djungeln och hittade hem	Bokförlaget Forum
7	Jason Timbuktu Diakité	En droppe midnatt	Albert Bonniers Förlag
8	Anders Hansen	Hjärnstark: hur motion och träning stärker din hjärna	Fitnessförlag
9	Peter Wohlleben	Trädens hemliga liv	Norstedts
10	Jan Pedersen	Vilda djur: 100 fantastiska arter och deras läten	Max Ström

Top 10 Children's Titles 2016

1	J. K. Rowling, John Tiffany & Jack Thorne	Harry Potter och det fördömda barnet. Del ett och två	Rabén och Sjögren
2	Martin Widmark	Modemysteriet	Bonnier Carlsen
3	Martin Widmark	LasseMajas sommarlovsbok	Bonnier Carlsen
4	Jeff Kinney	Satsa allt	Bonnier Carlsen
5	Martin Widmark	Campingmysteriet	Bonnier Carlsen
6		MiniPixi säljförpackning 1	Bonnier Carlsen
7	Martin Widmark	Cafémysteriet	Bonnier Carlsen
8		Pixiadventskalender	Bonnier Carlsen
9	Martin Widmark	Mumiemysteriet	Bonnier Carlsen
10	Åsa Larsson & Ingela Korsell	Pax. Nidstången	Bonnier Carlsen

Top 10 Audio Books Titles 2016

1	Carin Hjulström	Finns inte på kartan	Bonnier Audio
2	Stefan Ahnhem	Offer utan ansikte	Bonnier Audio
3	Lars Kepler	Stalker	Bonnier Audio
4	Lars Kepler	Kaninjägaren	Bonnier Audio
5	MonsKallentoft	Eldjägarna	Bonnier Audio
6	Annette Haaland	Pastor Wiveka och tanterna	Bonnier Audio
7	Leif G.W. Persson	Kan man dö två gånger? (MP3-fil)	Bonnier Audio
8	Leif G. W. Persson	Kan man dö två gånger? (CD-skiva)	Bonnier Audio
9	Lars Kepler	Kaninjägare	Bonnier Audio
10	Martina Haag	Det är något som inte stämmer	Piratförlaget

* Note that streamed and downloadable books (digital audiobooks) are widely sold through data providers which are not represented in the book sales statistics. The top lists reflect sales of data providers in data base and is not representative of the market as a whole.

Top 10 E-books 2016

1	Caroline Eriksson	De försvunna	Bokförlaget Forum
2	Ninni Schulman	Vår egen lilla hemlighet	Bokförlaget Forum
3	Lars Kepler	Kaninjägaren	Albert Bonniers Förlag
4	Lars Kepler	Stalker	Albert Bonniers Förlag
5	Leif G. W. Persson	Kan man dö två gånger?	Albert Bonniers Förlag
6	Mons Kallentoft	Eldjägarna	Bokförlaget Forum
7	David Lagercrantz	Det som inte dödar oss	Norstedts
8	Liane Moriarty	Öppnas i händelse av min död	Albert Bonniers Förlag
9	Jojo Moyes	Arvet efter dig	Printz Publishing
10	Annette Haaland	Pastor Wiveka och tanterna	Albert Bonniers Förlag

* Note that streamed and downloadable books (e-books) are widely sold by data providers who are not represented in the book sales statistics. The top lists reflect sales of data providers in the data base and is not representative of the market as a whole.

Participating Retailers in 2016

Physical bookstore

Akademibokhandeln, the majority of stores in the JB group, Pocketshop, the majority Of Ugglan stores and fifteen independent stores.

Internet Bookstore

Adlibris, Akademibokhandeln.se, Bokus, Cdon, The Children's Book Club, Bonniers Book Clubs, Massolite book clubs and Norstedts book clubs.

Grocery

Axfood, Bergendahls, Coop and Ica.

Digital subscription services

These are not included in the regular data base this report is based on, however, Bookbeat, Nextory and Storytel have provided statistics separately. These volume sales refer to listened / read E-books in subscription services and thus differ from sales of sold copy.



Publisher Statistics

Since 1973/1974, it has been the practice of the Swedish Publishers' Association to produce detailed statistical reports covering the member publishers' publications and sales.

Thus, in this report the Association presents Swedish book market statistics for the 44th consecutive year. For the year 2016, 55 member publishers have contributed complete data sets for the report and three publishers who are not members have contributed data for the year 2016.

These publishers make up 100 % of the total invoiced sales for general publishing for all the members. Since the basic data for this report comes only from the members of the Swedish Publishers' Association, new members entering and old members leaving the Association might influence the data somewhat.

This report is, of course, not a complete picture of the Swedish book market, and nor is it intended to be. This is partly because the basic data only comes from members of the Association, and partly since it only concerns general publishing. However, it gives a good picture of the developments and the Swedish market as a whole over time trends.

Publisher Statistics

The Swedish Publishers' Association presents statistics on publication and sales of general literature by their members in 2016.

Sales revenue fell by 4% and was fairly well spread among members. The upward trend in sales seen in recent years was halted, mainly because of the shift from print to digital format. Digital formats generate less revenue for publishers, and the statistics reflect this, even though the number of copies sold increased by 2.4 million. In 2016 revenue from digital formats increased by 44%, or SEK 71 million, to reach 14% (2015: 9%) of our members' total revenue.

The success of a small number of bestselling titles often affects the overall sales figures, but there was an absence of such exceptional titles in 2016. This chiefly affected department stores and supermarkets, and to a lesser extent the bookstores. The choice of less commercially appealing winners of the Nobel Prize and the August Prize in 2016 also generated less revenue than in previous years for the publishers concerned.

Sales of new children's and young adult titles increased, whereas sales of new non-fiction fell slightly. Literary fiction showed the biggest change compared with 2015. Sales of new bound editions fell by 12% in revenue terms, while sales of new audiobook fiction increased by 39%.

Publisher Statistics

Publishing sales down as shift to digital erodes revenue

Digital publishing and sales increased sharply, especially for backlist titles, with particular emphasis on literary fiction and children's and young adult books. The digital format is dominated by streamed audiobooks and a range of subscription services. E-books still account for a relatively modest proportion of publishers' revenue, despite making up almost a third of new titles.

Sales to the bookstores fell by 9%, while sales to online book retailers increased by 2%.

Discounting remains an important sales tool for the book industry. As a percentage of total sales, discount sales have remained fairly constant over the past three years, accounting for 5% of the total in 2016.

The total stock held by publishers continued to decline, reaching an all-time low in 2016.



2016 IN BRIEF

Revenue	Book sales - 4 %
Publishing	Number of new titles + 11 %
Copies sold, new titles	Total - 1 % Per title - 11 %
Digital editions, new titles	E-books accounted for 31% of titles published and 1% of sales revenue. Audiobooks accounted for 13% of titles published and 6% of sales revenue.
Digital editions (e-books and audiobooks, new titles and backlist)	Digital editions accounted for 14% (SEK 232 million) of sales revenue.



Sales by Channel (MSEK)

	Change 2015- 2016	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	73/74
Sales from Publisher (less returns, excl. VAT)																	
Bookstores	-9%	509.4	562.8	568.4	608.9	603.1	617.4	602.5		663.9	734.5	838.0	759.2	776.2	783.0	718.8	100.7
Internet retailers	2%	356.7	348.7	327.6	329.3	363.4	401.6	351.5		322.8	284.5						
Wholesalers*	4%	207.6	198.9	202.8	257.6	266.9	311.1	241.0	246.6	252.0	290.8	336.9	338.6	279.3	254.3	224.9	23.3
Department stores	-48%	87.7	168.6	174.5	140.8	94.3	195.3	239.0		245.4	261.0	300.9	282.2	264.8	260.0	276.3	11.3
<i>Total Bookstores, Internet retailers, Wholesalers and Department stores</i>	-9%	1,161.5	1,279.1	1,273.3	1,336.5	1,327.7	1,525.4	1,434.0	1,425.7	1,484.2	1,570.9	1,475.7	1,380.1	1,320.4	1,297.3	1,220.0	135.3
Book clubs	-13%	97.9	113.0	121.5	138.1	154.4	175.6	190.4	194.7	206.3	228.6	249.9	254.8	248.4	259.8	255.2	
Digital retailers**	41%	228.7	162.4														
Other retailers	-18%	37.1	45.2	125.7	112.8	87.9	77.4	69.4	102.9	117.9	129.4	135.4	117.2	152.7	167.4	144.2	9.8
Direct Sales to consumers***	-23%	39.8	51.6	63.0	66.2	80.7	65.8	65.4	62.2	89.5	115.3	99.6	83.9	72.0	68.1	69.7	22.5
Direct Sales to companies and institutions	14%	131.8	115.3	105.6	92.9	104.9	127.1	131.0	139.7	119.1	137.5	118.0	110.5	111.9	98.2	96.7	12.9
Printed books in Swedish. Foreign language editions	-4%	33.8	35.2	32.4	37.4	38.6	39.8	49.3	47.9	55.6	58.5	50.0	46.4	52.2			
Total Sales from Publisher	-4%	1,730.5	1,801.8	1,721.6	1,784.0	1,794.2	2,011.2	1,939.3	1,973.1	2,072.5	2,240.1	2,128.6	1,992.9	1,957.5	1,890.9	1,785.8	180.5

A change in purchasing strategies means that a portion of sales to department stores is now reported under wholesalers and bookstores for 2012.

The figures for 2011 are influenced by the inclusion of several new members.

Sales to Internet Retailers used to be included in the category Bookstores.

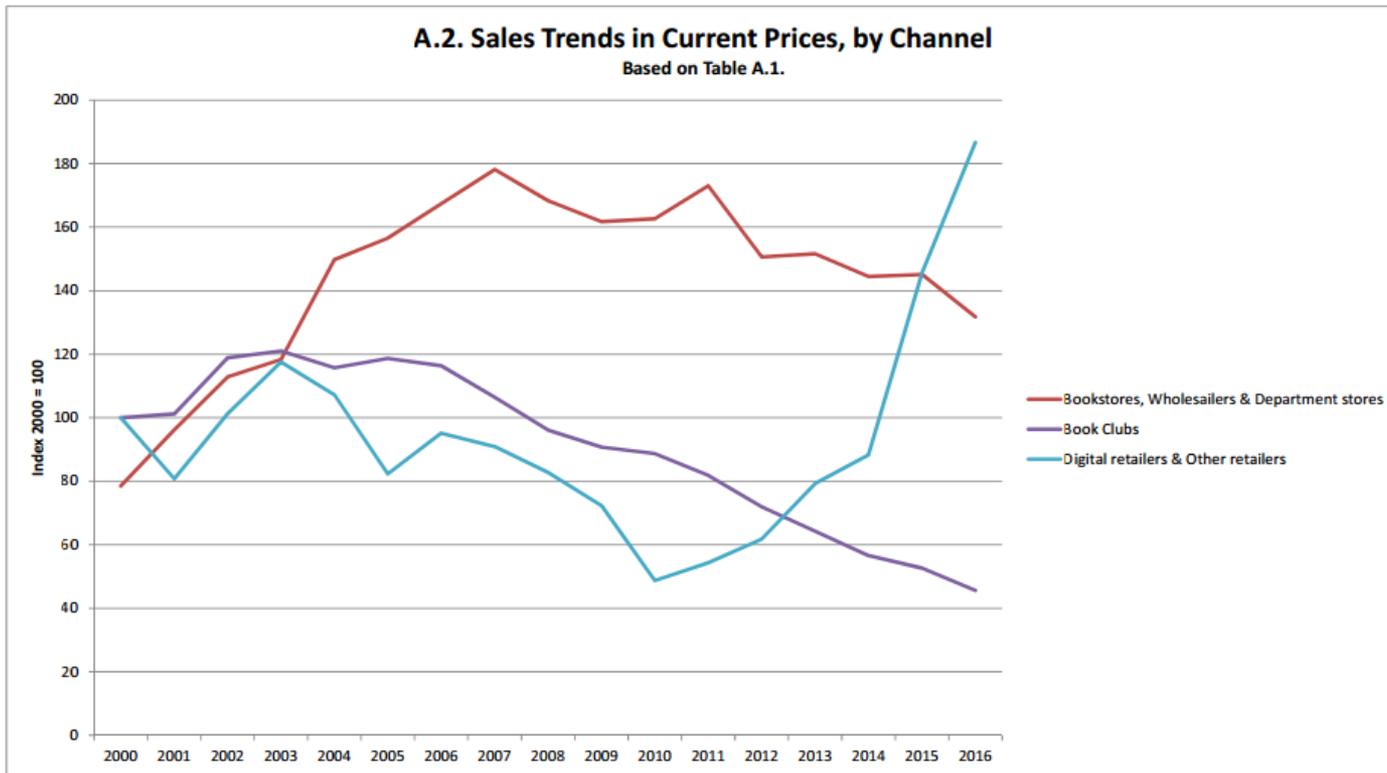
* The figure also includes sales to Bibliotekstjänst.

** Sales used to be included in the category Other retailers

*** Does not include sales from general book clubs



Sales Trends in Current Prices, by channel





New Titles and New Editions, Printed Copies and Copies Sold

	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	73/74
Total New Titles and New Editions*	5,941	5,336	4,957	4,737	4,965	4,010	4,074	4,301	4,494	4,730	4,178	4,347	4,219	4,030	3,476	3,303	3,588	3,633	1,893
	11.3%	7.6%	4.6%	-4.6%	23.8%	-1.6%	-5.3%	-4.3%	-5.0%	13.2%	-3.9%	3.0%	4.7%	15.9%	5.2%	-7.9%	-1.2%	2.1%	
Number of Copies Sold in thousands	17,157	17,358	16,474	19,071	19,854	21,240	21,347	20,238	22,920	27,845	22,730	21,886	21,915	22,232	19,184	17,831	17,682	14,903	12,589
	-1.2%	5.4%	-13.6%	-3.9%	-6.5%	-0.5%	5.5%	-11.7%	-17.7%	22.5%	3.9%	-0.1%	-1.4%	15.9%	7.6%	0.8%	18.6%	2.8%	
Number of Copies Sold per Title in thousands	2.9	3.3	3.3	4.0	4.0	5.3	5.2	4.7	5.1	5.9	5.4	5.0	5.2	5.5	5.5	5.4	4.9	4.1	6.7
	-11.2%	-2.1%	-17.5%	0.7%	-24.5%	1.1%	11.4%	-7.7%	-13.4%	8.2%	8.1%	-3.1%	-5.8%	0.0%	2.2%	9.5%	20.1%	0.6%	

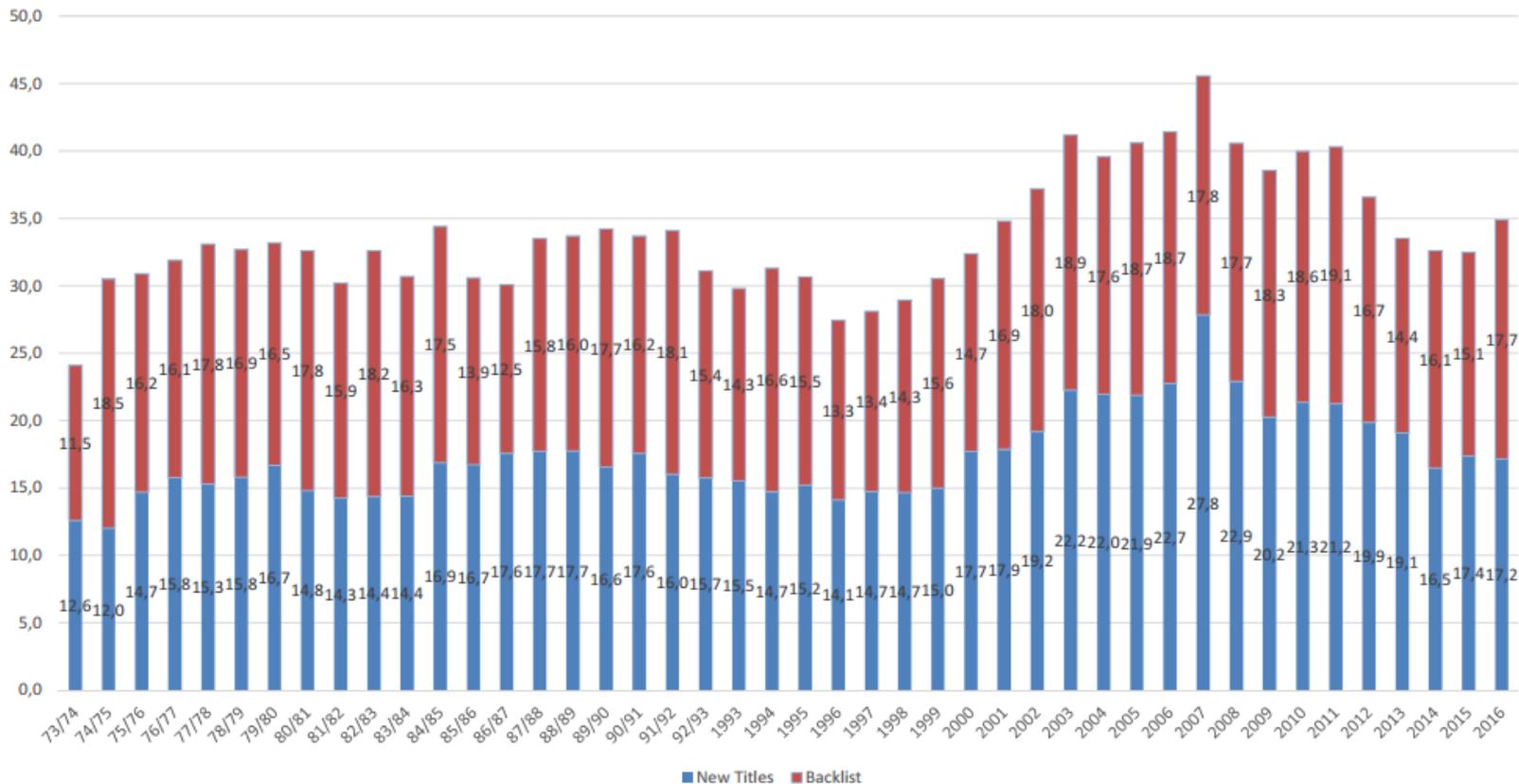
The figures for 2011 are influenced by the inclusion of several new members.

It should be noted that the data for 2003 is influenced by the addition of several new members.

* Includes printed books, audio books and digital books with new ISBNs (International Standard Book Numbers). ISBNs are assigned to every never before published book as well as to new editions which have undergone real change, for example new typesetting, new format or revision. Note that the number of printed copies per title refers to arithmetical mean, and should not be confused with the median print-run.

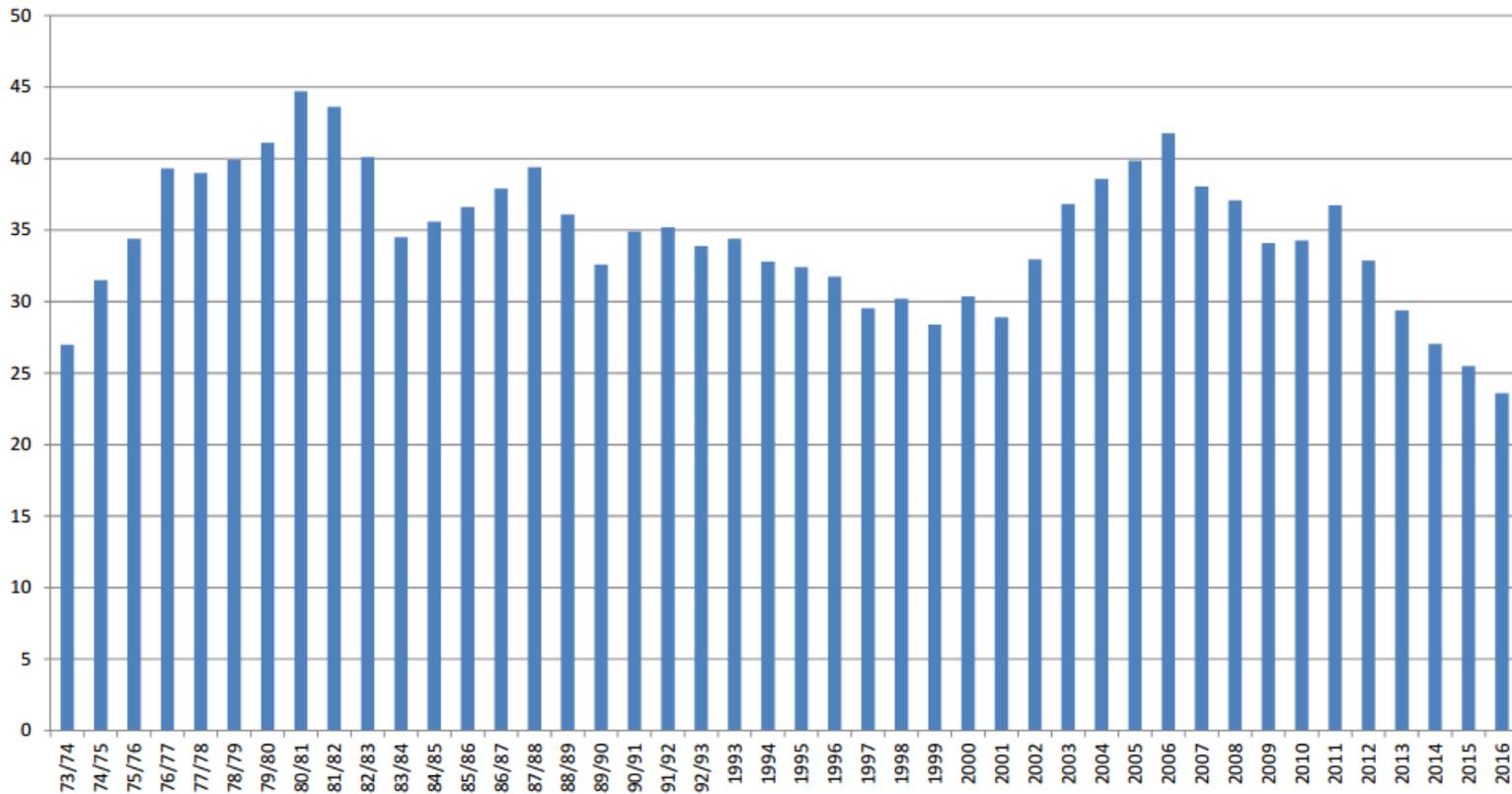


Total Number of Copies Sold





Total Number of Copies in Stock





Participating Publishers in 2016, 58

Alfabeta Bokförlag
Bokförlaget Arena
Bokförlaget Atlantis
Bokförlaget Atlas
Axiell Media
Berghs Förlag
Albert Bonniers Förlag
Bonnier Carlsen Bokförlag
Bonnier Fakta
Brombergs Bokförlag
Carlsson Bokförlag
Dialogos Förlag
Earbooks (not a member)
Ekerlids Förlag
Elisabeth Grate Bokförlag
Ersatz
Bokförlaget Fischer & Co
Bokförlaget Forum
Fri Tanke Förlag
Förlaget M
Gothia Fortbildning
Historiska Media
Informationsförlaget
Karolinska Inst. University
Press
Leopard förlag
Libris Media

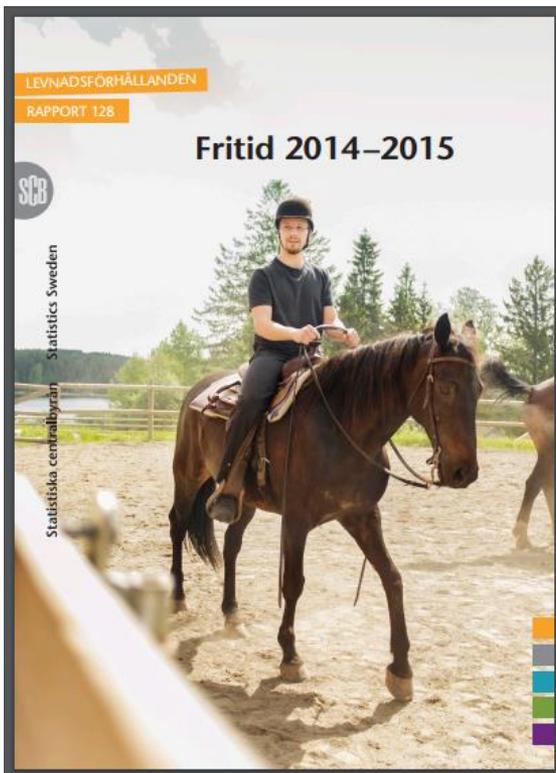
Bokförlaget Lind & Co
J.A. Lindblads Bokförlags AB
LL-förlaget/MTM
Läkemedelsakademien
Läraryrskommitténs Förlag
Bokförlaget Max Ström
Massolit Förlagsgrupp
Månadens Bok (not a member)
Natur & Kultur
Norstedts
Nygren & Nygren
Bokförlaget Opal
Ordalaget Bokförlag
Ordfront Förlag
Piratförlaget
Pocketförlaget (not a member)
Prevent
Printz Publishing
Rabén & Sjögren
Salikon Förlag
Santérus Förlag
Sekwa förlag
Bokförlaget Semic
SISU Idrottsböcker
Storyside
Svensk Byggtjänst

Svenskt Militärhistoriskt
Biblioteks Förlag
Timbro
Wahlström & Widstrand
Verbum
Weyler förlag
Östlings bokförlag symposion

More information?

For more information about the Swedish Publishers' Association Statistics for the Book Trade, please contact our central office, phone +46(0)8-736 19 40. See also our website at www.forlaggare.se.

The Swedish Publishers' Association Statistics Committee:
Håkan Köhler (chairman),
Carolina Billing, Madeleine Lawass, Annika Welinder, Lena Öhman, Kristina Ahlinder and Roy Rue.



Readership Statistics

Statistics Sweden (SCB) carries out , on behalf of the Swedish Parliament since 1975, annual surveys of the living conditions of the Swedish people (ULF / SILC). The data is collected through telephone interviews with a selection of Sweden's adult population, 16 years and older.

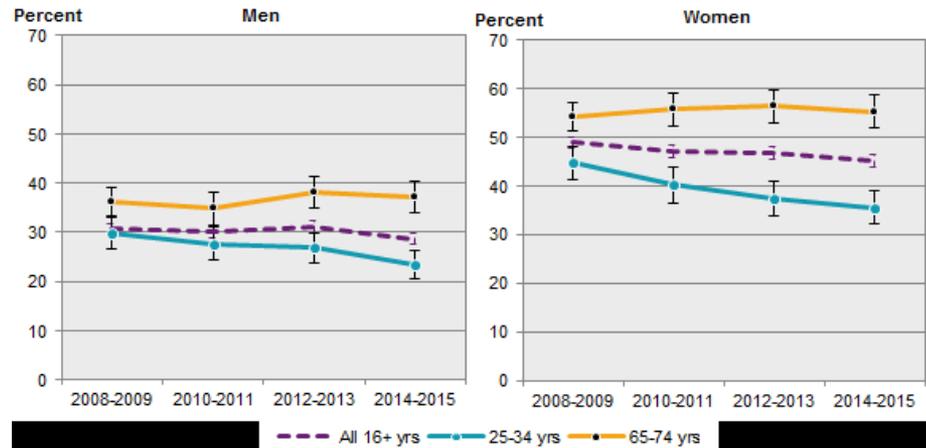
This report shows the extent to which different groups in the population spend their free time on a selection of outdoor, exercise and sport activities, culture and internet use. The report is based on data gathered in 2014 and 2015. For some indicators, the 2008-2015 trend is also shown.

- The following data is based on the following interview questions:
- Book-reading:
“During the last 12 months, have you read books in your leisure time?”
(Not audio books).
- If yes: “Have you read books by and large every week or less often?”
1: Every week (one or more times)
2: Less often



Readership statistics

Annual readership is high within Sweden. 74 per cent of the population aged 16 years and older read a book at least once per year and when asked about weekly reading, more women read weekly than men. 30 per cent of men over the age of 16, read weekly and this has remained constant over the period 2008-2015, whereas 45 per cent of women read weekly, a decline from 49 per cent in the same period.



Readership statistics

People aged 16–29 years, both men and women, are the least likely to read every week. And no change has been ascertained in this age group; The percentages are approximately 20 and 35 per cent annually. In the slightly older age group, from 25–34 years, however, the percentage has decreased from 30 to 23 per cent among men, and from 45 to 36 per cent among women.

Younger people read books more sporadically than older people. For men, regular reading (every week) is most common after retirement age, while the peak for women occurs after the age of 50.

Book-reading during leisure time increases with the level of education. However, the greatest difference is between those with an upper secondary education and those with a post-secondary education: 41 and 56 per cent, respectively, of women and 24 and 43 per cent, respectively, of men read every week.