

Book Market Statistics 2008

The Swedish Publishers' Association

INNEHÅLL

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I. Market Statistics Overview

Declining number of titles published and declining sales in 2008

For 2008, the members of the Swedish Publishers' Association have reported declining sales as well as a decline in the number of titles published. Sales to retailers fell by 6%, and the number of new titles dropped by 4.7%. The positive trend of the last decade is thereby broken.

There may be several reasons for this trend reversal, for example that the publishing industry—like most other business activities—has been affected by the economic downturn, that the increased competition has resulted in tighter margins and a certain restraint on the side of the publishers, and perhaps also that the publishing industry is becoming increasingly affected by piracy and illegal file sharing.

However, it should be noted that 2007 was in many ways an exceptional year, and that the decline we see comes from a very high level.

4,365 new titles were published in 2008, racking up a total of 22.9 million copies sold. If the backlist, i.e. books published during the previous years, is included, the total sales volume adds up to a little over 40 million copies. For 2007, this figure was slightly over 45 million.

The average number of copies sold per title has fallen to 5,200, compared with 6,100 in 2007. The average print run also dropped, from 39,867 in 2007 to 34,320 in 2008.

Sales categorized by sales channel show that only sales to Internet retailers are increasing. Sales to bookshops, department stores, book clubs, etc., are all falling.

Sales categorized by genre shows the following: *general fiction* is selling less. This applies to both domestic titles and translated books, first editions as well as paperback reprints. Sales of new titles fell by about 16%.

The same thing can be observed for *children's books* and *books for young adults*. The number of titles published dropped by 140, and sales of new titles fell by about 17%.

For *non-fiction*, the picture is slightly different. Here we can see a modest increase in the number of titles published, as well as a 3% increase in the sales of new titles.

The market for *audiobooks*, which seemed to be developing nicely in Sweden, has stagnated. The increase in new titles has slowed down, and in economic terms sales have dropped both as applied to sales of new titles and total sales. It is likely that the figures are sharply affected by the fact that virtually all the commercially published audiobooks are available through illegal file sharing sites. According to some estimates, illegal downloading represents a volume several times larger than the entire legal sales volume for audiobooks.

The number of copies in stock falls for the second year in a row. For 2008, members reported a stock volume of slightly over 37 million copies.

The Swedish book market

Despite the declining figures for 2008, the Swedish Publishers' Association estimates the total number of copies sold per year in Sweden to 80 million. This figure includes the total volume for all Swedish publishers, i.e. not only Association members, as well as imported books.

In the same manner, the total market for books in Sweden, in consumer value, can be estimated at SEK 7 billion excluding VAT.

Developments in 2009

Based on its own quick statistics, calculated from the turnover of 80% of the Association's members, the Swedish Publishers' Association sees a continuation of the negative trend that started in 2008. The first four months of the year show a 7% decline in total sales to retailers.

II. Market Statistics – Background and Method

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 36th consecutive year. For the year 2008, 62 member publishers have contributed complete data sets for the report. These publishers, which are noted in the back of the report, make up 99.8% of the total invoiced sales for general publishing for all the members.

This market statistics report gives an account of the members' publishing and sales of general literature. The figures of the report do not include so-called mass-market publishing, nor does the report contain any data regarding Bibles and hymn books. Statistical data for textbooks for the educational market is not included in this report, but is extensively covered in the reports produced by the Swedish Association of Educational Publishers (FSL – Föreningen Svenska Läromedel).

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.

The aim of Section I is to highlight some of the more important trends in the data, presented in a more detailed fashion in Section II.

Table/Chart A.1.–C.7. show the totals for the member publishers participating for each year. Any comparisons made between the years in this report, or made by the reader based on the figures herein, should take into account that no weighting of the data is made for publishers joining or leaving the Association over the years.

Since 1993 the data refers to calendar years. Before that, figures were accounted for according to the so-called bookseller year.

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 and not mass-market publishing. However, we still feel that it gives a good picture of the developments and the trends on the Swedish market as a whole over time.

By being a report made up by publishers' data, sales values reported for retail are quoted in publisher's net prices, while figures reported for direct sales are quoted in consumer prices. Chart B.3., for example, shows sales by category, but not necessarily the share of the sales the category holds at the consumer end. This is because different categories to a varying degree are sold directly.

Except where otherwise noted, all monetary amounts are expressed in current prices and excluding VAT.

In some cases, there might be a slight discrepancy between the rounded figures and the total for a certain chart or table. Rounding is used only for graphical presentation. No calculations are made using rounded figures.

Finally, the reader should note that all the data in this report concern net results after any returns. Before 1993, the report also included a separate account of the returns from retailers. This has been discontinued since many publishers no longer differentiate between different kinds of returns, but instead report a slightly lower turnover, i.e. subtracting the returns.

↳ A. Sales by Sales Channel

A.1. Sales from Publisher to Retailer (less returns, excl. VAT)

MSEK = Million Swedish Crowns	Change 2007- 2008	2008 MSEK	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	1997 MSEK	1996 MSEK	73/74 MSEK
Bookstores	-10%	663.9	734.5	838.0	759.2	776.2	783.0	718.8	588.2	515.2	546.1	554.0	495.3	482.9	100.7
Internet Retailer	13%	322.8	284.5												
Wholesalers	-15%	179.8	212.5	265.2	262.5	210.3	184.8	151.2	139.1	115.9	36.1	26.3	22.6	19.6	
Total Bookstores and Wholesalers	-5%	1 166.6	1231.5	1103.4	1021.7	986.6	967.8	870.0	727.3	631.1	582.2	580.3	517.9	502.5	105.2
Other Retailers:															
Department stores	-6%	245.4	261.0	300.9	282.2	264.8	260.0	276.3	259.6	176.7	184.3	145.5	103.8	116.8	11.3
Book Clubs	-10%	206.3	228.6	249.9	254.8	248.4	259.8	255.2	217.2	214.7	220.6	194.0	183.2	187.6	
Other	-9%	117.9	129.4	135.4	117.2	152.7	167.4	144.2	115.0	142.4	146.1	146.5	160.2	144.3	9.8
Libraries*	-8%	72.2	78.4	71.4	76.1	69.0	69.5	73.7	72.5	73.8	80.8	76.0	74.8	71.2	18.8
Total	-6%	1 808.3	1928.8	1861.0	1752.0	1721.5	1724.6	1619.4	1391.5	1238.7	1214.0	1142.3	1039.9	1022.4	145.1

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

The distributor Seelig used to be included in the category Bookstores. From 2000, Seelig is included in the category Wholesalers, which then contains all the wholesalers.

* The figure is for sales to Bibliotekstjänst only, and does not fully reflect libraries' total purchases of books

A.2. Direct Sales in Consumer Prices (less returns, excl. VAT)

MSEK = Million Swedish Crowns	Change 2007- 2008	2008 MSEK	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	1997 MSEK	1996 MSEK	73/74 MSEK
Book Clubs	-12%	497.6	563.0	650.6	672.8	682.2	686.8	584.3	532.6	556.1	583.3	564.5	571.8	524.7	49.9
Additional Direct Sales (door-to-door, mail-order etc.)	-22%	89.5	115.3	99.6	83.9	72.0	68.1	69.7	102.7	128.0	104.5	123.1	126.1	115.1	22.5
Other (Direct Sales to companies and institutions etc.)	-13%	119.1	137.5	118.0	110.5	111.9	98.2	96.7	116.2	81.7	95.8	84.0	71.8	57.7	12.9
Total	-13%	706.2	815.7	868.2	867.3	866.1	853.1	750.7	751.5	765.7	783.7	771.6	769.7	697.5	85.3

When comparing the figures for 2003 with previous years, it should be noted that several new books clubs were added in 2003. As a consequence of changes in some member publishers' businesses, a number of book clubs have dropped out of the statistical data for 2007.

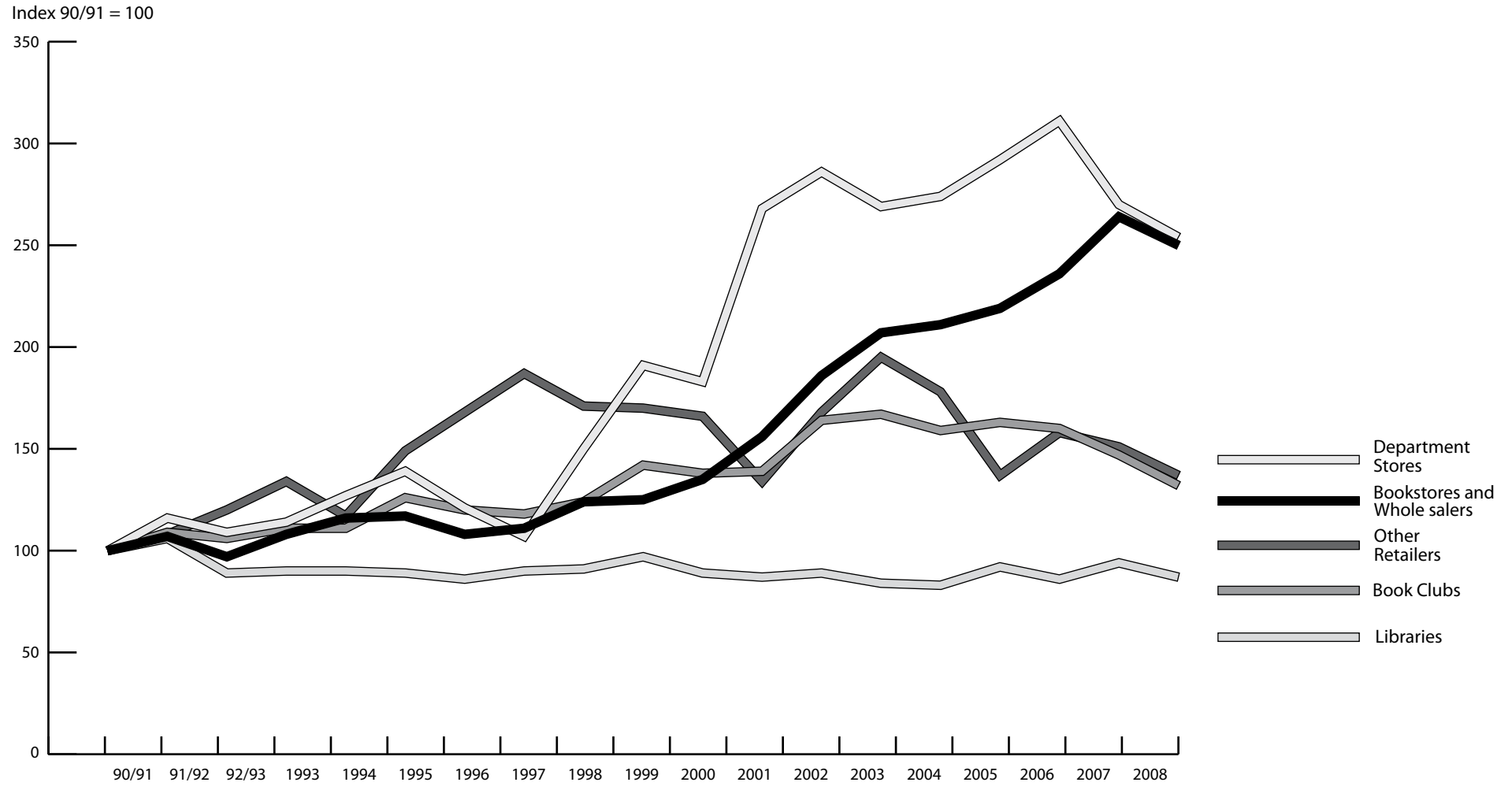
A.3. Export Sales (Publishers' Net Revenue)

MSEK = Million Swedish Crowns	Change 2007- 2008	2008 MSEK	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	1997 MSEK	1996 MSEK	73/74 MSEK
Foreign Sales (printed books in Swedish, foreign language editions, and revenue from publishing rights)	-2%	97.0	99.1	87.8	89.0	91.4	116.0	96.9	101.1	78.5	61.6	63.4	65.2	76.2	5.7

In 2008, revenues for printed books in Swedish and foreign language editions amount to SEK 55.6 million and revenues from publishing rights amount to SEK 41.4 million..

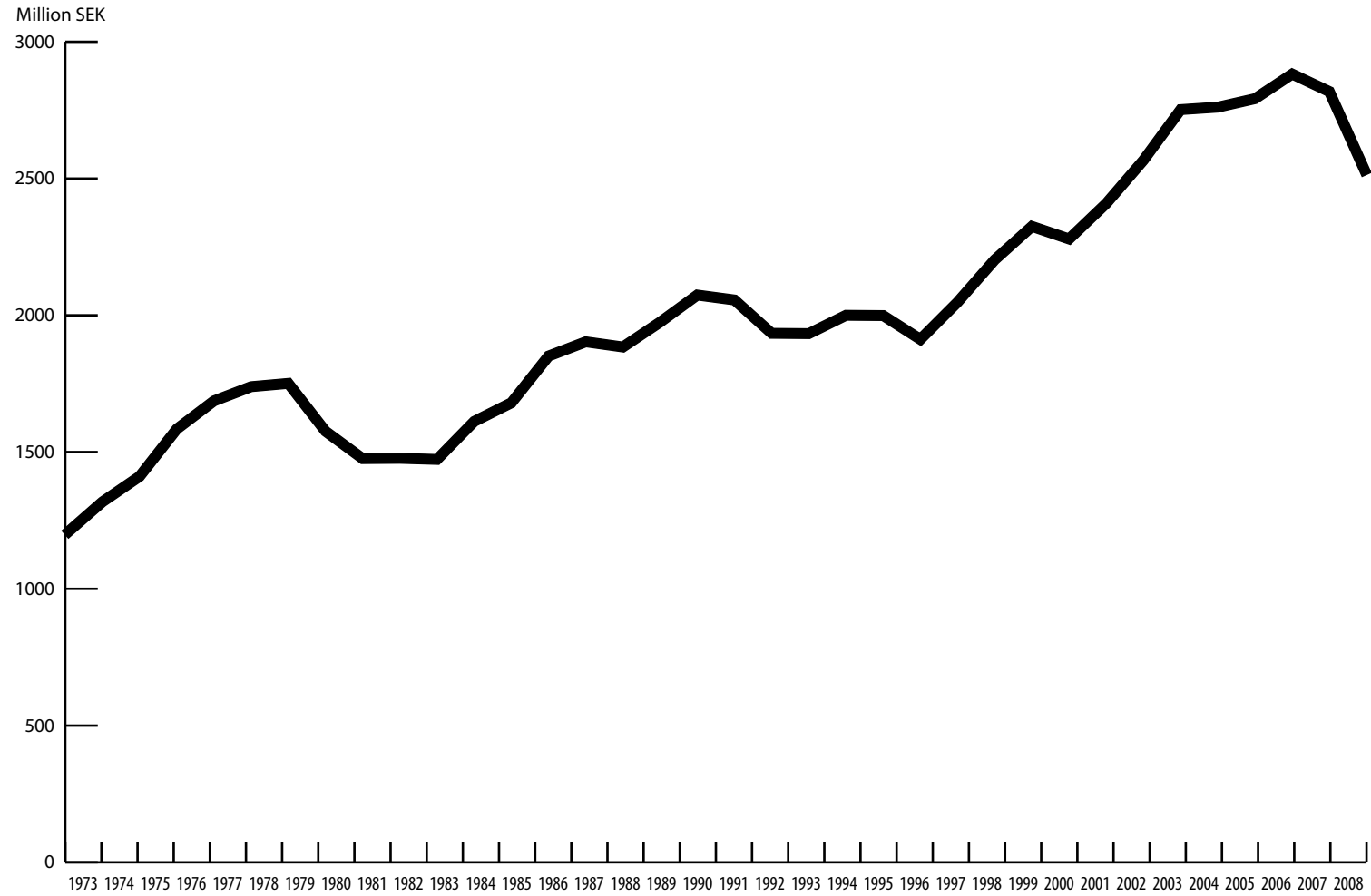
A.4. Sales Trends in Current Prices, by Channel

Based on Table A.1.



A.5. Invoiced Sales

Member publishers' invoiced sales excluding VAT in fixed prices adjusted for inflation. The chart is based on Tables A.1. and A.2., i.e. export sales are not included. Members report net receipts from sales to resellers and consumer prices from direct sales.



B. Sales by Category

B.1. Invoiced Sales, Total and New Titles

MSEK = Million Swedish Crowns. The publishers report net prices for retail sales and consumer prices for direct sales. The totals in this table are not directly comparable with the figures in section A, primarily because some of the publishers have not been able to distribute earnings between different categories.

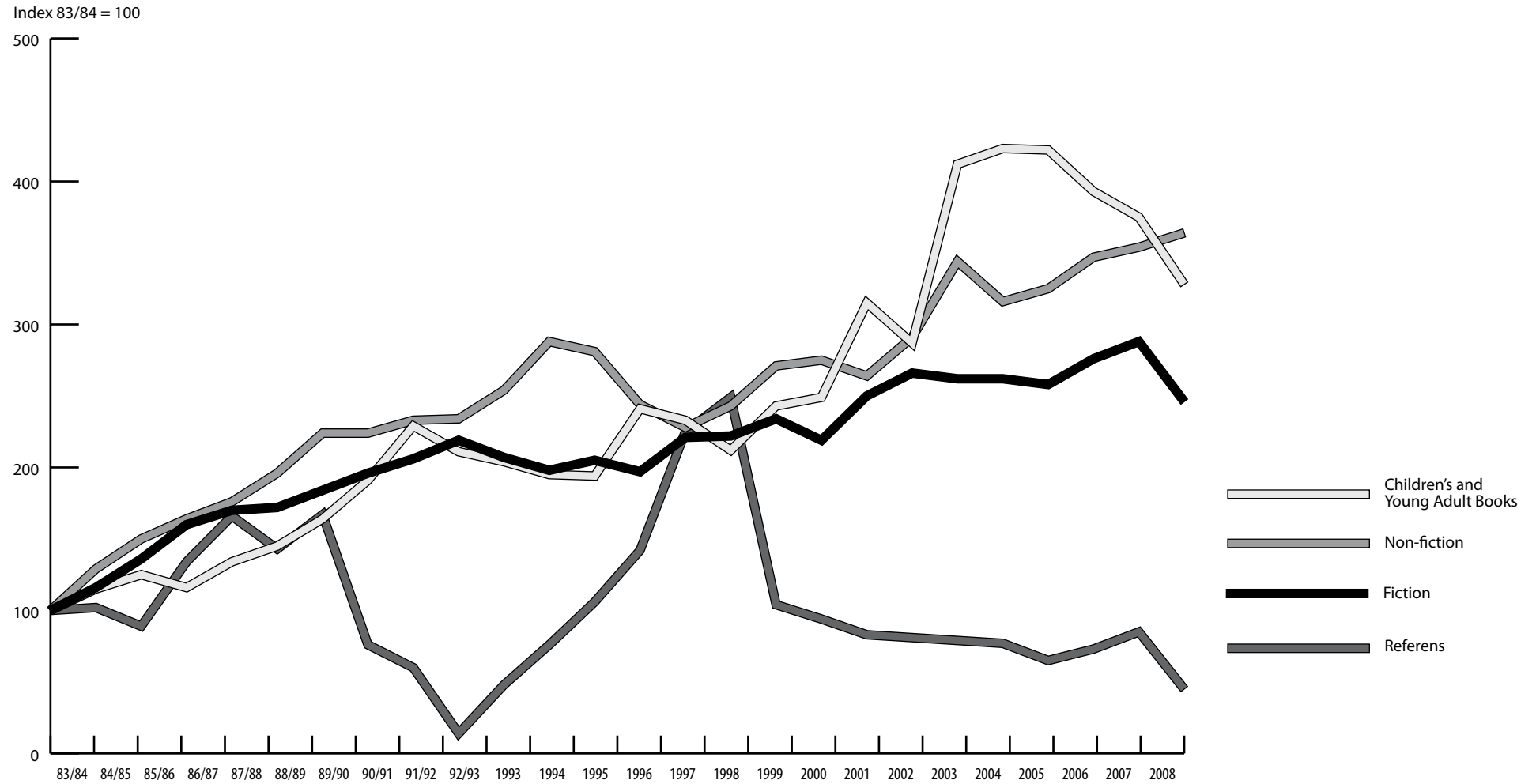
Category	2008		2007		2006		2005		2004		2003		2002		2001		2000		Total MSEK
	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	
	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	
Fiction																			
Original	Poetry and Drama	9.2	14.5	10.6	16.6	20.8	24.4	11.0	11.0	10.1	11.1	3.7	4.3	7.0	13.7	3.4	5.4	3.8	4.4
	Swedish fiction	277.6	294.6	318.5	328.2	280.6	292.5	198.7	216.3	262.8	271.1	208.3	232.8	229.5	290.3	178.5	203.6	177.9	201.4
	Other fiction in transl.	186.4	195.1	209.7	226.9	255.5	276.2	291.2	313.6	271.2	284.0	253.8	284.6	220.6	244.0	297.6	314.5	254.1	272.0
Total Original		473.2	504.2	538.8	571.7	556.9	593.2	501.0	540.8	544.1	566.2	465.8	521.7	457.2	548.0	479.5	523.6	435.8	477.8
Reprint	Paperback	123.8	198.9	143.3	220.4	116.4	192.9	114.0	179.1	104.0	170.1	112.0	189.1	103.6	169.5	96.4	145.0	64.1	103.2
	Other Reprint	81.7	103.6	125.9	151.2	94.0	118.1	97.6	124.9	85.9	123.4	108.0	147.5	108.0	154.3	113.9	152.9	88.1	135.6
Total Reprint		205.6	302.6	269.1	371.6	210.4	311.0	211.7	304.1	189.9	293.5	220.0	336.6	211.6	323.8	210.3	297.9	152.2	238.9
Total Fiction		678.8	806.7	808.0	943.3	767.3	904.2	712.6	844.9	734.0	859.7	685.8	858.3	668.8	871.8	689.8	821.5	588.1	716.7
Children's and Young Adult Books																			
Original	Swedish	88.3	151.3	100.1	161.0	101.0	161.5	76.1	128.0	91.9	136.0	99.5	150.7	86.4	141.9	73.0	111.5	69.9	108.4
	Translated	79.1	111.4	105.4	145.0	118.0	163.6	174.5	214.0	166.2	199.3	107.4	179.3	40.5	75.6	106.2	138.1	59.4	91.5
Total Original		167.4	262.7	205.5	306.1	219.0	325.1	250.5	342.0	258.1	335.3	206.9	330.1	126.9	217.5	179.2	249.5	129.3	199.8
Reprint	Paperback	4.9	10.4	7.4	13.1	6.7	12.6	6.7	14.2	7.4	15.3	7.2	12.6	4.0	6.6	2.6	3.1	0.7	0.9
	Other Reprint	11.9	29.5	8.7	26.5	9.4	25.0	10.5	33.0	16.8	39.7	13.2	36.9	14.1	41.0	17.1	37.8	16.7	29.2
Total Reprint		16.7	39.9	16.1	39.6	16.1	37.6	17.2	47.2	24.2	55.0	20.4	49.5	18.1	47.5	19.7	40.9	17.4	30.1
Total Children's and Young Adult Books		184.1	302.6	221.6	345.7	235.2	362.7	267.8	389.2	282.3	390.3	227.3	379.6	145.0	265.0	198.9	290.5	146.7	230.0
Non-fiction																			
Original	Swedish	363.8	558.8	352.3	553.0	323.7	531.7	326.3	516.5	295.8	471.5	310.9	516.1	287.6	506.5	277.0	461.5	282.9	455.6
	Translated	137.7	202.8	157.5	217.8	161.9	219.7	154.0	205.0	163.8	215.5	147.5	217.1	88.3	134.7	83.3	135.7	87.1	159.4
Total Original		501.5	761.6	509.8	770.7	485.6	751.4	480.3	721.5	459.6	687.0	458.4	733.2	375.8	641.2	360.3	597.2	370.0	615.0
Reprint	Paperback	29.2	49.4	17.5	34.7	17.6	31.4	14.7	28.2	15.7	27.2	11.2	20.8	5.6	12.0	3.1	7.3	4.1	7.9
	Other Reprint	24.9	54.7	13.8	38.2	12.4	42.4	14.1	23.2	25.5	37.2	52.8	65.1	24.3	38.3	14.0	23.6	22.7	31.9
Total Reprint		54.1	104.0	31.3	72.9	29.9	73.8	28.8	51.3	41.1	64.5	64.0	85.9	29.9	50.2	17.1	30.9	26.8	39.8
Total Non-fiction		555.6	865.7	541.1	843.6	515.6	825.1	509.1	772.8	500.7	751.5	522.4	819.1	405.7	691.5	377.4	628.2	396.8	654.9
Reference		7.8	27.2	25.4	51.1	16.8	43.9	15.8	38.8	16.9	46.1	16.0	47.8	13.8	49.0	11.4	49.8	25.8	56.4
Audio Books		134.4	183.9	138.0	195.8	133.8	185.2	112.4	154.5	70.7	96.4	53.2	79.0	55.7	76.0				
E-books		9.8	10.6	13.8	16.9	14.2	15.4												
Total		1 570.5	2 196.8	1747.9	2396.4	1682.9	2336.4	1 617.7	2 200.2	1 604.7	2 144.0	1 504.6	2 183.9	1 288.9	1 953.3	1 277.5	1 789.9	1 157.4	1 658.0

It should be noted that the data for 2003 is influenced by the addition of several new members, as well as the lack of dropping off in the data.

As a consequence of changes in some member publishers' businesses, a relatively substantial volume of published children's books is no longer included in the statistical data for 2007.

B.2. Sales Trends in Current Prices, by Category

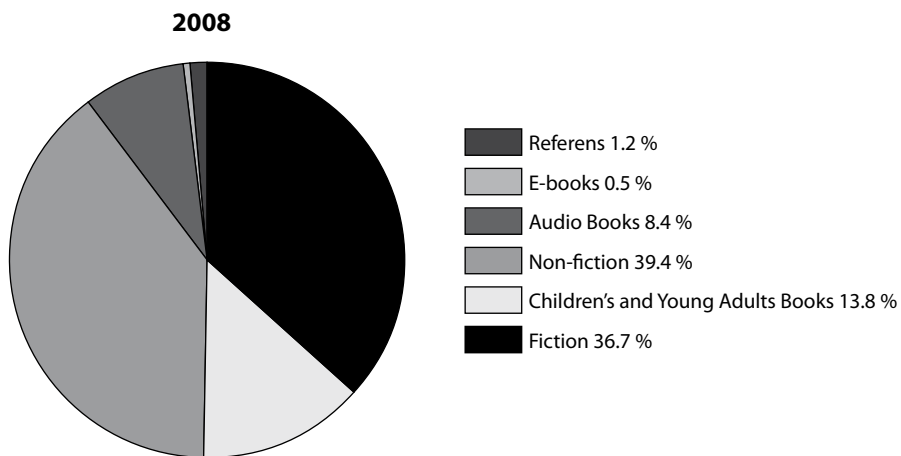
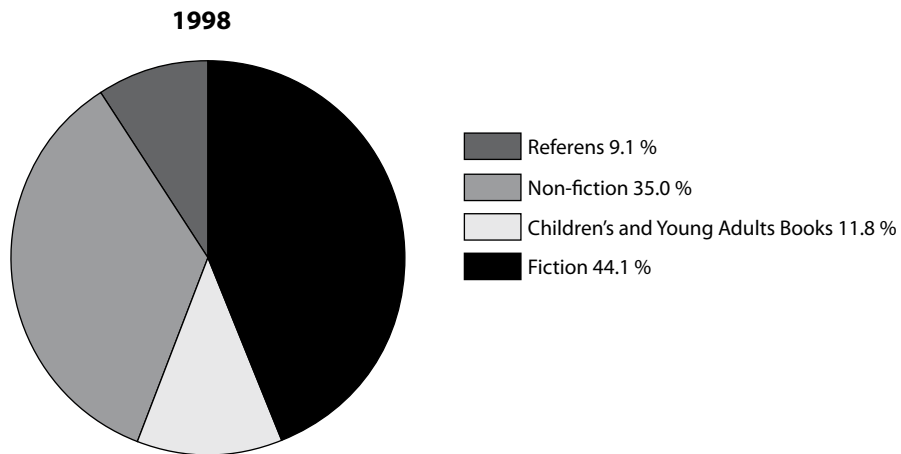
The publishers report net prices for retail and consumer prices for direct sales.



As a consequence of changes in some member publishers' businesses, a relatively substantial volume of published children's books is no longer included in the statistical data for 2007.

B.3. Sales Trends by Category in Percent of Total Sales

These pie charts show member publishers' sales according to category for the years indicated. The data includes all the sales from the member publishers, i.e. both sales to resellers and directly to consumers. Consequently, the allocation between different categories does not exactly correspond with the allocation one arrives at by evaluating point-of-sale figures from resellers.



B.4. Invoiced Sales from Special Discount Sales (Publisher's net price excl. VAT)

MSEK = Million Swedish Crowns

	MSEK	Change %	Share of total sales %
1973/74	16.2		6.7
1974/75	19.2	19	6.4
1975/76	21.7	13	6.0
1976/77	25.8	19	5.9
1977/78	36.6	42	7.2
1978/79	40.8	11	7.0
1979/80	44.6	9	6.9
1980/81	44.3	-1	6.8
1981/82	64.6	46	9.4
1982/83	65.8	2	8.9
1983/84	72.0	9	9.1
1984/85	80.9	12	8.6
1985/86	74.7	-8	7.2
1986/87	62.8	-16	5.4
1987/88	61.1	-3	4.9
1988/89	66.2	8	5.0
1989/90	80.9	22	5.5
1990/91	88.8	10	6.0
1991/92	97.0	9	6.2
1992/93	105.5	9	6.7
1993	96.5	-9	6.0
1994	130.1	35	7.7
1995	140.9	8	8.2
1996	117.5	-17	7.0
1997	115.3	-2	6.5
1998	129.5	12	7.3
1999	151.1	17	8.2
2000	132.4	-12	7.4
2001	167.7	27	8.6
2002	182.7	9	8.6
2003	202.3	11	8.5
2004	201.9	0	8.6
2005	180.6	-11	7.6
2006	182.5	1	7.2
2007	167.4	-8	6.5
2008	131.7	-21	5.7

The major part of the members' reported sales for the special sale concern stocks that are actually delivered to the book stores the following year.

C. Publishing by Title, and Sales by Volume and by Category

C.1. New Titles and New Editions, Printed Copies and Copies Sold

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	92/93	73/74
Total, New Titles and New Editions*	4,365	4,582	4,183	4,347	4,219	4,030	3,476	3,303	3,588	3,633	3,557	3,339	3,416	3,578	3,446	3,371	3,085	1,893
Change	-4.7%	9.5%	-3.8%	3.0%	4.7%	15.9%	5.2%	-7.9%	-1.2%	2.1%	6.5%	-2.3%	-4.5%	3.8%	2.2%	9.3%	-4.1%	
Number of Printed Copies, in thousands	34,320	39,867	34,195	34,541	34,117	34,796	29,122	27,651	27,570	25,542	22,001	22,208	22,633	25,337	24,118	24,235	25,090	18,996
Change	-13.9%	16.6%	-1.0%	1.2%	-2.0%	19.5%	5.3%	0.3%	7.9%	16.1%	-0.9%	-1.9%	-10.7%	5.1%	-0.5%	-3.4%	-8.6%	
Number of Printed Copies per Title, in thousands	7.9	8.7	8.2	7.9	8.1	8.6	8.4	8.4	7.7	7.0	6.2	6.7	6.6	7.1	7.0	7.2	8.1	10.0
Change	-9.6%	6.4%	2.9%	-1.7%	-6.3%	3.1%	0.1%	8.9%	9.3%	13.7%	-7.0%	0.4%	-6.4%	1.2%	-2.6%	-11.6%	-4.7%	
Number of Copies Sold, in thousands	22,900	27,824	22,735	21,886	21,915	22,235	19,184	17,831	17,682	14,903	14,499	14,663	14,068	15,205	14,710	15,526	15,743	12,589
Change	-17.7%	22.4%	3.9%	-0.1%	-1.4%	15.9%	7.6%	0.8%	18.6%	2.8%	-1.1%	4.2%	-7.5%	3.4%	-5.3%	-1.4%	-1.8%	
Number of Copies Sold per Title, in thousands	5.2	6.1	5.4	5.0	5.2	5.5	5.5	5.4	4.9	4.1	4.1	4.4	4.1	4.2	4.3	4.6	5.1	6.7
Change	-13.6%	11.7%	8.0%	-3.1%	-5.9%	0.0%	2.2%	9.5%	20.1%	0.6%	-7.2%	6.6%	-3.1%	-0.4%	-7.3%	-9.7%	2.4%	

It should be noted that the data for 2003 is influenced by the addition of several new members, as well as the lack of the dropping of the data.

* With a new ISBN (International Standard Book Number). This number is given to all new titles, as well as new editions containing major changes/updates, e.g. new type-setting, new format or binding etc.

Note that the number of printed copies per title refers to arithmetical mean, and should not be confused with the median print-run.

C.2. New Titles and New Editions by Category

Category	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	92/93	
Fiction																		
Original	Poetry and Drama	42	29	42	41	50	40	59	42	59	64	65	69	70	61	75	82	67
	Swedish Fiction.	270	256	268	270	246	243	262	290	270	267	257	265	285	316	328	287	279
	Other Fiction in transl.	306	367	334	338	326	328	298	333	335	335	311	316	300	296	325	323	343
Total Original		618	652	644	649	622	611	619	665	664	666	633	650	655	673	728	692	689
Reprint	Paperback	362	480	396	427	423	415	393	338	303	296	264	230	239	291	227	238	277
	Other Reprint	190	237	193	205	227	256	217	184	204	216	269	217	223	253	221	221	182
Total Reprint		552	717	589	632	650	671	610	522	507	512	533	447	462	544	448	459	459
Total Fiction		1,170	1,369	1,233	1,281	1,272	1,282	1,229	1,187	1,171	1,178	1,166	1,097	1,117	1,217	1,176	1,151	1,148
Children's and Young Adult Books																		
Original	Swedish*	373	437	370	342	459	403	375	338	393	368	290	349	307	305	278	269	248
	Translated	455	490	506	561	520	566	260	289	461	373	309	261	319	271	322	321	345
Total Original		828	927	876	903	979	969	635	627	854	741	599	610	626	576	600	590	593
Reprint	Paperback	78	119	96	83	72	43	35	30	18	10	14	7	23	19	15	11	
	Other Reprint	100	98	109	116	127	140	111	180	176	212	195	93	93	228	111	124	117
Total Reprint		178	217	205	199	199	183	146	210	194	222	209	100	95	251	130	139	128
Total Children's and Young Adult Books		1,006	1,144	1,081	1,102	1,178	1,152	781	837	1,048	963	808	710	721	827	730	729	721
Non-fiction																		
Original	Swedish *	969	1 011	921	976	938	874	840	826	843	889	1,008	967	1,053	1,043	1,036	983	
	Translated	452	461	445	601	436	398	367	289	337	393	381	344	310	313	326	330	
Total Original		1,421	1,472	1,366	1,577	1,374	1,272	1,207	1,115	1,180	1,282	1,389	1,311	1,363	1,356	1,362	1,313	1,124
Reprint	Paperback	152	119	133	117	95	78	54	39	39	37	36	34	41	29	22	13	27
	Other Reprint	97	51	82	55	89	100	78	92	109	143	102	126	114	119	145	155	62
Total Reprint		249	170	215	172	184	178	132	131	148	180	138	160	155	148	167	168	89
Total Non-fiction		1,670	1,642	1,581	1,749	1,558	1,450	1,339	1,246	1,328	1,462	1,527	1,471	1,518	1,504	1,529	1,481	1,213
Reference		19	19	19	25	43	37	45	33	41	30	56	61	60	30	11	10	3
Audio Books		354	344	264	190	168	109	82										
E-books		146	64	5														
Grand Total		4,365	4,582	4,183	4,347	4,219	4,030	3,476	3,303	3,588	3,633	3,557	3,339	3,416	3,578	3,446	3,371	3,085

* From 1993 onwards, the figures for non-fiction, too, are divided into Swedish originals and translated titles respectively.

Certain adjustments to the figures for reprint/paperback have been made for the years 1992/93 and 1993 due to later added information about the basic data for these categories.

The adjustments have resulted in a slight increase in the number of titles, which in turn affects the return in charts C.1., C.3. and C.4. regarding number of copies per title.

C.3. Production Volumes, New Titles by Category

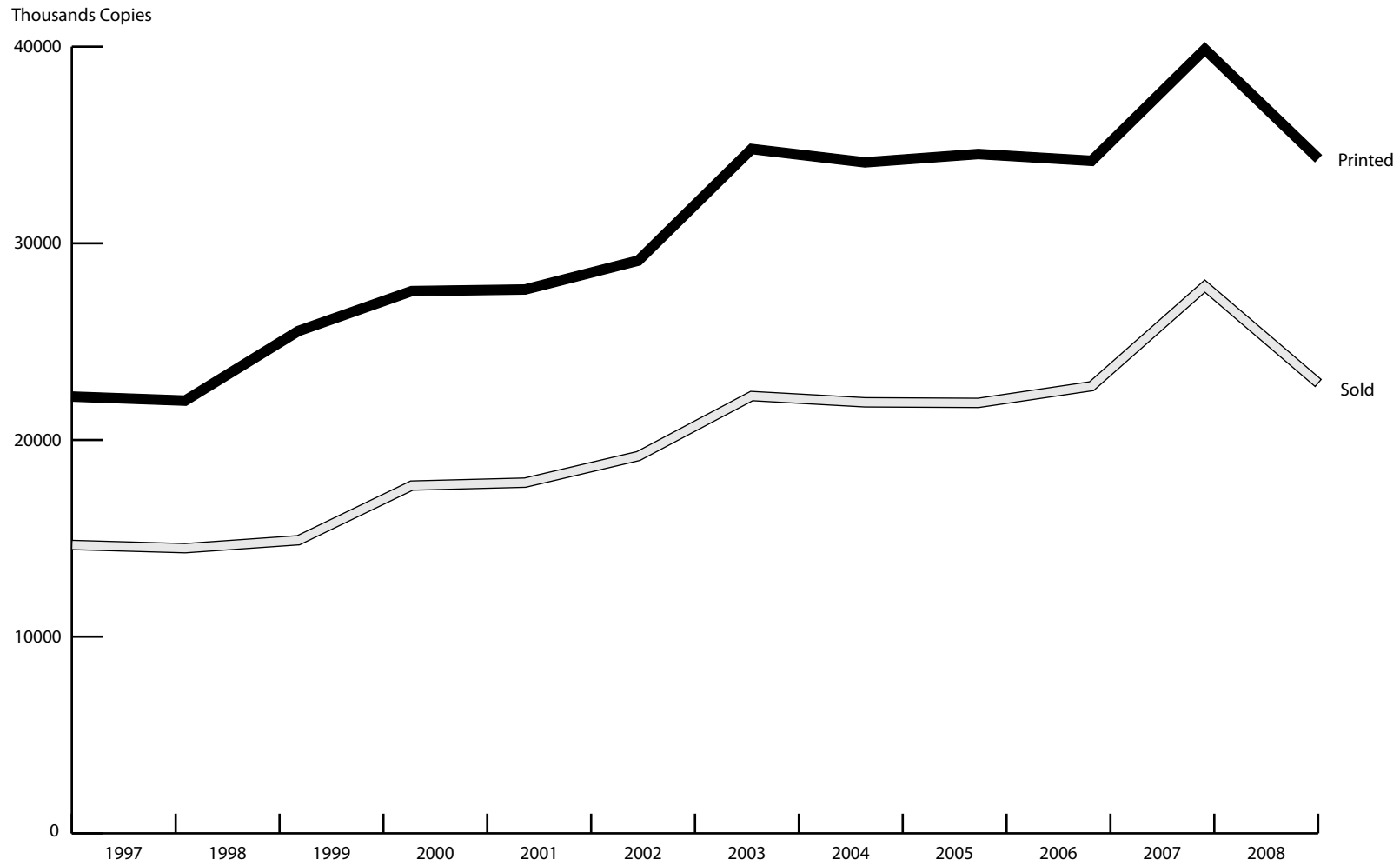
Category		Number of Printed Copies Sold, in thousands								Number of Copies Sold per Title, in thousands							
		2008	2007	2006	2005	2004	2003	2002	2001	2008	2007	2006	2005	2004	2003	2002	2001
Fiction																	
Original	Poetry and Drama	126	104	234	130	165	142	149	111	3.0	3.6	5.6	3.2	3.3	3.6	2.5	2.6
	Swedish Fiction	3,342	3,749	3,438	2,941	3,169	2,876	2,762	2,346	12.4	14.6	12.8	10.9	12.9	11.8	10.5	8.1
	Other Fiction in transl.	2,081	2,782	2,799	3,478	3,253	3,243	2,769	3,561	6.8	7.6	8.4	10.3	10.0	9.9	9.3	10.7
	Total Original	5,549	6,635	6,472	6,548	6,587	6,261	5,681	6,017	9.0	10.2	10.0	10.1	10.6	10.2	9.2	9.0
Reprint	Paperback	7,723	10,001	7,828	7,120	6,712	7,595	6,847	5,608	21.3	20.8	19.8	16.7	15.9	18.3	17.4	16.6
	Other Reprint	2,461	4,856	2,084	2,177	2,014	2,527	2,257	2,582	13.0	20.5	10.8	10.6	8.9	9.9	10.4	14.0
	Total Reprint	10,183	14,857	9,913	9,297	8,727	10,122	9,103	8,190	18.4	20.7	16.8	14.7	13.4	15.1	14.9	15.7
	Total Fiction	15,733	21,491	16,385	15,846	15,313	16,383	14,784	14,208	13.4	15.7	13.3	12.4	12.0	12.8	12.0	12.0
Children's and Young Adult Books																	
Original	Swedish	2,460	2,842	2,878	2,360	3,059	3,109	2,386	2,363	6.6	6.5	7.8	6.9	6.7	7.7	6.4	7.0
	Translated	2,511	2,817	2,838	3,646	3,710	2,988	1,471	2,652	5.5	5.7	5.6	6.5	7.1	5.3	5.7	9.2
	Total Original	4,971	5,658	5,716	6,006	6,768	6,097	3,856	5,015	6.0	6.1	6.5	6.7	6.9	6.3	6.1	8.0
Reprint	Paperback	399	599	636	563	563	481	257	206	5.1	5.0	6.6	6.8	7.8	11.2	7.4	6.9
	Other Reprint	489	651	569	711	783	693	791	1,049	4.9	5.7	5.2	6.1	6.2	4.9	7.1	5.8
	Total Reprint	889	1,160	1,204	1,274	1,346	1,174	1,048	1,255	5.0	5.3	5.9	6.4	6.8	6.4	7.2	6.0
	Total Children's and Young Adult Books	5,859	6,819	6,920	7,280	8,115	7,271	4,905	6,269	5.8	6.0	6.4	6.6	6.9	6.3	6.3	7.5
Non-fiction																	
Original	Swedish	5,985	5,642	5,054	5,653	5,487	6,099	5,570	4,530	6.2	5.6	5.5	5.8	5.8	7.0	6.6	5.5
	Translated	2,518	2,646	2,594	3,208	2,727	2,377	1,958	1,727	5.6	5.7	5.8	5.3	6.3	6.0	5.3	6.0
	Total Original	8,503	8,289	7,648	8,861	8,214	8,476	7,528	6,257	6.0	5.6	5.6	5.6	6.0	6.7	6.2	5.6
Reprint	Paperback	1,794	1,348	1,376	1,009	1,025	584	463	226	11.8	11.3	10.3	8.6	10.8	7.5	8.6	5.8
	Other Reprint	866	367	400	299	533	1 027	659	515	8.9	7.2	4.9	5.4	6.0	10.3	8.5	5.6
	Total Reprint	2,660	1,715	1,776	1,308	1,558	1,612	1,122	740	10.7	10.1	8.3	7.6	8.5	9.1	8.5	5.6
	Total Non-fiction	11,162	10,004	9,423	10,170	9,772	10,088	8,650	6,997	6.7	6.1	6.0	5.8	6.3	7.0	6.5	5.6
	Referens	100	159	163	147	222	251	322	177	5.3	8.4	8.6	5.9	5.2	6.8	7.2	5.4
	Audio Books	1,417	1,365	1,300	1,099	696	804	461		4.0	4.0	4.9	5.8	4.1	7.4	5.6	
	E-books	49	29	3						0.3	0.5	0.6					
	Grand Total	34,320	39,867	34,195	34,541	34,117	34,796	29,122	27,651	7.9	8.7	8.2	7.9	8.1	8.6	8.3	8.4

It should be noted that the data regarding number of printed copies of audio books and e-books refer to physical sound and information carriers only. Downloadable audio books and e-books are not included in this table.

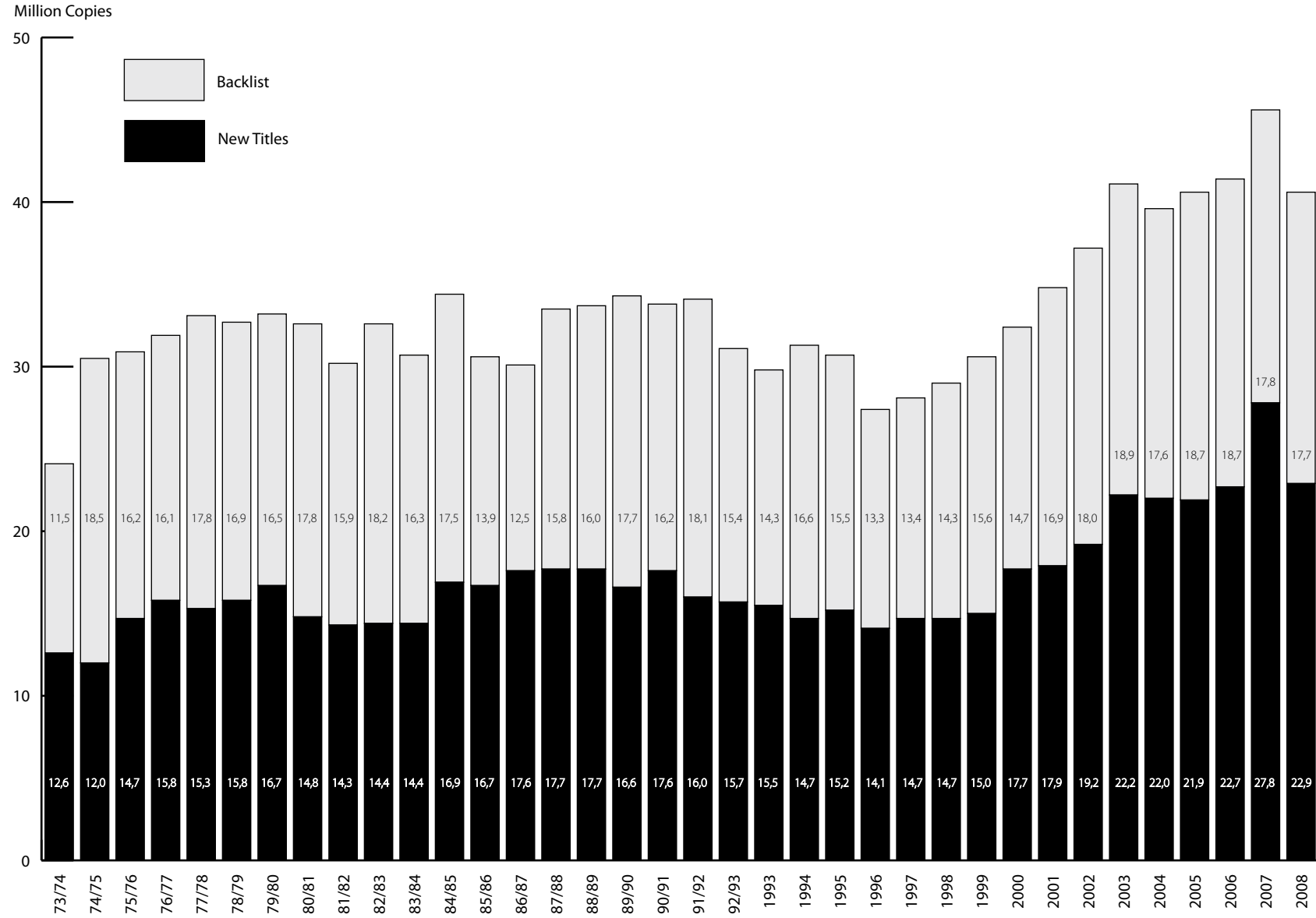
C.4. Sales, New Titles by Category

Category	Number of Printed Copies Sold, in thousands									Number of Copies Sold per Title, in thousands							
	2008	2007	2006	2005	2004	2003	2002	2001	2008	2007	2006	2005	2004	2003	2002	2001	
Fiction																	
Original	Poetry and Drama	70	84	175	102	107	51	82	55	1.7	2.9	4.2	2.5	2.1	1.3	1.4	1.3
	Swedish Fiction	2,624	2,710	2,526	1,907	2,422	1,973	2,036	1,576	9.7	10.6	9.4	7.1	9.8	8.1	7.8	5.4
	Other Fiction in transl.	1,475	1,835	2,003	2,408	2,344	2,127	1,893	2,486	4.8	5.0	6.0	7.1	7.2	6.5	6.4	7.5
	Total Original	4,169	4,628	4,704	4,417	4,872	4,154	4,011	4,116	6.7	7.1	7.3	6.8	7.8	6.8	6.5	6.2
Reprint	Paperback	5,765	7,761	5,538	5,239	4,726	5,380	5,046	4,235	15.9	16.2	14.0	12.3	11.2	13.0	12.8	12.5
	Other Reprint	1,942	4,310	1,491	1,505	1,193	1,651	1,571	1,548	10.2	18.2	7.7	7.3	5.3	6.5	7.2	8.4
	Total Reprint	7,707	12,071	7,029	6,744	5,919	7,031	6,617	5,783	14.0	16.8	11.9	10.7	9.1	10.5	10.8	11.1
	Total Fiction	11,876	16,669	11,733	11,161	10,791	11,185	10,627	9,900	10.2	12.2	9.5	8.7	8.5	8.7	8.6	8.3
Children's and Young Adult Books																	
Original	Swedish	1,606	2,247	1,915	1,458	1,796	1,884	1,620	1,544	4.3	5.1	5.2	4.3	3.9	4.7	4.3	4.6
	Translated	1,409	1,705	2,019	2,702	2,422	2,015	1,116	1,771	3.1	3.5	4.0	4.5	4.7	3.6	4.3	6.1
	Total Original	3,015	3,952	3,934	4,160	4,218	3,899	2,736	3,315	3.6	4.3	4.5	4.4	4.3	4.0	4.3	5.3
Reprint	Paperback	185	283	244	267	285	279	167	126	2.4	2.4	2.5	3.2	4.0	6.5	4.8	4.2
	Other Reprint	366	271	258	298	360	329	415	546	3.7	2.8	2.4	2.6	2.8	2.4	3.7	3.0
	Total Reprint	552	554	502	565	645	608	582	672	3.1	2.6	2.4	2.8	3.2	3.3	4.0	3.2
	Total Children's and Young Adult Books	3,567	4,506	4,436	4,725	4,863	4,506	3,318	3,987	3.5	3.9	4.1	4.3	4.1	3.9	4.2	4.8
Non-fiction																	
Original	Swedish	3,190	3,055	2,913	3,053	3,089	3,314	3,093	2,604	3.3	3.0	3.2	3.1	3.3	3.8	3.7	3.2
	Translated	1,208	1,441	1,440	1,312	1,546	1,432	1,032	899	2.7	3.1	3.2	2.2	3.5	3.6	2.8	3.1
	Total Original	4,398	4,494	4,353	4,366	4,635	4,746	4,125	3,502	3.1	3.1	3.2	2.8	3.4	3.7	3.4	3.1
Reprint	Paperback	1,336	853	933	595	667	327	248	130	8.8	7.2	7.0	5.1	7.0	4.2	4.6	3.3
	Other Reprint	637	217	214	162	369	675	420	210	6.6	4.3	2.6	2.9	4.1	6.8	5.4	2.3
	Total Reprint	1,972	1,070	1,147	758	1,036	1,003	668	340	7.9	6.3	5.3	4.4	5.6	5.6	5.1	2.6
	Total Non-fiction	6,371	5,564	5,500	5,123	5,672	5,748	4,793	3,842	3.8	3.4	3.5	2.9	3.6	4.0	3.6	3.1
	Reference	49	91	93	99	119	130	143	102	2.6	4.8	4.9	4.0	2.8	3.5	3.2	3.1
	Audio Books	996	939	967	778	470	664	303		2.8	2.7	3.7	4.1	2.8	6.1	3.7	
	E-böcker	41	25	6						0.3	0.4	1.2					
	Grand Total	22,900	27,824	22,735	21,886	21,915	22,235	19,184	17,831	5.2	6.1	5.4	5.0	5.2	5.5	5.5	5.4

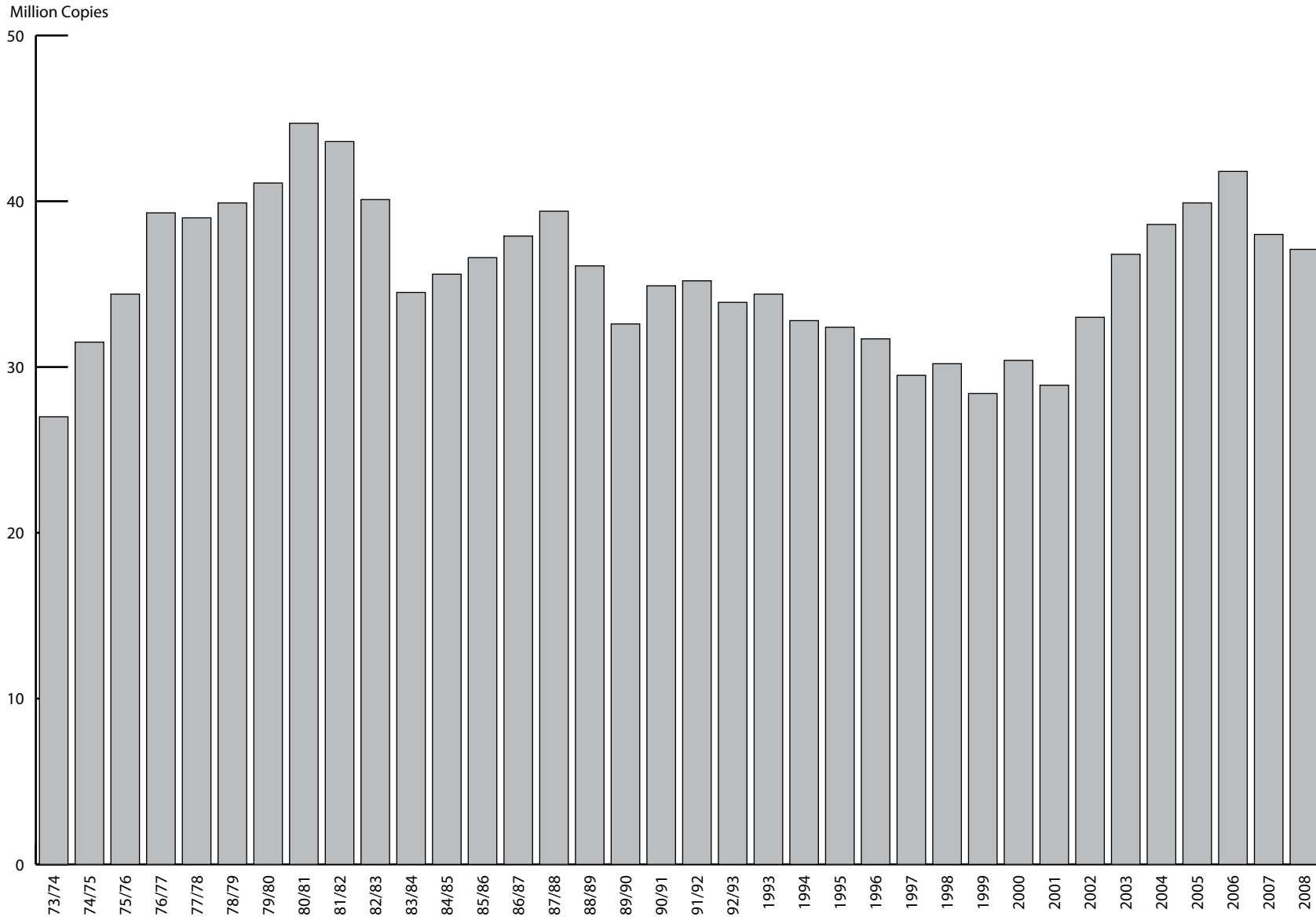
၁၆ C.5. Printed and Sold Copies for New Titles and New Editions (in thousands Copies)



C.6. Total number of Copies Sold



C.7. Total number of Copies in Stock



From start to 1992/1993 the figures refer to March 31 of each year. From 1993 and onwards the figures refer to December 31 each year.

III. Estimate of Total Market Size (domestic sales and imports, excl. VAT)

The total market for books in Sweden, in consumer value, can be estimated at SEK 7 billion excluding VAT. This figure includes all types of published books, general fiction and non-fiction as well as textbooks, mass-market titles, and imports. Other articles usually sold in bookstores, for example stationery and office supplies, are not included.

Using the same data, it is also possible to estimate the total number of copies sold in a year. The calculations are based on trade statistics covering members' sales supplied by the Swedish Publishers' Association (SvF) and the Swedish Association of Educational Publishers (FSL), respectively. To these figures an estimate is then added, regarding the number of copies sold by non-member publishers.

SvF members	40 million copies
FSL members	7 million copies
All other	30–35 million copies

The table shows that an estimated 80 million books are sold in Sweden in a year.

To estimate the number of publishers in Sweden, there are different sources available yielding slightly different figures:

Number of publisher according to the National Library of Sweden	8,444
Number of publishers registered by SNI code 58110 at Statistics Sweden	1,973
Number of publisher applying for publishing subsidies	400
Number of members of NOFF*	163
Number of members of SvF	68
Number of members of FSL	15

As the table shows, the total number of publishers is much higher than any number that could be categorized as professional publishers. KB, the National Library of Sweden, notes that it has no knowledge about how many of the registered publishers that are

currently active. However, a reasonable assumption would put the number of professional publishers with an active publishing schedule on the general Swedish market to about 300.

Number of new titles and new editions in 2008

SvF members	4,365
FSL members	1,335
NOFF members	600 (estimated)

All in all, the three associations' members published roughly 6,300 new titles and new editions in 2008. There is a certain degree of member overlap between the associations, so the actual number is probably somewhat lower.

KB, the National Library of Sweden, registered 18,971 new titles in 2008, roughly three times the number registered by the publishing trade. The primary reason for this discrepancy is that KB registers all kinds of editions and publications, i.e. not only those intended for the general, commercial market, but also different types of reports, booklets, and pamphlets.

The number of book retailers is very high, probably running to several thousands. There are approximately 400 actual bookshops, and the majority of these belong to a chain: Akademibokhandeln, Bokia, JB-gruppen, or Ugglan. The number of bookshops is falling, but still a majority of Swedes have access to an actual bookshop in their own municipality.

The number of Internet retailers, which are primarily selling Swedish titles, is increasing, and, according to the web site of the trade journal Svensk Bokhandel, will soon reach 30. Book clubs number around 40. There are about 200 department stores and superstores, which is roughly the same as the number of second-hand or antiquarian bookshops (some of which are also selling via the Internet). To these, a very large number of smaller outlets can be added, such as newsstands, petrol stations, grocer's stores, paperback shops, and shops with a main focus other than books.

*NOFF, Nordiska Oberoende Förlags Förening, an association of independent Nordic publishers

IV. Participating Publishers in 2008, 62

Alfabeta Bokförlag
 Allt om Hobby
 Bokförlaget Arena
 Arvinus Förlag
 Bokförlaget Atlantis
 Bokförlaget Atlas
 Berghs Förlag
 Bilda Förlag
 Albert Bonniers Förlag
 Bonnier Audio
 Bonnier Business Publishing
 Bonnier Carlsen Bokförlag
 Brombergs Bokförlag
 BTJ Sverige
 Carlsson Bokförlag
 Damm Förlag
 Earbooks
 Ekerlids Förlag
 ELib
 Bokförlaget Fischer & Co
 Bokförlaget Forum
 Fri Tanke Förlag
 Gedins Förlag
 Gothia Förlag
 Hallgren & Fallgren Studieförlag
 Historiska Media

Ica Bokförlag
 Informationsförlaget
 Iustus Förlag
 Karolinska Inst. University Press
 Leopard förlag
 Libris Media
 Bokförlaget Lind & Co
 J.A. Lindblads Bokförlags AB
 LL-förlaget/Centrum för lättläst
 Läkemedelsakademin
 Lärarförbundets Förlag
 Bokförlaget Max Ström
 Månadens Bok (not member)
 Natur & Kultur
 Norstedts Akademiska Förlag
 Norstedts Förlag
 Bokförlaget Nya Doxa
 Bokförlaget Opal
 Ordfront Förlag
 Piratförlaget
 Prevent
 Rabénförlagen
 Santérus Förlag
 Schibsted Förlagen
 Bokförlaget Semic
 SNS Förlag

Sober Förlag
 Sportförlaget i Europa
 Studentlitteratur
 Svensk Byggtjänst
 Svenska institutet
 Timbro
 Tre Böcker Förlag
 Uppsala Publishing House
 Wahlström & Widstrand
 B Wahlströms Bokförlag
 Verbum Förlag

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:

Kjell Bohlund (chairman), Håkan Köhler, Kristoffer Lind, Mikael Sellstedt, Kristina Ahlinder and Roy Rue.

Glossary

Original	Title with a new ISBN. New title or new edition.
Reprint	Previously published book, reprinted with a practically unchanged insert but usually with changes regarding price and/or binding.
Backlist	Books sold after the year of publication.
Fiction	Books classified as category H in the classification system used by Swedish libraries.
Children's and Young Adult Books	Books produced specifically for children or young adults, classification category Hcf, Hcg or with the letter "u" added to the classification.
Non-fiction	Books with a classification other than H or Children's and Young Adult Books
Reference	Encyclopedias, dictionaries and yearbooks.
E-books	Works rendered digitally as text and/or images, distributed through physical carriers such as CDs and DVDs but also electronically through PDF format documents or digital information carriers such as e-book readers.
Audio Books	Work rendered as sound (recorded readings), distributed through physical carriers such as CDs and DVDs but also electronically through MP3 or other audio format files, or digital information carriers.