

Book
Market
Statistics
2009

The Swedish Publishers' Association

INNEHÅLL

I.	Market Statistics Overview	2
II.	Background and Method	3
	A. Sales by Sales Channel	4
	B. Sales by Category	8
	C. Publishing by Title, and Sales by Volume and by Category	12
III.	Participating Publishers	19
	Glossary	19

I. Market Statistics Overview

Sales decline levelling off

For 2009, Swedish Publishers' Association members have reported a decline in the *number of titles published*, as well as declining *sales*. Sales to retailers fell by 3%, and the number of new titles dropped by 3.5%. For about a decade, publishers enjoyed continuously growing sales. However, that positive trend was broken in 2008. For 2009, the decline seems to be levelling off, in economic terms at least, and the provisional statistics for the first four months of 2010 (based on data from the five biggest publishers/publishing groups belonging to the Swedish Publishers' Association), even indicate an increase in sales.

New for this year is that actual printed books and downloadable editions are reported separately, and digital (text) books on CD/DVD are reported separately from downloadable e-books. Downloadable audio books now make up 8% of the volume of new audio books sold, while representing slightly more than 3% of the turnover. Digital books on CD/DVD and downloadable e-books still represent less than 1% of publishers' sales.

In addition, the data for publishers' sales to retailers for 2009 is reported as bookshops, internet stores and department stores put together.

The export of Swedish titles continues to grow. In 2009, it reached a record high of SEK 122.6 million, a 26% increase from 2008. Behind this success are writers such as Stieg Larsson, Camilla Läckberg, Måns Kallentoft, Henning Mankell, Lars Kepler, and others.

The number of new *translated titles* continues to decline, seen as a total. However, in terms of turnover translated fiction is increasing, which is probably explained by a small number of bestselling titles.

The statistics also show that *backlist sales*, i.e. sales of older titles, are in a growing trend. Here it is possible that the internet commerce helps make more titles available to a larger readership. The past two year's decline in sales has mainly affected *new titles*.

The difference between the number of printed copies and the number of copies sold is diminishing, which of course is positive, as is the continued decrease of the number of *copies in stock*.

It is obvious that the publishing industry has been affected by the economic downturn, but also by condi-

tions particular to the publishing world, for example the sharp competition.

Market competition has resulted in tighter margins and a certain restraint on the side of the publishers. The market is also influenced by the effect that piracy and illegal file sharing has on sales, primarily of audio books and e-books.

II. 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. 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 (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 2008- 2009	2009 MSEK	2008 MSEK	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	1997 MSEK	73/74 MSEK
Bookstores			663.9	734.5	838.0	759.2	776.2	783.0	718.8	588.2	515.2	546.1	554.0	495.3	100.7
Internet Retailers			322.8	284.5											
Department stores			245.4	261.0	300.9	282.2	264.8	260.0	276.3	259.6	176.7	184.3	145.5	103.8	11.3
<i>Total Bookstores, Internet Retailers and Department stores</i>	-4%	1,179.2	1,232.1	1,280.0	1,138.8	1,041.5	1,041.0	1,043.0	995.1	847.8	691.9	730.3	699.5	599.1	112.0
Wholesalers*	-2%	246.6	252.0	290.8	336.9	338.6	279.3	254.3	224.9	211.5	189.7	116.9	102.3	97.4	23.3
Book Clubs	-6%	194.7	206.3	228.6	249.9	254.8	248.4	259.8	255.2	217.2	214.7	220.6	194.0	183.2	
Other Retailers	14%	134.9	117.9	129.4	135.4	117.2	152.7	167.4	144.2	115.0	142.4	146.1	146.5	160.2	9.8
Total	-3%	1,755.4	1,808.3	1,928.8	1,861.0	1,752.0	1,721.5	1,724.6	1,619.4	1,391.5	1,238.7	1,214.0	1,142.3	1,039.9	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 also includes sales to Bibliotekstjänst.

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

MSEK = Million Swedish Crowns	Change 2008- 2009	2009 MSEK	2008 MSEK	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	1997 MSEK	73/74 MSEK
Book Clubs	-7%	463.0	497.6	563.0	650.6	672.8	682.2	686.8	584.3	532.6	556.1	583.3	564.5	571.8	49.9
Additional Direct Sales to consumers	-30%	62.2	89.5	115.3	99.6	83.9	72.0	68.1	69.7	102.7	128.0	104.5	123.1	126.1	22.5
Other (Direct Sales to companies and institutions etc.)	-10%	107.7	119.1	137.5	118.0	110.5	111.9	98.2	96.7	116.2	81.7	95.8	84.0	71.8	12.9
Total	-10%	632.9	706.2	815.7	868.2	867.3	866.1	853.1	750.7	751.5	765.7	783.7	771.6	769.7	85.3

When comparing the figures for 2003 with previous years, it should be noted that several new books clubs were added in 2003.

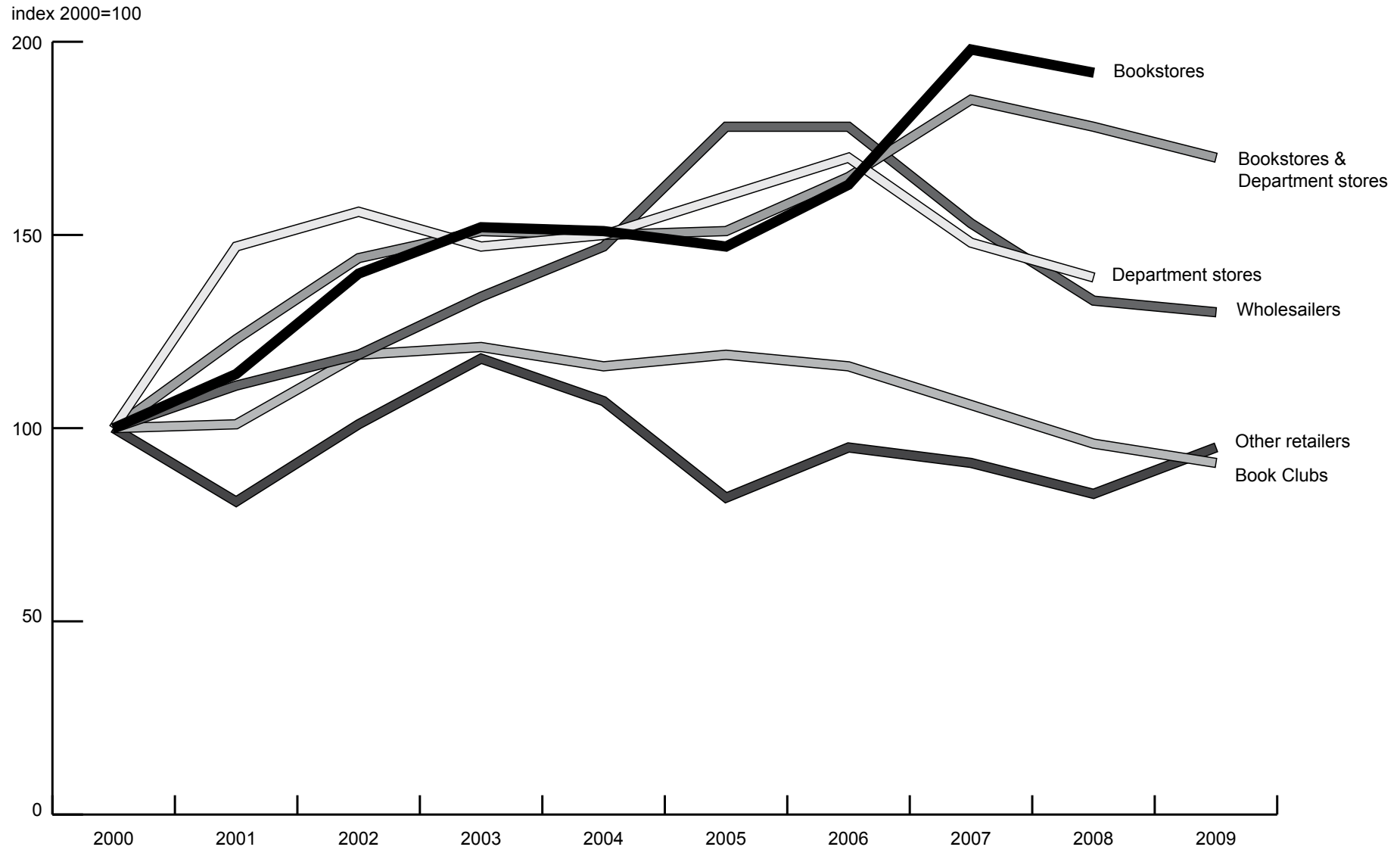
As a consequence of changes in some members' businesses, a number of book clubs were removed from the statistical data in 2007. The removal of these clubs equals roughly half the registered decline between 2006 and 2007.

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

MSEK = Million Swedish Crowns	Change 2008- 2008	2009 MSEK	2008 MSEK	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	1997 MSEK	73/74 MSEK
Foreign sales (printed books in Swedish, foreign language editions and revenue from publishing rights)	26%	122.6	97.0	99.1	87.8	89.0	91.4	116.0	96.9	101.1	78.5	61.6	63.4	65.2	5.7

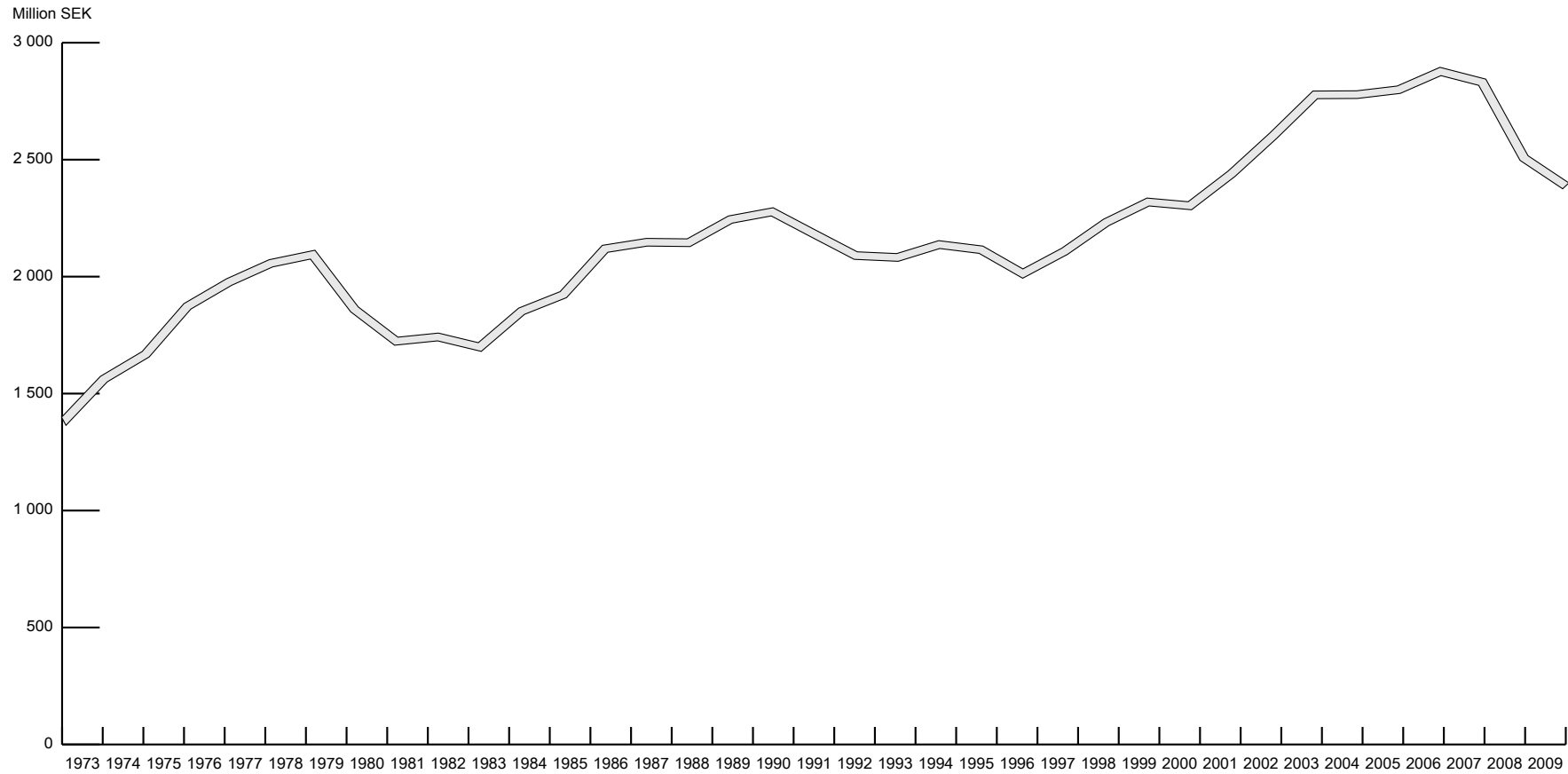
A.4. Sales Trends in Current Prices, by Channel

Based on Table A.1.



A.5. Invoiced Sales

Member publishers' invoiced sales excluding VAT, adjusted for the general price trend according to CPI (Consumer Price Index), in the money value of 2009. 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 retailers 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.

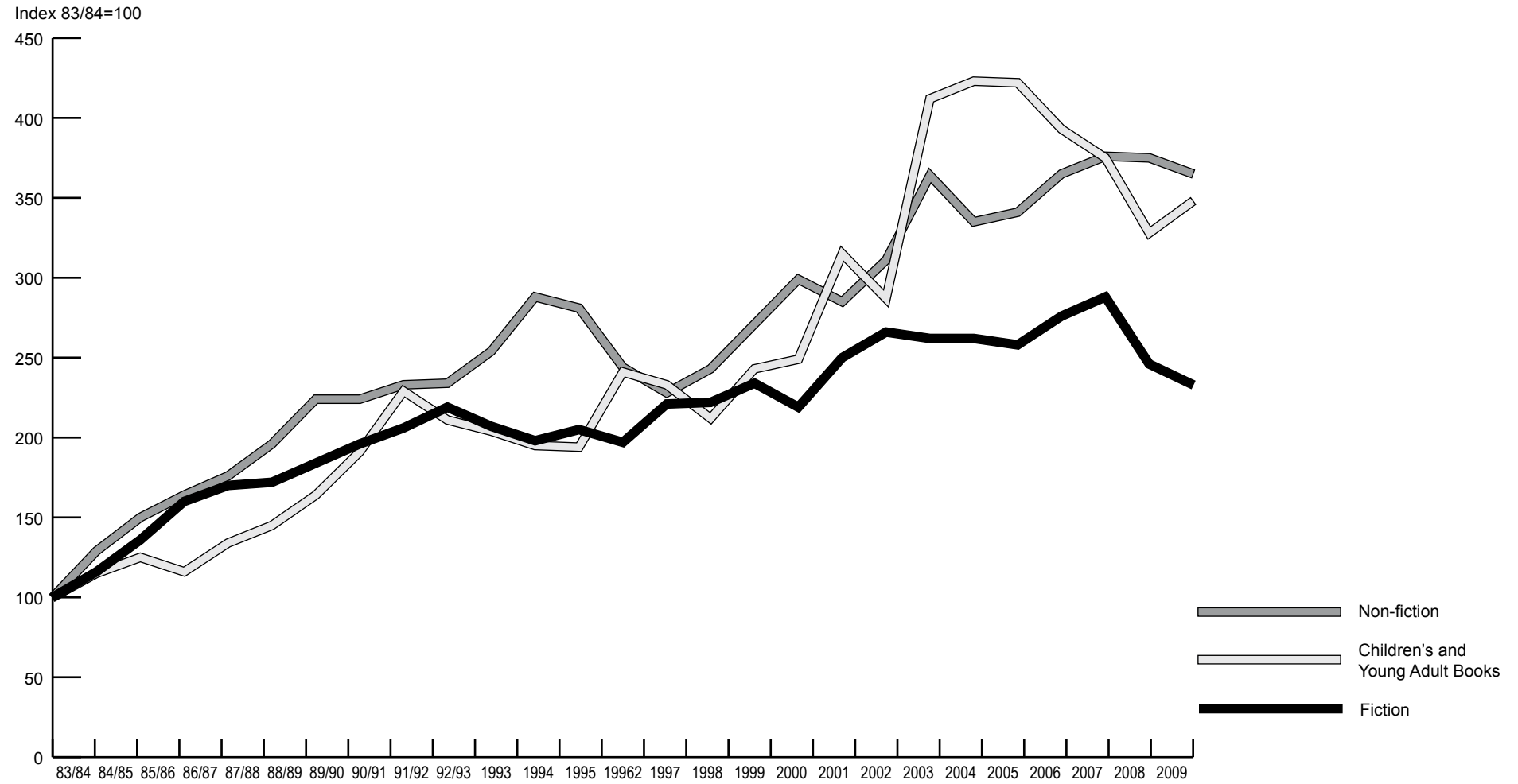
Category		2009		2008		2007		2006		2005		2004		2003		2002		2001		Total MSEK
		New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	
		MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	
Fiction																				
Original	Poetry and Drama	1.8	2.1	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	
	Swedish fiction	232.1	249.1	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	
	Other fiction in transl.	196.8	209.0	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	
<i>Total Reprint</i>		430.8	460.2	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	
Reprint	Paperback	117.7	196.1	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	
	Other Reprint	76.0	108.9	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	
<i>Total Reprint</i>		193.7	305.0	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	
<i>Total Fiction</i>		624.5	765.2	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	
Children's and Young Adult Books																				
Original	Swedish	78.8	155.9	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	
	Translated	74.4	123.8	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	
<i>Total Original</i>		153.3	279.7	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	
Reprint	Paperback	8.5	15.3	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	
	Other Reprint	11.5	26.3	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	
<i>Total Reprint</i>		20.0	41.6	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	
<i>Total Children's and Young Adult Books</i>		173.2	321.3	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	
Non-fiction																				
Original	Swedish	414.7	652.3	371.6	586.1	377.8	604.1	340.5	575.6	342.1	555.3	312.7	517.7	326.9	563.9	301.3	555.5	288.4	511.2	
	Translated	87.6	144.2	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	
<i>Total Original</i>		502.3	796.5	509.3	788.9	535.3	821.8	502.5	795.2	496.1	760.3	476.5	733.2	474.4	781.1	389.6	690.2	371.7	647.0	
Reprint	Paperback	20.3	44.3	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	
	Other Reprint	19.0	27.3	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	
<i>Total Reprint</i>		39.3	71.6	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	
<i>Total Non-fiction</i>		541.5	868.1	563.4	892.9	566.5	894.7	532.4	869.0	524.9	811.6	517.6	797.6	538.4	867.0	419.5	740.4	388.8	677.9	
Audio Books																				
	Audio Books physical copies	115.4	152.7	132.7	179.1	135.9	188.8	133.8	185.2	112.4	154.5	70.7	96.4	53.2	79.0	55.7	76.0			
	Audio Books downloadable/streaming	4.0	10.0	2.6	6.0	4.0	7.0													
<i>Total Audio Books</i>		119.4	162.7	135.3	185.2	139.9	195.8	133.8	185.2	112.4	154.5	70.7	96.4	53.2	79.0	55.7	76.0			
Digital books																				
	Books on CD/DVD etc.	8.0	8.2	7.5	7.5	13.7	16.6	14.2	15.4											
	E-books (downloadable)	0.5	0.8	0.1	0.6	0.1	0.3													
<i>Total Digital Books</i>		8.5	9.0	7.6	8.0	13.8	16.9	14.2	15.4											
Total		1,467.1	2,126.3	1,569.1	2,195.5	1,749.8	2,396.4	1,682.9	2,336.4	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	

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.

Due to changes in some members' businesses, quite a large part of the volume of published children's books is missing from the statistical data for 2007. In actual fact, sales of books for children and young adults increased in 2007.

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

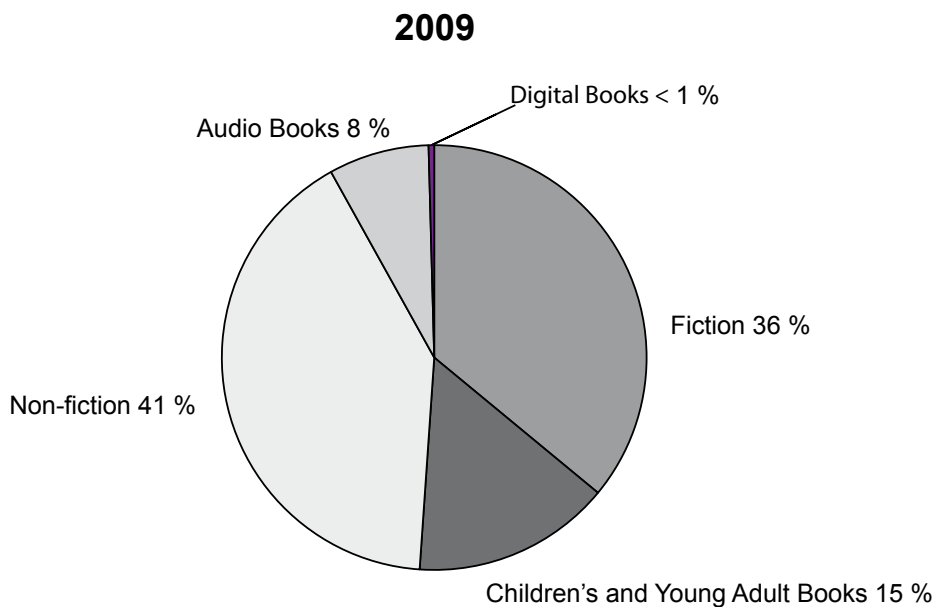
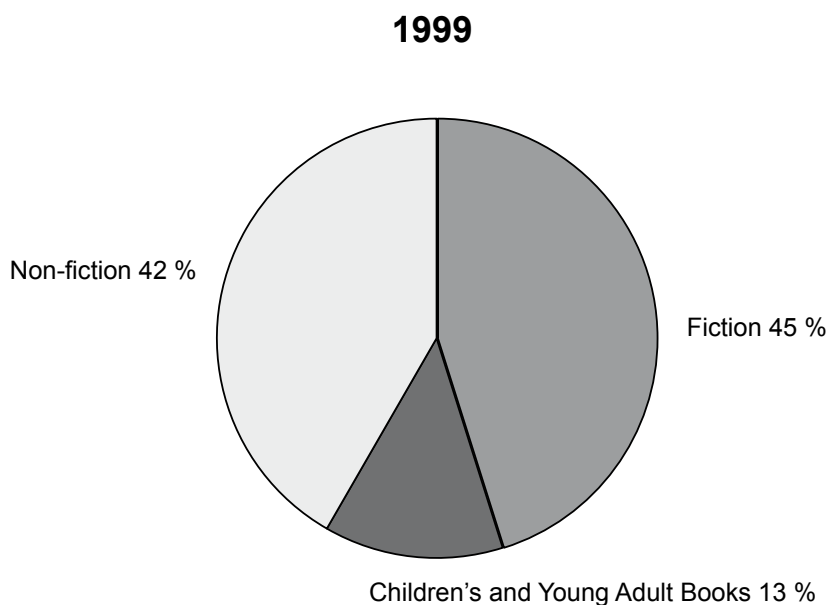
The publishers report net prices for retail and consumer prices for direct sales.



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
2009	107.0	-19	4.8

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

	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	73/74
Total. New Titles and New Editions*	4,307	4,462	4,719	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	1 893
Change	-3.5%	-5.4%	12.8%	-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%	
Number of Printed Copies, in thousands	29,395	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	18 996
Change	-14.3%	-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%	
Number of Printed Copies per Title, in thousands**	7.7	8.2	8.8	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	10.0
Change	-6.3%	-7.3%	8.2%	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%	
Number of Copies Sold, in thousands	20,241	22,882	27,769	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	12 589
Change	-11.5%	-17.6%	22.1%	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%	
Number of Copies Sold per Title, in thousands	4.7	5.1	5.9	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	6.7
Change	-8.4%	-12.9%	8.3%	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%	

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.

* Includes printed books, audio books and digital books with new ISBNs.

** Number of printed copies per title refers to actual printed copies only, excluding download versions.

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	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	
Fiction																		
Original	Poetry and Drama	30	42	29	42	41	50	40	59	42	59	64	65	69	70	61	75	82
	Swedish Fiction	253	270	256	268	270	246	243	262	290	270	267	257	265	285	316	328	287
	Other Fiction in transl.	256	306	367	334	338	326	328	298	333	335	311	316	300	296	325	323	
	<i>Total Original</i>	539	618	652	644	649	622	611	619	665	664	666	633	650	655	673	728	692
Reprint	Paperback	309	362	480	396	427	423	415	393	338	303	296	264	230	239	291	227	238
	Other Reprint	156	190	237	193	205	227	256	217	184	204	216	269	217	223	253	221	221
	<i>Total Reprint</i>	465	552	717	589	632	650	671	610	522	507	512	533	447	462	544	448	459
	<i>Total Fiction</i>	1,004	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
Children's and Young Adult Books																		
Original	Swedish	367	373	437	370	342	459	403	375	338	393	368	290	349	307	305	278	269
	Translated	436	455	490	506	561	520	566	260	289	461	373	309	261	319	271	322	321
	<i>Total Original</i>	803	828	927	876	903	979	969	635	627	854	741	599	610	626	576	600	590
Reprint	Paperback	67	78	119	96	83	72	43	35	30	18	10	14	7	2	23	19	15
	Other Reprint	128	100	98	109	116	127	140	111	180	176	212	195	93	93	228	111	124
	<i>Total Reprint</i>	195	178	217	205	199	199	183	146	210	194	222	209	100	95	251	130	139
	<i>Total Children's and Young Adult Books</i>	998	1,006	1,144	1,081	1,102	1,178	1,152	781	837	1,048	963	808	710	721	827	730	729
Non-fiction																		
Original	Swedish	1,003	988	1,030	940	1,001	981	911	885	859	884	919	1,064	1,028	1,113	1,073	1,047	993
	Translated	332	452	461	445	601	436	398	367	289	337	393	381	344	310	313	326	330
	<i>Total Original</i>	1,335	1,440	1,491	1,385	1,602	1,417	1,309	1,252	1,148	1,221	1,312	1,445	1,372	1,423	1,386	1,373	1,323
Reprint	Paperback	132	152	119	133	117	95	78	54	39	39	37	36	34	41	29	22	13
	Other Reprint	68	97	51	82	55	89	100	78	92	109	143	102	126	114	119	145	155
	<i>Total Reprint</i>	200	249	170	215	172	184	178	132	131	148	180	138	160	155	148	167	168
	<i>Total Non-fiction</i>	1,535	1,689	1,661	1,600	1,774	1,601	1,487	1,384	1,279	1,369	1,492	1,583	1,532	1,578	1,534	1,540	1,491
Audio Books																		
	Audio Books physical copies	283	319	322	264	190	168	109	82									
	Audio Books downloadable/streaming	256	218	159														
	<i>Total Audio Books</i>	539	537	481	264	190	168	109	82									
Digital Books																		
	Books on CD/DVD etc.	6	3	11	5													
	E-books	225	57	53														
	<i>Total Digital Books</i>	231	60	64	5													
	Grand Total	4,307	4,462	4,719	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
	Share of total: printed/physical copies	3,826	4,187	4,507	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
	Share of total: downloadable/streaming	481	275	212														

C.3. Production Volumes, New Titles by Category

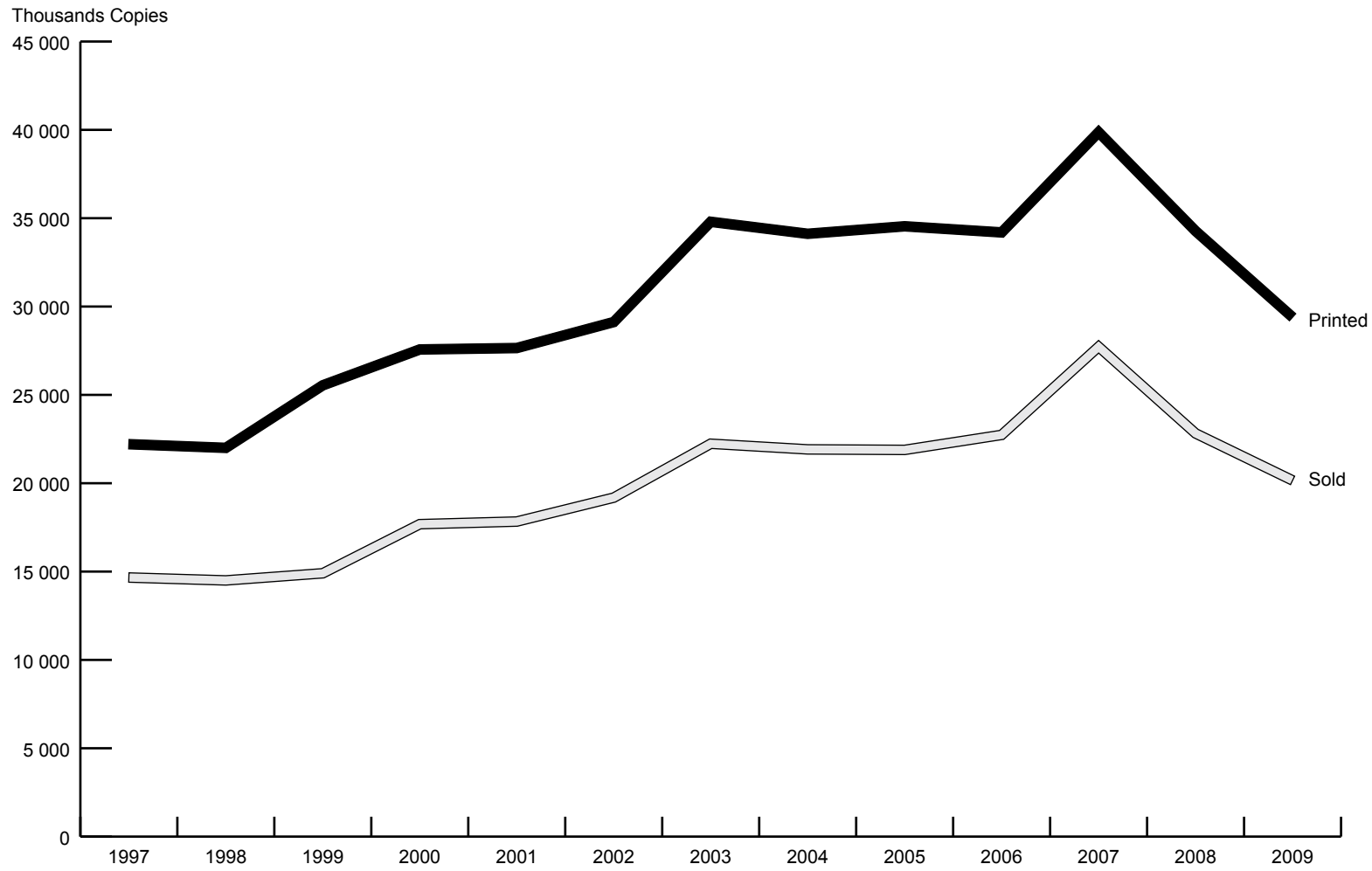
Category		Number of Copies Printed, in thousands								Number of Copies Printed per Title, in thousands							
		2009	2008	2007	2006	2005	2004	2003	2002	2009	2008	2007	2006	2005	2004	2003	2002
Fiction																	
Original	Poetry and Drama	47	126	104	234	130	165	142	149	1.6	3.0	3.6	5.6	3.2	3.3	3.6	2.5
	Swedish Fiction	2,917	3,342	3,749	3,438	2,941	3,169	2,876	2,762	11.5	12.4	14.6	12.8	10.9	12.9	11.8	10.5
	Other Fiction in transl.	2,090	2,081	2,782	2,799	3,478	3,253	3,243	2,769	8.2	6.8	7.6	8.4	10.3	10.0	9.9	9.3
	<i>Total Original</i>	5,054	5,549	6,635	6,472	6,548	6,587	6,261	5,681	9.4	9.0	10.2	10.0	10.1	10.6	10.2	9.2
Reprint	Paperback	6,437	7,723	10,001	7,828	7,120	6,712	7,595	6,847	20.8	21.3	20.8	19.8	16.7	15.9	18.3	17.4
	Other Reprint	1,592	2,461	4,856	2,084	2,177	2,014	2,527	2,257	10.2	13.0	20.5	10.8	10.6	8.9	9.9	10.4
	<i>Total Reprint</i>	8,030	10,183	14,857	9,913	9,297	8,727	10,122	9,103	17.3	18.4	20.7	16.8	14.7	13.4	15.1	14.9
	<i>Total Fiction</i>	13,083	15,733	21,491	16,385	15,846	15,313	16,383	14,784	13.0	13.4	15.7	13.3	12.4	12.0	12.8	12.0
Children's and Young Adult Books																	
Original	Swedish	2,294	2,460	2,842	2,878	2,360	3,059	3,109	2,386	6.3	6.6	6.5	7.8	6.9	6.7	7.7	6.4
	Translated	2,419	2,511	2,817	2,838	3,646	3,710	2,988	1,471	5.5	5.5	5.7	5.6	6.5	7.1	5.3	5.7
	<i>Total Original</i>	4,713	4,971	5,658	5,716	6,006	6,768	6,097	3,856	5.9	6.0	6.1	6.5	6.7	6.9	6.3	6.1
Reprint	Paperback	478	399	599	636	563	563	481	257	7.1	5.1	5.0	6.6	6.8	7.8	11.2	7.4
	Other Reprint	571	489	561	569	711	783	693	791	4.5	4.9	5.7	5.2	6.1	6.2	4.9	7.1
	<i>Total Reprint</i>	1,048	889	1,160	1,204	1,274	1,346	1,174	1,048	5.4	5.0	5.3	5.9	6.4	6.8	6.4	7.2
	<i>Total Children's and Young Adult Books</i>	5,761	5,859	6,819	6,920	7,280	8,115	7,271	4,905	5.8	5.8	6.0	6.4	6.6	6.9	6.3	6.3
Non-fiction																	
Original	Swedish	5,889	6,085	5,801	5,218	5,800	5,708	6,350	5,892	5.9	6.2	5.6	5.6	5.8	5.8	7.0	6.7
	Translated	1,767	2,518	2,646	2,594	3,208	2,727	2,377	1,958	5.3	5.6	5.7	5.8	5.3	6.3	6.0	5.3
	<i>Total Original</i>	7,656	8,602	8,448	7,811	9,008	8,436	8,727	7,850	5.7	6.0	5.7	5.6	5.6	6.0	6.7	6.3
Reprint	Paperback	1,289	1,794	1,348	1,376	1,009	1,025	584	463	9.8	11.8	11.3	10.3	8.6	10.8	7.5	8.6
	Other Reprint	463	866	367	400	299	533	1,027	659	6.8	8.9	7.2	4.9	5.4	6.0	10.3	8.5
	<i>Total Reprint</i>	1,752	2,660	1,715	1,776	1,308	1,558	1,612	1,122	8.8	10.7	10.1	8.3	7.6	8.5	9.1	8.5
	<i>Total Non-fiction</i>	9,408	11,262	10,163	9,587	10,317	9,993	10,338	8,972	6.1	6.7	6.1	6.0	5.8	6.2	7.0	6.5
Audio Books		1,138	1,417	1,365	1,300	1,099	696	804	461	4.0	4.4	4.2	4.9	5.8	4.1	7.4	5.6
Digital Books		4	3	29	3					0.7	1.0	2.6	0.6				
Grand Total		29,395	34,274	39,867	34,195	34,541	34,117	34,796	29,122	7.7	8.2	8.8	8.2	7.9	8.1	8.6	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.

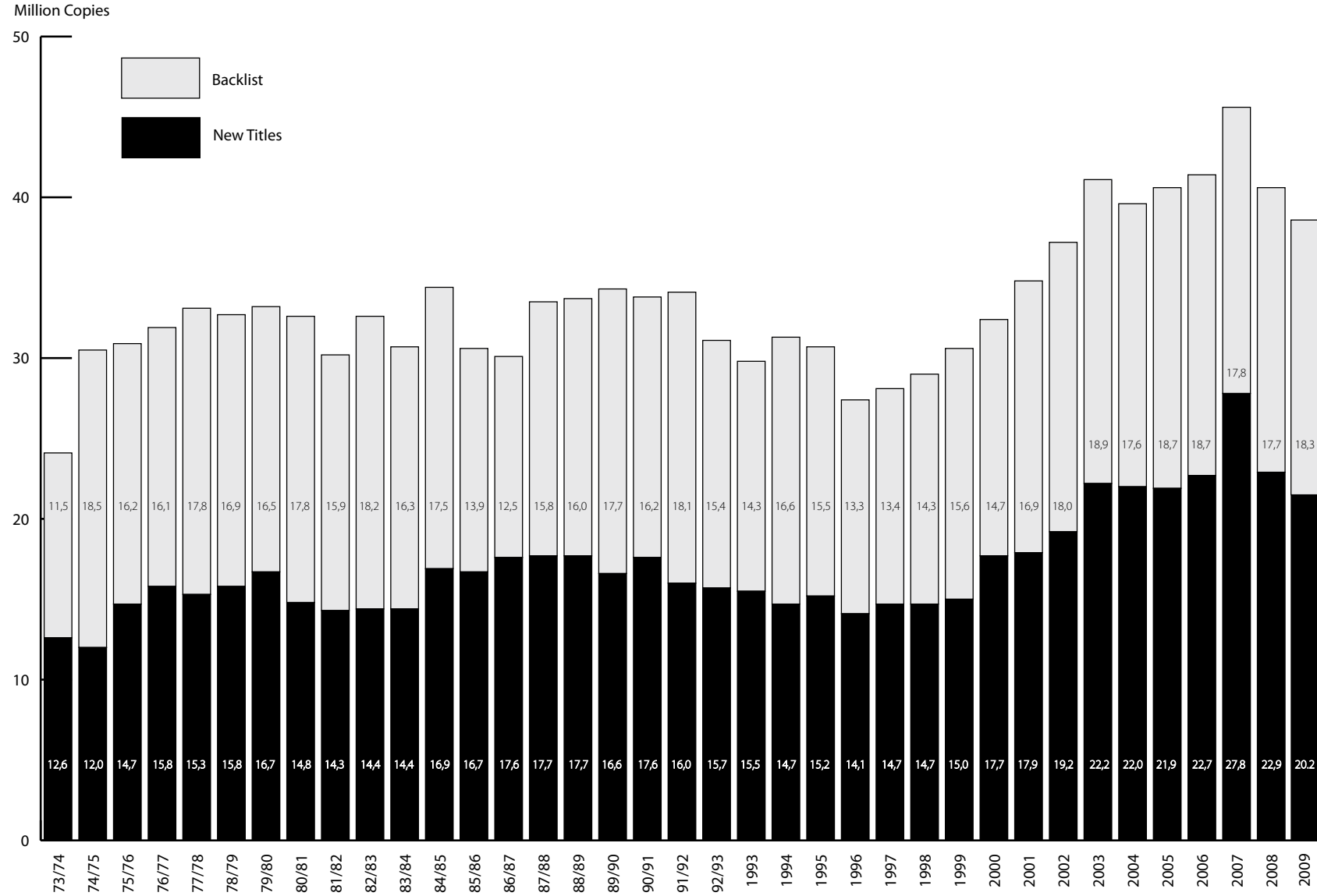
C.4. Sales, New Titles by Category

Category		Number of Printed Copies Sold, in thousands								Number of Copies Sold per Title, in thousands							
		2009	2008	2007	2006	2005	2004	2003	2002	2009	2008	2007	2006	2005	2004	2003	2002
Fiction																	
Original	Poetry and Drama	24	70	84	175	102	107	51	82	0.8	1.7	2.9	4.2	2.5	2.1	1.3	1.4
	Swedish Fiction	2,313	2,624	2,710	2,526	1,907	2,422	1,973	2,036	9.1	9.7	10.6	9.4	7.1	9.8	8.1	7.8
	Other Fiction in transl.	1,603	1,475	1,835	2,003	2,408	2,344	2,127	1,893	6.3	4.8	5.0	6.0	7.1	7.2	6.5	6.4
	<i>Total Original</i>	3,940	4,169	4,628	4,704	4,417	4,872	4,154	4,011	7.3	6.7	7.1	7.3	6.8	7.8	6.8	6.5
Reprint	Paperback	5,079	5,765	7,761	5,538	5,239	4,726	5,380	5,046	16.4	15.9	16.2	14.0	12.3	11.2	13.0	12.8
	Other Reprint	1,064	1,942	4,310	1,491	1,505	1,193	1,651	1,571	6.8	10.2	18.2	7.7	7.3	5.3	6.5	7.2
	<i>Total Reprint</i>	6,143	7,707	12,071	7,029	6,744	5,919	7,031	6,617	13.2	14.0	16.8	11.9	10.7	9.1	10.5	10.8
	<i>Total Fiction</i>	10,083	11,876	16,699	11,733	11,161	10,791	11,185	10,627	10.0	10.2	12.2	9.5	8.7	8.5	8.7	8.6
Children's and Young Adult Books																	
Original	Swedish	1,427	1,606	2,247	1,915	1,458	1,796	1,884	1,620	3.9	4.3	5.1	5.2	4.3	3.9	4.7	4.3
	Translated	1,319	1,409	1,705	2,019	2,702	2,422	2,015	1,116	3.0	3.1	3.5	4.0	4.8	4.7	3.6	4.3
	<i>Total Original</i>	2,746	3,015	3,952	3,934	4,160	4,218	3,899	2,736	3.4	3.6	4.3	4.5	4.6	4.3	4.0	4.3
Reprint	Paperback	315	185	283	244	267	285	279	167	4.7	2.4	2.4	2.5	3.2	4.0	6.5	4.8
	Other Reprint	459	366	271	258	298	360	329	415	3.6	3.7	2.8	2.4	2.6	2.8	2.4	3.7
	<i>Total Reprint</i>	773	552	554	502	565	645	608	582	4.0	3.1	2.6	2.4	2.8	3.2	3.3	4.0
	<i>Total Children's and Young Adult Books</i>	3,520	3,567	4,506	4,436	4,725	4,863	4,506	3,318	3.5	3.5	3.9	4.1	4.3	4.1	3.9	4.2
Non-fiction																	
Original	Swedish	3,560	3,239	3,146	3,006	3,153	3,208	3,444	3,236	3.5	3.3	3.1	3.2	3.1	3.3	3.8	3.7
	Translated	994	1,208	1,441	1,440	1,312	1,546	1,432	1,032	3.0	2.7	3.1	3.2	2.2	3.5	3.6	2.8
	<i>Total Original</i>	4,554	4,448	4,587	4,445	4,465	4,754	4,876	4,268	3.4	3.1	3.1	3.2	2.8	3.4	3.7	3.4
Reprint	Paperback	923	1,336	853	933	595	667	327	248	7.0	8.8	7.2	7.0	5.1	7.0	4.2	4.6
	Other Reprint	299	637	217	214	162	369	675	420	4.4	6.6	4.3	2.6	2.9	4.1	6.8	5.4
	<i>Total Reprint</i>	1,222	1,972	1,070	1,147	758	1,036	1,003	668	6.1	7.9	6.3	5.3	4.4	5.6	5.6	5.1
	<i>Total Non-fiction</i>	5,776	6,420	5,657	5,593	5,223	5,790	5,878	4,936	3.8	3.8	3.4	3.5	2.9	3.6	4.0	3.6
Audio Books																	
	Audio Books physical copies	778	954	846	967	778	470	664	303	2.8	3.0	2.6	3.7	4.1	2.8	6.1	3.7
	Audio Books downloadable/streaming	68	49	37						0.3	0.2	0.2					
	<i>Total Audio Books</i>	846	1,003	882	967	778	470	664	303	1.6	1.9	1.8	3.7	4.1	2.8	6.1	3.7
Digital Books																	
	Books on CD/DVD etc.	3	4	17	6					0.5	1.3	1.5	1.2				
	E-books (downloadable)	14	12	8						0.1	0.2	0.2					
	<i>Total Digital Books</i>	17	16	25	6					0.1	0.3	0.4	1.2				
Grand Total		20,241	22,882	27,769	22,735	21,886	21,915	22,235	19,184	4.7	5.1	5.9	5.4	5.0	5.2	5.5	5.5
	Share of total: printed/physical copies	20,160	22,820	27,724	22,735	21,886	21,915	22,235	19,184	5.3	5.5	6.2	5.4	5.0	5.2	5.5	5.5
	Share of total: downloadable/streaming	81	62	45						0.2	0.2	0.2					

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



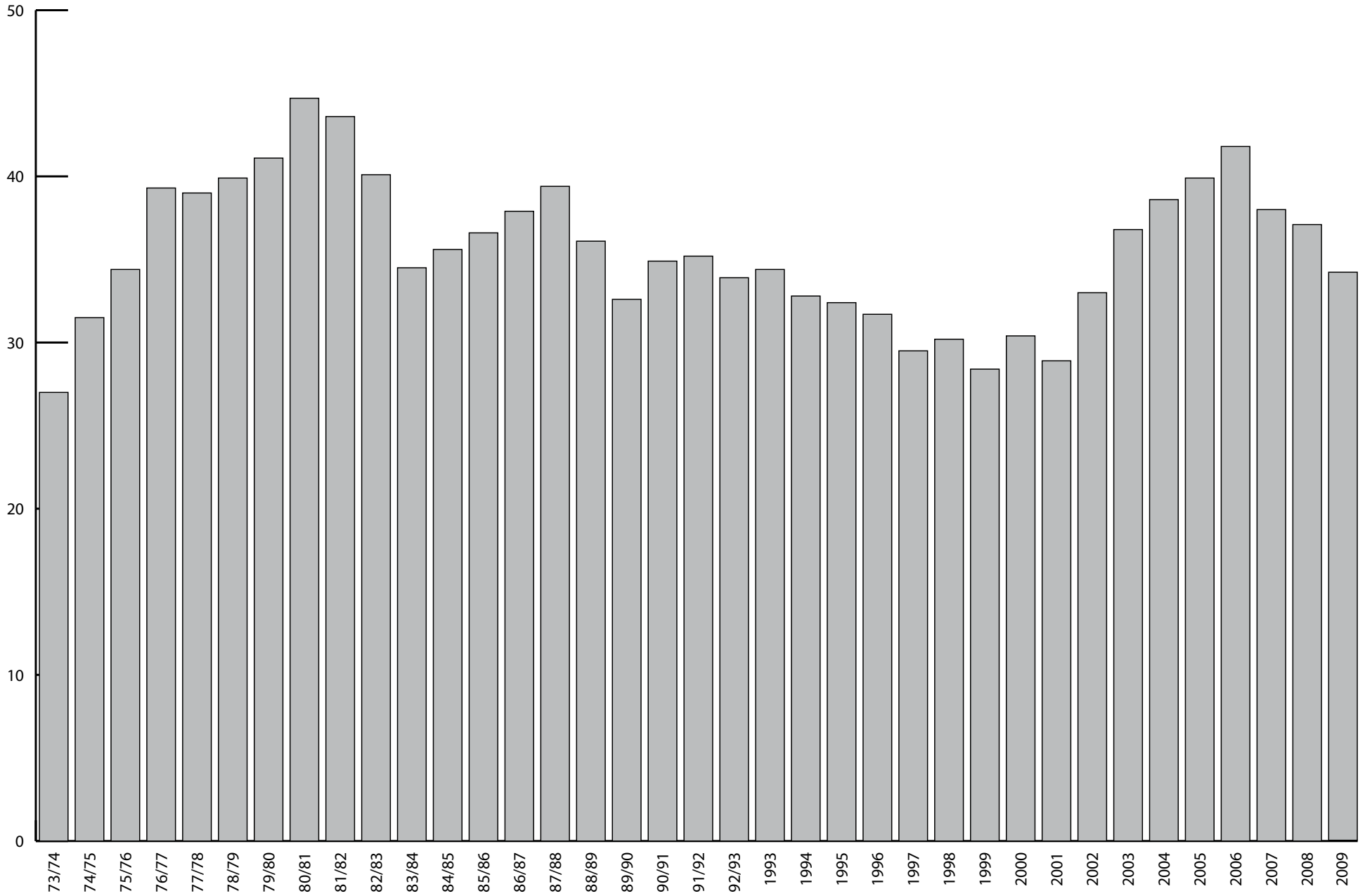
C.6. Total number of Copies Sold



C.7. Total number of Copies in Stock

18

Million Copies



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. Participating Publishers in 2009, 57

Alfabeta Bokförlag	Informationsförlaget	Storyside
Allt om Hobby	Iustus Förlag	Svensk Byggtjänst
Bokförlaget Arena	Karolinska Inst. University Press	Svenska institutet
Bokförlaget Atlantis	Leopard förlag	Svenskt Militärhistoriskt Biblioteks Förlag
Bokförlaget Atlas	Libris Media	Timbro
Berghs Förlag	Bokförlaget Lind & Co	Wahlström & Widstrand
Bilda Förlag	J.A. Lindblads Bokförlags AB	B Wahlströms Bokförlag
Albert Bonniers Förlag	LL-förlaget/Centrum för lättläst	Verbum Förlag
Bonnier Audio	Läkemedelsakademin	
Bonnier Business Publishing	Läraryrskommitténs Förlag	
Bonnier Carlsen Bokförlag	Bokförlaget Max Ström	More information?
Brombergs Bokförlag	Månadens Bok (ej medlem)	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 .
BTJ Sverige	Natur & Kultur	
Carlsson Bokförlag	Norstedts	<i>The Swedish Publishers' Association Statistics Committee:</i>
Damm Förlag	Bokförlaget Nya Doxa	Kjell Bohlund (chairman), Håkan Köhler, Kristoffer Lind, Mikael Sellstedt, Kristina Ahlinder and Roy Rue.
Earbooks	Bokförlaget Opal	
Ekerlids Förlag	Ordfront Förlag	
Elib	Piratförlaget	
Bokförlaget Fischer & Co	Prevent	
Bokförlaget Forum	Rabén & Sjögren	
Fri Tanke Förlag	Santérus Förlag	
Gedins Förlag	Bokförlaget Semic	
Gothia Förlag	SIS Förlag	
Historiska Media	SNS Förlag	
Ica Bokförlag	Sober Förlag	

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
Digital books	Works rendered digitally as text and/or images. Books on CD/DVD and downloadable e-books.
Audio Books	Work rendered as sound (recorded readings). Distributed on CD/DVD, but also in MP3 or other digital audio formats.