

BOOK MARKET STATISTICS 2010

The Swedish Publishers' Association

Book Market Statistics 2010

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I. Market Statistics Overview

Optimism among publishers despite continued sales decline

The members of the Swedish Publishers' Association have reported a decline in the number of titles published, as well as declining sales, in 2010. The negative trend we have seen since the peak year of 2007 has continued. Other than this, the first decade of the 21st Century has been characterised by a positive trend, not least due to the reduction in VAT on 1 January 2002. But there is no doubt that the positive trend came to an end in 2008.

There are, however, clear signs that the decline in sales is slowing down. In 2010, sales to retailers fell by two percent, while the same figure for 2009 was three percent. Just over five percent fewer new titles were published in 2010, while the equivalent figure for 2009 was 3.5 percent. Unlike in 2009, when the real big sellers included "Vår kokbok" ("Our cookbook") and books by authors like Camilla Läckberg and Dan Brown, no big-selling titles emerged in 2010. This has had a clear impact on sales, not least to department stores.

In 2010, publisher members of the Association sold around 40 million book volumes, i.e. approximately four books per Swedish citizen. The total figure for books purchased is, of course, much higher: educational material, books published by non-members, imported books etc. But although sales fell in 2010, there is a feeling of optimism among the publishing companies, with many investing both in breadth and quality.

Books covering the areas of diet, health and personal development were popular in 2010, a trend which goes back several years. Other notable trends include books on the environment and environmentally-friendly philosophies, as well as books on knitting and crocheting. According to the Swedish Institute for Children's Books' Bokprovning ("Book-tasting") survey, nostalgia, including clear references to the aesthetics of 1950s picture books, has emerged as a trend in children's literature. For the first time since 2003, the number of Swedish children's books published exceeded translated ones.

The export of Swedish titles made further progress, and reached a new record level of SEK 154.4 million in 2010, an increase of 25% since 2009. The success is still primarily due to Stieg Larsson, as well as to authors such as Camilla Läckberg, Mons Kallentoft, Henning Mankell and Lars Kepler.

A notable trend is that publishers are cutting back on the number of newly-published, translated titles. For the second consecutive year, we have seen a fall in publishing in all literary genres. A fall has also been noted in terms of sales. The main reason is that fewer titles are purchased by the various retailers; this depresses the number of titles. The impact on sales is largely due to the dominance of Swedish popular titles, which is particularly notable in the area of Swedish crime novels. Books by English-language authors are, in addition, more and more frequently read in the original language – Sweden has become an increasingly important export market for original-language books, primarily from British publishers.

The statistics also show a marginal increase in the sale of backlist titles, i.e. older titles. The sale of new titles does, however, remain higher than the sale of older titles. The difference between the number of printed copies and the number of sold copies remains unchanged compared with 2009. Nor has there been a change in the number of volumes in stock.

The number of new e-book titles has more than doubled in 2010 compared with 2009, and now represents more than ten percent of members' new publishing. The same positive trend can be noted with respect to the number of e-books sold. The development of digital books is really accelerating, and sales are increasing rapidly, albeit from a very low level. The e-book format has also stabilised, and a standard is about to emerge. Many publishers now release all their new titles simultaneously as e-books and printed books. Publishers are also increasingly starting to release their backlists in digital format.

There has, however, been a substantial fall in the number of new audiobook titles. Sales have also seen a downturn. This is partly due to illegal publishing and downloading, which means that there is no guaranteed profit for publishers in the release of new titles.

With respect to the large joint book sale held in February, there are indications that the trend has broken. The proportion of total sales for publishers generated by the joint sale has been falling steadily since 2005, but the figure for 2010 is the same as for 2009.

We established already last year that the book sector has taken an obvious hit during the general downturn

in the economy. It has, however, also been affected by events specific to the book market, e.g. fierce competition, falling margins and greater restraint in publishing. It can reasonably be assumed that illegal publishing and file-sharing, primarily of audiobooks and e-books, will impact on the sector. The high VAT on books available for downloading and streaming is another important factor, as is the issue of how digital borrowing from libraries should be regulated.

PLEASE NOTE that the figures in table B.1 for the years 2009 and 2010 are not comparable.

Two major changes have been made to the statistics for 2010:

1. As of 2010, sales to book clubs are included in reported sales, but not sales by book clubs. The figures up to and including 2009, however, include sales by book clubs but not sales to book clubs. Consequently, the statistics from and including 2010 will be dedicated publishing statistics, i.e. only report sales by publishers.
2. Sales figures from the joint sale in February were not previously included in the table. As of 2010, this figure has been included in the table.

Most of the apparently dramatic changes in the results from 2009 and 2010 are, therefore, probably not reflections of actual changes, but rather an effect of the new reporting method.

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 38th consecutive year. For the year 2010, 53 member publishers have contributed complete data sets for the report. These publishers, which are noted in the back of the report, make up 99.5% 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 Lärmedel).

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. 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 excluding VAT. In the statistics for

2010, two major changes have been made which affect table B.1. Sales by book clubs, which were included up to and including 2009, have now been excluded. Sales to book clubs, on the other hand, are included in the figure as of 2010. In contrast to previous years, however, sales from the joint book sale in February have also been included in table B1 in the statistics for 2010.

Consequently, the statistics from and including 2010 will be dedicated publishing statistics, i.e. only report sales by publishers.

The figures in table B.1. are not, therefore, comparable for 2009 and 2010. Up to and including 2009, the sales figure reported consisted of both publishers' prices and consumer prices, which had an obvious impact on the distribution between literary categories.

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.

9 A. Sales by Sales Channel

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

MSEK = Million Swedish Crowns	Change	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	73/74
	2009- 2010	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK
Bookstores		602.5		663.9	734.5	838.0	759.2	776.2	783.0	718.8	588.2	515.2	546.1	554.0	100.7
Internet Retailers		351.5		322.8	284.5										
Department stores		239.0		245.4	261.0	300.9	282.2	264.8	260.0	276.3	259.6	176.7	184.3	145.5	11.3
<i>Total Bookstores, Internet Retailers and Department stores</i>	1%	1,193.0	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	112.0
Wholesalers*	-2%	241.0	246.6	252.0	290.8	336.9	338.6	279.3	254.3	224.9	211.5	189.7	116.9	102.3	23.3
Book Clubs	-2%	190.4	194.7	206.3	228.6	249.9	254.8	248.4	259.8	255.2	217.2	214.7	220.6	194.0	
Other Retailers	-30%	94.5	134.9	117.9	129.4	135.4	117.2	152.7	167.4	144.2	115.0	142.4	146.1	146.5	9.8
Total	-2%	1,718.8	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	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 2009- 2010	2010 MSEK	2009 MSEK	2008 MSEK	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	73/74 MSEK
Book Clubs	-3%	448.0	463.0	497.6	563.0	650.6	672.8	682.2	686.8	584.3	532.6	556.1	583.3	564.5	49.9
Additional Direct Sales to consumers	5%	65.4	62.2	89.5	115.3	99.6	83.9	72.0	68.1	69.7	102.7	128.0	104.5	123.1	22.5
Other (Direct Sales to companies and institutions etc.)	-2%	105.9	107.7	119.1	137.5	118.0	110.5	111.9	98.2	96.7	116.2	81.7	95.8	84.0	12.9
Total	-2%	619.3	632.9	706.2	815.7	868.2	867.3	866.1	853.1	750.7	751.5	765.7	783.7	771.6	85.3

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

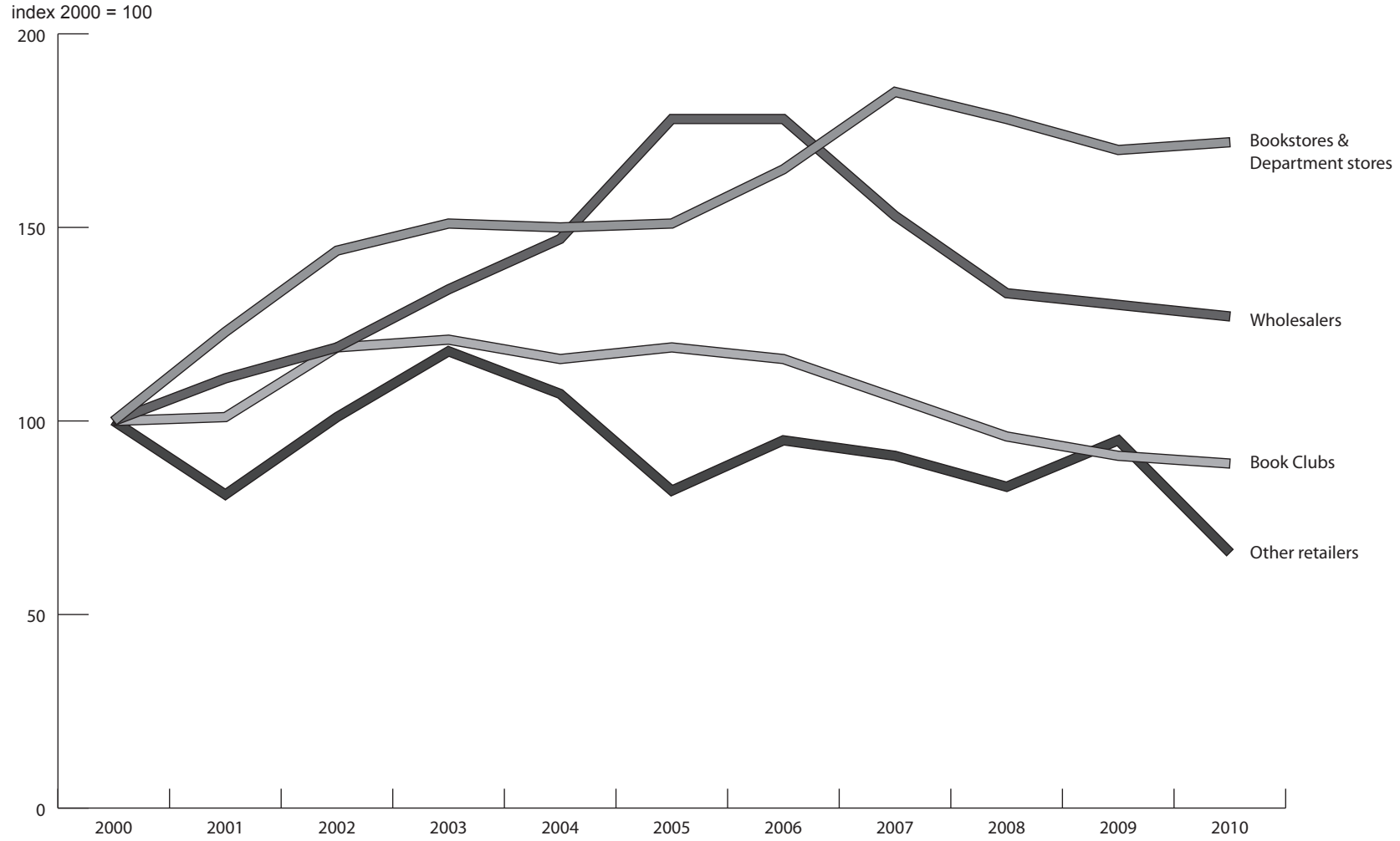
As a consequence of changes in some members' businesses, a number of book clubs were removed from the statistical data in 2007. The removal of these clubs equals roughly half the registered decline between 2006 and 2007.

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

MSEK = Million Swedish Crowns	Change 2009- 2010	2010 MSEK	2009 MSEK	2008 MSEK	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	73/74 MSEK
Foreign Sales (printed books in Swedish, foreign language editions and revenue from publishing rights)	26%	154.4	122.6	97.0	99.1	87.8	89.0	91.4	116.0	96.9	101.1	78.5	61.6	63.4	5.7

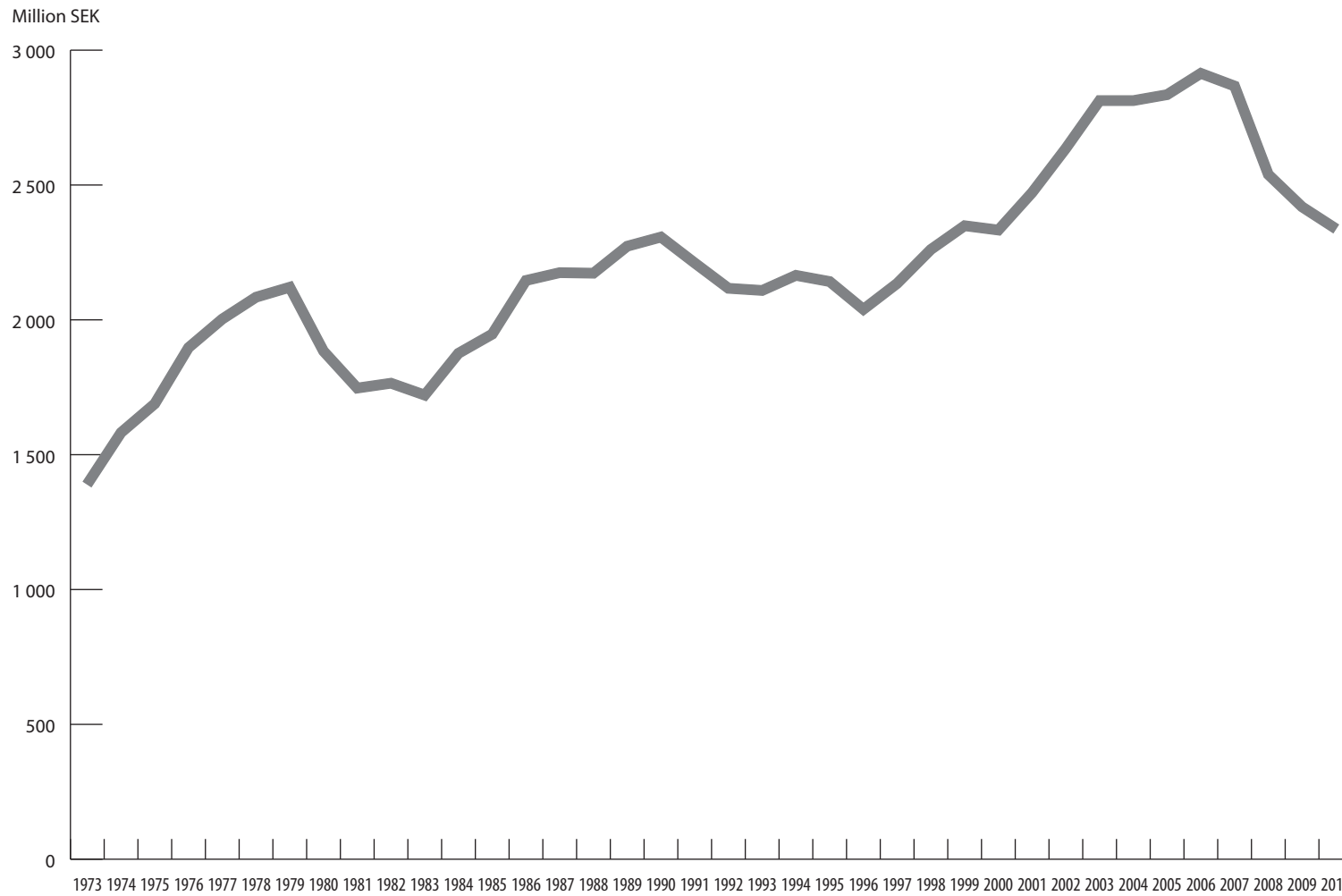
∞ A.4. Sales Trends in Current Prices, by Channel

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 2010. 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.



61 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	2010 New titles MSEK	Total MSEK	2009 New titles MSEK	Total MSEK	2008 New titles MSEK	Total MSEK	2007 New titles MSEK	Total MSEK	2006 New titles MSEK	Total MSEK	2005 New titles MSEK	Total MSEK	2004 New titles MSEK	Total MSEK	2003 New titles MSEK	Total MSEK	2002 New titles MSEK	Total MSEK
Fiction																		
Original Poetry and Drama	4.0	4.5	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
Swedish fiction	181.9	206.2	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
Other fiction in transl.	108.1	118.0	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
Total Original	294.0	328.6	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
Reprint Paperback	129.9	191.2	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
Other Reprint	24.7	34.6	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
Total Reprint	154.6	225.8	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
Total Fiction	448.6	554.4	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
Children's and Young Adult Books																		
Original Swedish	106.9	161.3	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
Translated	65.8	89.6	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
Total Original	172.7	250.9	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
Reprint Paperback	6.7	14.9	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
Other Reprint	14.2	83.3	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
Total Reprint	20.9	98.2	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
Total Children's & Young Ad. Books	193.6	349.1	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
Non-fiction																		
Original Swedish	380.4	633.6	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
Translated	75.2	122.9	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
Total Original	455.7	756.5	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
Reprint Paperback	24.8	46.4	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
Other Reprint	23.1	61.6	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
Total reprint	47.9	108.0	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
Total Non-fiction	503.6	864.5	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
Audio Books																		
Audio Books psysical copies	75.3	111.6	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	4.9	11.2	4.0	10.0	2.6	6.0	4.0	7.0										
Total Audio Books	80.3	122.8	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																		
E-books (downloadable)	2.1	3.4	0.5	0.8	0.1	0.6	0.1	0.3										
Total Digital Books	2.1	3.4	0.5	0.8	0.1	0.6	0.1	0.3										
Total	1,228.2	1894.2	1,459.1	2,118.1	1,561.6	2,188.0	1,736.1	2,379.8	1,668.7	2,321.0	1,617.7	2,200.2	1,604.7	2,144.0	1,504.6	2,183.9	1,288.9	1,953.3

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.

Sales for 2010 and 2009 are not comparable:

In contrast to previous years, the figures for 2010 include sales to book clubs. Sales by book clubs, on the other hand, are no longer included, as they were until the end of 2009.

Unlike previous years, sales figures from the joint book sale in February are included in the table for 2010.

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
2010	91.2	-15	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.

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

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

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	73/74
Total New Titles and New Editions*	4,074	4,301	4,459	4,708	4,178	4,347	4,219	4,030	3,476	3,303	3,588	3,633	3,557	3,339	3,416	3,578	3,446	1,893
Change	-5.3%	-3.5%	-5.3%	12.7%	-3.9%	3.0%	4.7%	15.9%	5.2%	-7.9%	-1.2%	2.1%	6.5%	-2.3%	-4.5%	3.8%	2.2%	
Number of Printed Copies, in thousands	30,857	29,391	34,271	39,838	34,192	34,541	34,117	34,796	29,122	27,651	27,570	25,542	22,001	22,208	22,633	25,337	24,118	18,996
Change	5.0%	-14.2%	-14.0%	16.5%	-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%	
Number of Printed Copies per Title, in thousands**	9.1	7.7	8.2	8.9	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	10.0
Change	10.6%	-6.1%	-7.6%	8.3%	3.0%	-1.7%	-6.3%	3.1%	0.1%	8.9%	9.3%	13.7%	-7.0%	0.4%	-6.4%	1.2%	-2.6%	
Number of Copies Sold, in thousands	21,347	20,238	22,878	27,752	22,730	21,886	21,915	22,232	19,184	17,831	17,682	14,903	14,499	14,663	14,068	15,205	14,710	12,589
Change	5.5%	-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%	
Number of Copies Sold per title, in thousands	5.2	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	6.7
Change	11.4%	-8.3%	-13.0%	8.4%	8.1%	-3.1%	-5.9%	0.0%	2.2%	9.5%	20.1%	0.6%	-7.2%	6.6%	-3.1%	-0.4%	-7.3%	

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 out 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	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993
Fiction																		
Original Poetry and Drama	37	30	42	29	42	41	50	40	59	42	59	64	65	69	70	61	75	82
Swedish Fiction	237	253	270	256	268	270	246	243	262	290	270	267	257	265	285	316	328	287
Other Fiction in transl.	205	256	306	367	334	338	326	328	298	333	335	335	311	316	300	296	325	323
<i>Total Original</i>	479	539	618	652	644	649	622	611	619	665	664	666	633	650	655	673	728	692
Reprint Paperback	282	309	362	480	396	427	423	415	393	338	303	296	264	230	239	291	227	238
Other Reprint	157	156	190	237	193	205	227	256	217	184	204	216	269	217	223	253	221	221
<i>Total Reprint</i>	439	465	552	717	589	632	650	671	610	522	507	512	533	447	462	544	448	459
<i>Total Fiction</i>	918	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	402	367	373	437	370	342	459	403	375	338	393	368	290	349	307	305	278	269
Translated	382	436	455	490	506	561	520	566	260	289	461	373	309	261	319	271	322	321
<i>Total Original</i>	784	803	828	927	876	903	979	969	635	627	854	741	599	610	626	576	600	590
Reprint Paperback	43	67	78	119	96	83	72	43	35	30	18	10	14	7	2	23	19	15
Other Reprint	65	128	100	98	109	116	127	140	111	180	176	212	195	93	93	228	111	124
<i>Total Reprint</i>	108	195	178	217	205	199	199	183	146	210	194	222	209	100	95	251	130	139
<i>Total Children's & Young Adult Books</i>	892	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	903	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	283	332	452	461	445	601	436	398	367	289	337	393	381	344	310	313	326	330
<i>Total Original</i>	1,186	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	129	132	152	119	133	117	95	78	54	39	39	37	36	34	41	29	22	13
Other Reprint	70	68	97	51	82	55	89	100	78	92	109	143	102	126	114	119	145	155
<i>Total Reprint</i>	199	200	249	170	215	172	184	178	132	131	148	180	138	160	155	148	167	168
<i>Total Non-fiction</i>	1,385	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	212	283	319	322	264	190	168	109	82									
Audio Books downloadable/streaming	198	256	218	159														
<i>Total Audio Books</i>	410	539	537	481	264	190	168	109	82									
Digital books																		
E-books (downloadable)	469	225	57	53														
<i>Total Digital Books</i>	469	225	57	53														
Grand Total	4,074	4,301	4,459	4,708	4,178	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	3,407	3,820	4,184	4,496	4,178	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	667	481	275	212														

C.3. Production Volumes, New Titles by Category

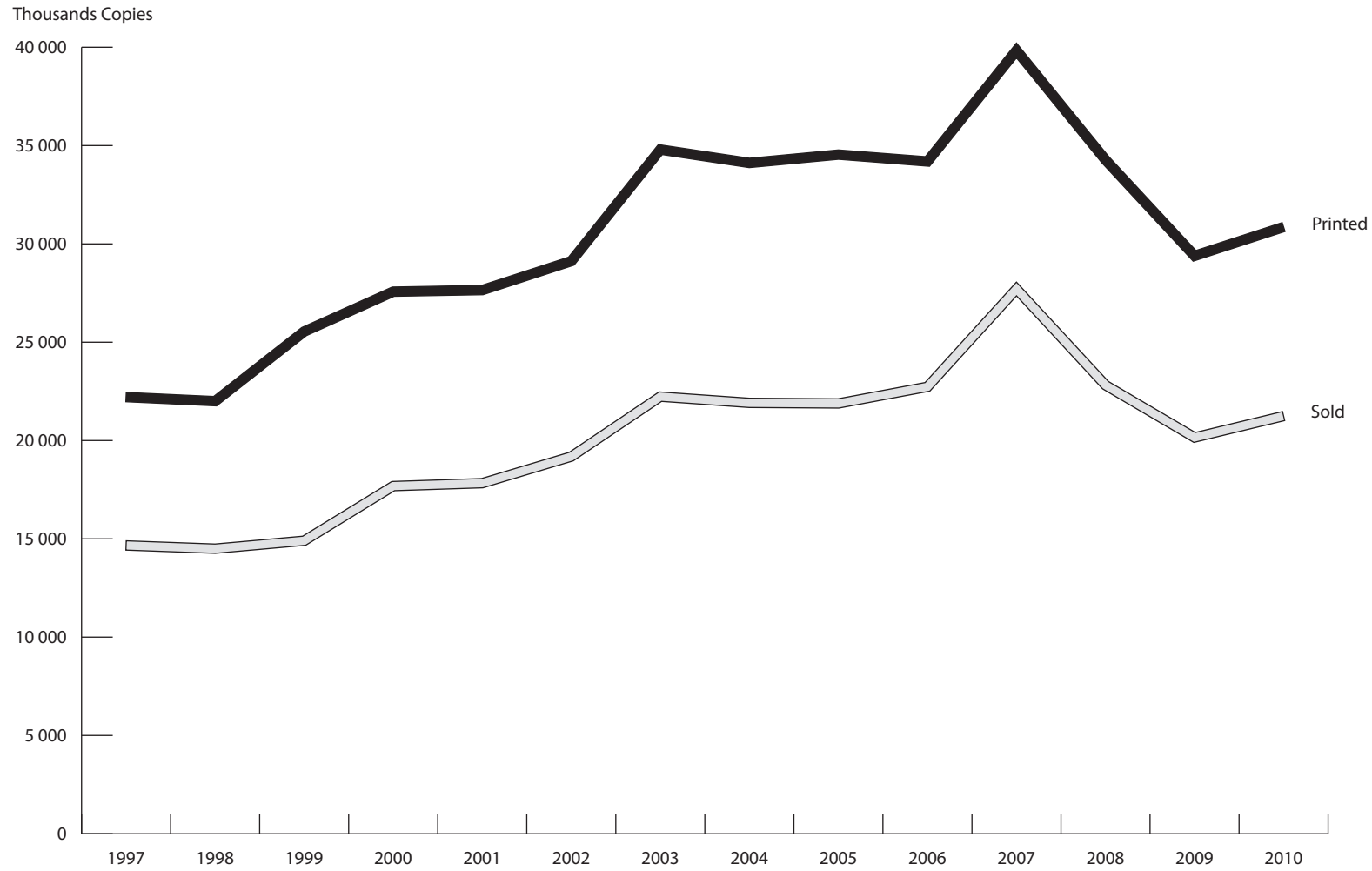
Category	Number of Copies Printed, in thousands								Number of Copies Printed per Title, in thousands							
	2010	2009	2008	2007	2006	2005	2004	2003	2010	2009	2008	2007	2006	2005	2004	2003
Fiction																
Original Poetry and Drama	73	47	126	104	234	130	165	142	2.0	1.6	3.0	3.6	5.6	3.2	3.3	3.6
Swedish Fiction	2,904	2,917	3,342	3,749	3,438	2,941	3,169	2,876	12.3	11.5	12.4	14.6	12.8	10.9	12.9	11.8
Other Fiction	1,738	2,090	2,081	2,782	2,799	3,478	3,253	3,243	8.5	8.2	6.8	7.6	8.4	10.3	10.0	9.9
<i>Total Original</i>	4,715	5,054	5,549	6,635	6,472	6,548	6,587	6,261	9.8	9.4	9.0	10.2	10.0	10.1	10.6	10.2
Reprint Paperback	7,029	6,437	7,723	10,001	7,828	7,120	6,712	7,595	24.9	20.8	21.3	20.8	19.8	16.7	15.9	18.3
Other Reprint	1,478	1,592	2,461	4,856	2,084	2,177	2,014	2,527	9.4	10.2	13.0	20.5	10.8	10.6	8.9	9.9
<i>Total Reprint</i>	8,507	8,030	10,183	14,857	9,913	9,297	8,727	10,122	19.4	17.3	18.4	20.7	16.8	14.7	13.4	15.1
<i>Total Fiction</i>	13,221	13,083	15,733	21,491	16,385	15,846	15,313	16,383	14.4	13.0	13.4	15.7	13.3	12.4	12.0	12.8
Children's and Young Adult Books																
Original Swedish	3,277	2,294	2,460	2,842	2,878	2,360	3,059	3,109	8.2	6.3	6.6	6.5	7.8	6.9	6.7	7.7
Translated	2,365	2,419	2,511	2,817	2,838	3,646	3,710	2,988	6.2	5.5	5.5	5.7	5.6	6.5	7.1	5.3
<i>Total Original</i>	5,641	4,713	4,971	5,658	5,716	6,006	6,768	6,097	7.2	5.9	6.0	6.1	6.5	6.7	6.9	6.3
Reprint Paperback	466	478	399	599	636	563	563	481	10.8	7.1	5.1	5.0	6.6	6.8	7.8	11.2
Other Reprint	1,043	571	489	561	569	711	783	693	16.0	4.5	4.9	5.7	5.2	6.1	6.2	4.9
<i>Total Reprint</i>	1,509	1,048	889	1,160	1,204	1,274	1,346	1,174	14.0	5.4	5.0	5.3	5.9	6.4	6.8	6.4
<i>Total Children's & Young Adult Books</i>	7,151	5,761	5,859	6,819	6,920	7,280	8,115	7,271	8.0	5.8	5.8	6.0	6.4	6.6	6.9	6.3
Non-fiction																
Original Swedish	5,841	5,889	6,085	5,801	5,218	5,800	5,708	6,350	6.5	5.9	6.2	5.6	5.6	5.8	5.8	7.0
Translated	1,521	1,767	2,518	2,646	2,594	3,208	2,727	2,377	5.4	5.3	5.6	5.7	5.8	5.3	6.3	6.0
<i>Total Original</i>	7,362	7,656	8,602	8,448	7,811	9,008	8,436	8,727	6.2	5.7	6.0	5.7	5.6	5.6	6.0	6.7
Reprint Paperback	1,619	1,289	1,794	1,348	1,376	1,009	1,025	584	12.6	9.8	11.8	11.3	10.3	8.6	10.8	7.5
Other Reprint	534	463	866	367	400	299	533	1,027	7.6	6.8	8.9	7.2	4.9	5.4	6.0	10.3
<i>Total Reprint</i>	2,153	1,752	2,660	1,715	1,776	1,308	1,558	1,612	10.8	8.8	10.7	10.1	8.3	7.6	8.5	9.1
<i>Total Non-fiction</i>	9,515	9,408	11,262	10,163	9,587	10,317	9,993	10,338	6.9	6.1	6.7	6.1	6.0	5.8	6.2	7.0
Audio Books	970	1,138	1,417	1,365	1,300	1,099	696	804	4.6	4.0	4.4	4.2	4.9	5.8	4.1	7.4
Grand Total	30,857	29,391	34,271	39,838	34,192	34,541	34,117	34,796	9.1	7.7	8.2	8.9	8.2	7.9	8.1	8.6

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.

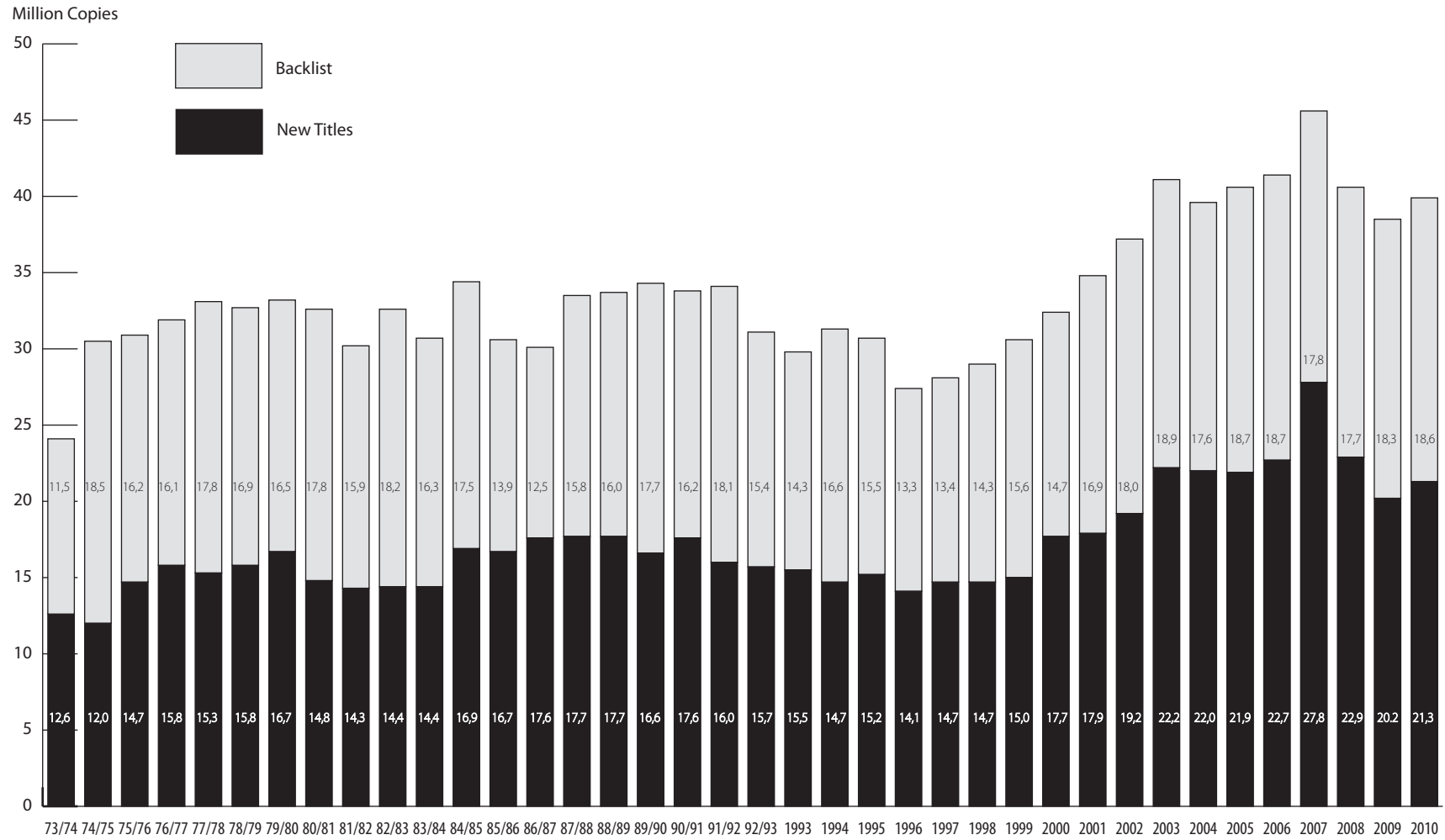
C.4. Sales, New Titles by Category

Category	Number of Copies Sold, in thousands								Number of Copies Sold per Title, in thousands							
	2010	2009	2008	2007	2006	2005	2004	2003	2010	2009	2008	2007	2006	2005	2004	2003
Fiction																
Original Poetry and Drama	44	24	70	84	175	102	107	51	1.2	0.8	1.7	2.9	4.2	2.5	2.1	1.3
Swedish Fiction	2,041	2,313	2,624	2,710	2,526	1,907	2,422	1,973	8.6	9.1	9.7	10.6	9.4	7.1	9.8	8.1
Other Fiction in transl.	1,283	1,603	1,475	1,835	2,003	2,408	2,344	2,127	6.3	6.3	4.8	5.0	6.0	7.1	7.2	6.5
<i>Total Original</i>	3,367	3,940	4,169	4,628	4,704	4,417	4,872	4,151	7.0	7.3	6.7	7.1	7.3	6.8	7.8	6.8
Reprint Paperback	5,581	5,079	5,765	7,761	5,538	5,239	4,726	5,380	19.8	16.4	15.9	16.2	14.0	12.3	11.2	13.0
Other Reprint	556	1,064	1,942	4,310	1,491	1,505	1,193	1,651	3.5	6.8	10.2	18.2	7.7	7.3	5.3	6.5
<i>Total Reprint</i>	6,137	6,143	7,707	12,071	7,029	6,744	5,919	7,031	14.0	13.2	14.0	16.8	11.9	10.7	9.1	10.5
<i>Total Fiction</i>	9,504	10,083	11,876	16,699	11,733	11,161	10,791	11,182	10.4	10.0	10.2	12.2	9.5	8.7	8.5	8.7
Children's and Young Adult Books																
Original Swedish	2,167	1,427	1,606	2,247	1,915	1,458	1,796	1,884	5.4	3.9	4.3	5.1	5.2	4.3	3.9	4.7
Translated	1,399	1,319	1,409	1,705	2,019	2,702	2,422	2,015	3.7	3.0	3.1	3.5	4.0	4.8	4.7	3.6
<i>Total Original</i>	3,567	2,746	3,015	3,952	3,934	4,160	4,218	3,899	4.5	3.4	3.6	4.3	4.5	4.6	4.3	4.0
Reprint Paperback	268	315	185	283	244	267	285	279	6.2	4.7	2.4	2.4	2.5	3.2	4.0	6.5
Other Reprint	910	459	366	271	258	298	360	329	14.0	3.6	3.7	2.8	2.4	2.6	2.8	2.4
<i>Total Reprint</i>	1,178	773	552	554	502	565	645	608	10.9	4.0	3.1	2.6	2.4	2.8	3.2	3.3
<i>Total Children's and Young Adult Books</i>	4,745	3,520	3,567	4,506	4,436	4,725	4,863	4,506	5.3	3.5	3.5	3.9	4.1	4.3	4.1	3.9
Non-fiction																
Original Swedish	3,900	3,560	3,239	3,146	3,006	3,153	3,208	3,444	4.3	3.5	3.3	3.1	3.2	3.1	3.3	3.8
Translated	868	994	1,208	1,441	1,440	1,312	1,546	1,432	3.1	3.0	2.7	3.1	3.2	2.2	3.5	3.6
<i>Total Original</i>	4,768	4,554	4,448	4,587	4,445	4,465	4,754	4,876	4.0	3.4	3.1	3.1	3.2	2.8	3.4	3.7
Reprint Paperback	1,188	923	1,336	853	933	595	667	327	9.2	7.0	8.8	7.2	7.0	5.1	7.0	4.2
Other Reprint	319	299	637	217	214	162	369	675	4.6	4.4	6.6	4.3	2.6	2.9	4.1	6.8
<i>Total Reprint</i>	1,507	1,222	1,972	1,070	1,147	758	1,036	1,003	7.6	6.1	7.9	6.3	5.3	4.4	5.6	5.6
<i>Total Non-fiction</i>	6,275	5,776	6,420	5,657	5,593	5,223	5,790	5,878	4.5	3.8	3.8	3.4	3.5	2.9	3.6	4.0
Audio Books																
Audio Books physical	721	778	954	846	967	778	470	664	3.4	2.8	3.0	2.6	3.7	4.1	2.8	6.1
Audio Books downloadable/streaming	66	68	49	37					0.3	0.3	0.2	0.2				
<i>Total Audio Books</i>	786	846	1,003	882	967	778	470	664	1.9	1.6	1.9	1.8	3.7	4.1	2.8	6.1
Digital Books																
E-books (downloadable)	37	14	12	8					0.1	0.1	0.2	0.2				
<i>Total Digital Books</i>	37	14	12	8					0.1	0.1	0.2	0.2				
Grand Total	21,347	20,238	22,878	27,752	22,730	21,886	21,915	22,232	5.2	4.7	5.1	5.9	5.4	5.0	5.2	5.5
Share of total: printed/physical copies	21,244	20,156	22,816	27,707	22,730	21,886	21,915	22,232	6.2	5.3	5.5	6.2	5.4	5.0	5.2	5.5
Share of total: downloadable/streaming	103	81	62	45					0.2	0.2	0.2	0.2				

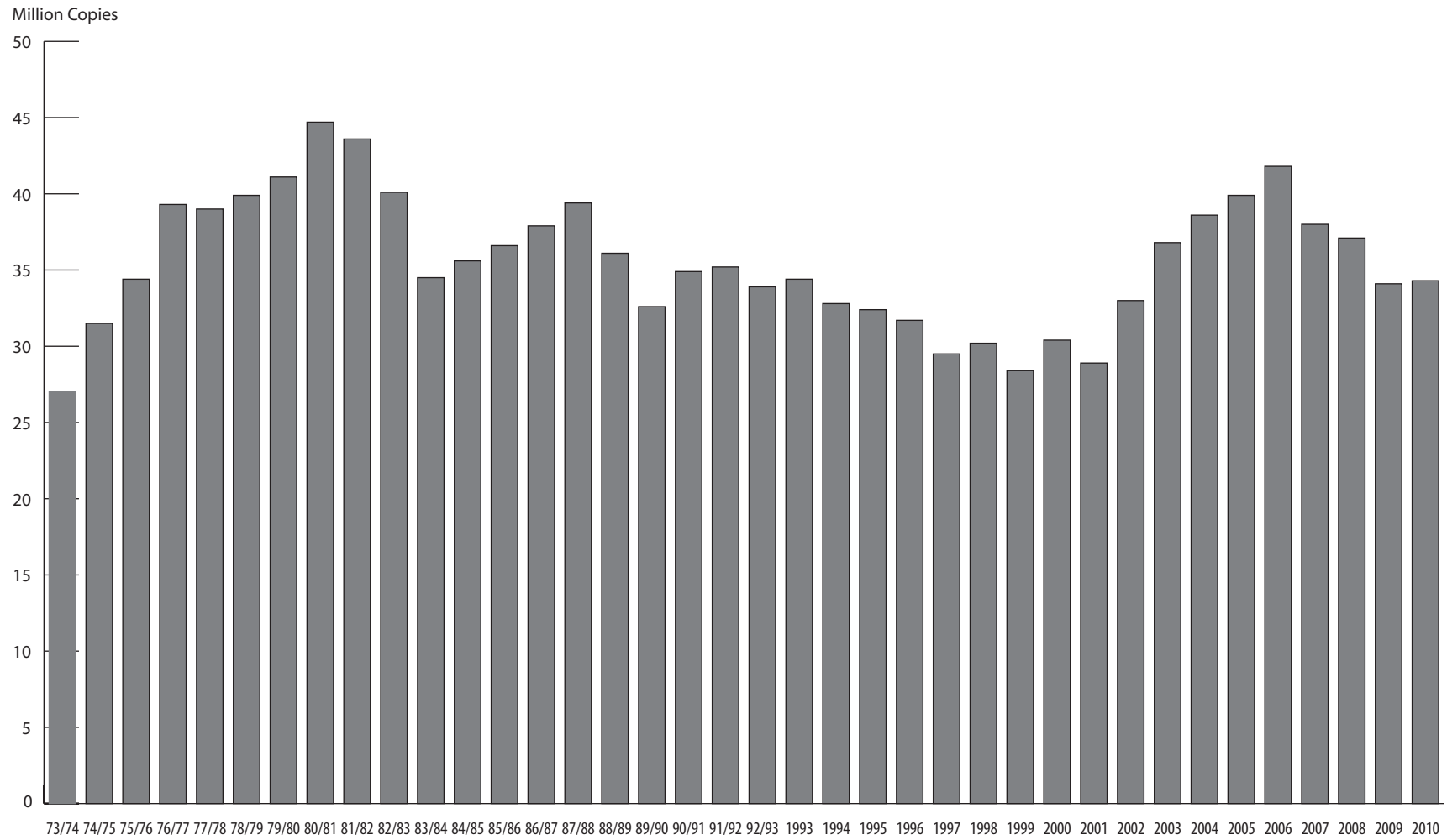
၁ C.5. Printed and Sold Copies for New Titles and New Editions (in thousands Copies)



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. Participating Publishers in 2010, 53

Alfabetabokförlag	Bokförlaget Lind & Co
Allt om Hobby	J.A. Lindblads Bokförlags AB
Bokförlaget Arena	LL-förlaget/Centrum för lättläst
Bokförlaget Atlantis	Läkartidningen Förlag
Bokförlaget Atlas	Läkemedelsakademien
Berghs Förlag	Läraryrskommitténs Förlag
Bilda Förlag	Bokförlaget Max Ström
Albert Bonniers Förlag	Månadens Bok (ej medlem)
Bonnier Audio	Natur & Kultur
Bonnier Business Publishing	Norstedts
Bonnier Carlsen Bokförlag	Bokförlaget Opal
Brombergs Bokförlag	Ordfront Förlag
BTJ Sverige	Piratförlaget
Carlsson Bokförlag	Prevent
Damm Förlag	Rabén & Sjögren
Earbooks	Santérus Förlag
Ekerlids Förlag	Bokförlaget Semic
Elib	SIS Förlag
Bokförlaget Fischer & Co	SNS Förlag
Bokförlaget Forum	Sportförlaget i Europa
Fri Tanke Förlag	Storyside
Gothia Förlag	Svensk Byggtjänst
Historiska Media	Svenskt Militärhistoriskt Biblioteks Förlag
Ica Bokförlag	Wahlström & Widstrand
Informationsförlaget	B Wahlströms Bokförlag
Karolinska Inst. University Press	Verbum Förlag
Leopard förlag	
Libris Media	

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), Björn Biberg, Mikael Sellstedt, Gert Wallin, 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
Digital books	Works rendered digitally as text and/or images.
Audio Books	Work rendered as sound (recorded readings). Distributed on CD/DVD, but also in MP3 or other digital audio formats.

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