

Book Market Statistics 2007

The Swedish Publishers' Association

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THE SWEDISH
PUBLISHERS'
ASSOCIATION

I Market Statistics Overview

Sales to retailers increased by a total of 4% in 2007

Ever since the late 1990s, member publishers' sales have shown a steady increase year after year. For 2007, however, the increase is slightly smaller than it was for 2006.

The total number of new books sold reached a new all-time high of 28 million copies in 2007. Adding to that backlist sales, i.e. sales of previously published books, the total number of copies sold reached 45.6 million.

The average number of copies sold per title also reached a record high, 6,000.

The number of printed copies also increased markedly in 2007. Number of copies sold increased as well, but to a lower degree. Consequently, the difference between the number of copies printed and copies sold is slightly higher for 2007 than for 2006. The average print-run per title was 8,500 in 2007, an increase by 300 compared with 2006.

In conclusion, for 2007 we can yet again repeat what we have said every year for a number of years: book sales have never been this high in Sweden, irrespective of whether one looks at revenues or number of copies sold. However, this does not mean that publishers' profits are increasing. On the contrary, the increased competition is pushing down margins.

Sales to bookstores and wholesalers increased by 12%. A substantial part of this figure relates to sales through Internet retailers. Sales to department stores as well as to book clubs fell. However, it should be noted that due to changes in some member publishers' businesses, a number of book clubs have dropped out of the statistical data.

In 2007, libraries increased their purchases through Bibliotekstjänst.

Member publishers' foreign sales, primarily commissions on publishing rights, increased by 13% in 2007.

The annual special spring sale decreased by 8% in 2007.

Publishing and sales figures for different categories—an overall increase

Sales of general fiction increased in economic terms, regarding new titles as well as in total. However, sales of translated titles have dropped fairly sharply. This is not reflected in the publishing figures—the number of translated titles actually increased. But looking at sales in terms of number of copies sold, the decrease is once again noticeable. In conclusion, publishing and sales of Swedish general fiction remain strong and increasing. The number of copies sold increased by almost 5 million in 2007 compared with 2006. It seems Swedish writers are becoming more and more popular among consumers. For general fiction in translation, however, the opposite is true.

Regarding the publication of books for children and young adults, 2007 saw an increase of 63 titles compared

with last year. Most of these are Swedish originals, and they also make up the greater part of the increase in sales volume. In economic terms sales are decreasing, both in total value and in the number of new titles, i.e. more copies produced but less money to the publishers. When it comes to books for children and young adults, it should be noted that 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.

Sales of non-fiction also saw a general increase in 2007, in terms of revenue as well as in the number of new titles and total number of titles. The number of copies sold also rose, but only marginally.

The Swedish market for audiobooks continues to be strong. In 2007, the number of new titles increased by 169, and the publishers' total invoiced sales also rose—both for new titles and in total, i.e. including backlist titles. The number of copies sold dropped somewhat in 2007, by 28,000. The Association is aware that audiobook sales are affected by the availability of illegal copies through web sites such as The Pirate Bay. This is a major concern for the Association, and one of the reasons the Association sees the protection of a strong copyright as one of its most important tasks.

Total member publishers' sales reached 45.6 million copies, divided into 17.8 million in backlist titles and 27.8 million copies of new titles.

The number of copies in stock is once again decreasing, after having been on the increase the last three years, but levels are still some way off the markedly lower stock levels noted in 1999.

The Swedish Book Market

Based on its own assessment, as well as data from Bokhandlareföreningen (the Swedish Booksellers' Association) and HUI's (the Swedish Retail Institute) book index, 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 Swedish publishers 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.

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 35th consecutive year. For the year 2007, 67 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 book-seller 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)

	Change 2006- 2007	2007 MSEK	2006 MSEK	2005 MSEK	2004 MSEK	2003 MSEK	2002 MSEK	2001 MSEK	2000 MSEK	1999 MSEK	1998 MSEK	1997 MSEK	1996 MSEK	1995 MSEK	73/74 MSEK
Bookstores		734.5	838.0	759.2	776.2	783.0	718.8	588,2	515.2	546.1	554.0	495.3	482,9	529.8	100.7
Internet Retailer		284.5													
Wholesalers		212.5	265.2	262.5	210.3	184.8	151.2	139,1	115.9	36.1	26.3	22.6	19.6	17.2	
Total Bookstores and Wholesalers	12%	1231.5	1103.4	1021,7	986.6	967.8	870.0	727,3	631.1	582.2	580,3	517.9	502.5	547.0	105.2
<i>Other retailers:</i>															
Department Stores	-13%	261.0	300.9	282,2	264.8	260.0	276.3	259,6	176.7	184.3	145.5	103.8	116.8	133.9	11.3
Book Clubs	-9%	228.6	249.9	254,8	248.4	259.8	255.2	217,2	214.7	220.6	194.0	183.2	187.6	196.0	
Other	-4%	129.4	135.4	117,2	152.7	167.4	144.2	115,0	142.4	146.1	146.5	160.2	144.3	128.0	9.8
Libraries*	10%	78.4	71.4	76,1	69.0	69.5	73.7	72,5	73.8	80.8	76,0	74.8	71.2	74.3	18.8
Total	4%	1928,8	1861,0	1752,0	1721.5	1724.6	1619.4	1391,5	1238.7	1214.0	1142,3	1039.9	1022.4	1079.3	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 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 2006- 2007	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	-13%	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.)	16%	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.)	16%	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	-6%	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 book 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

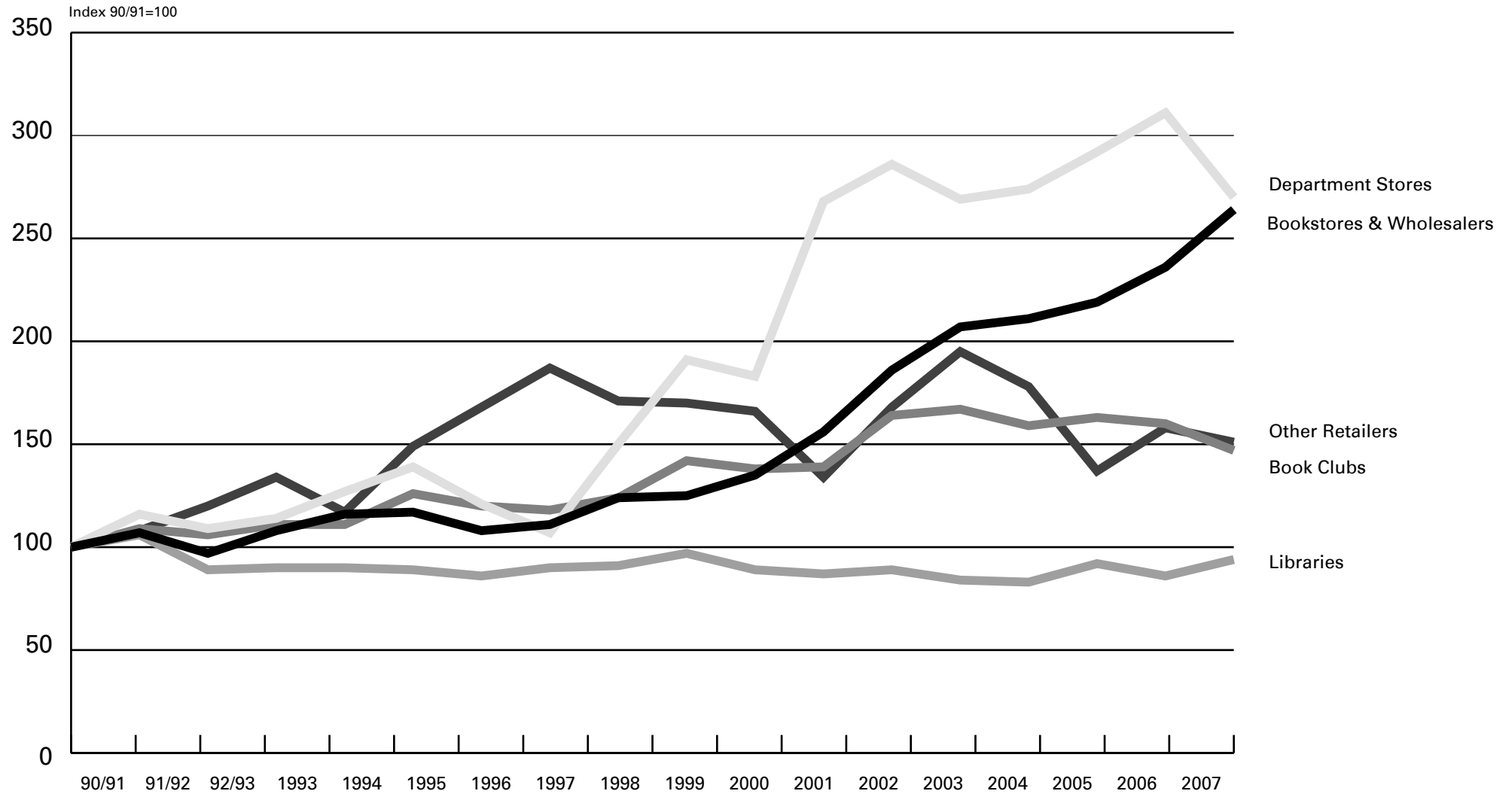
A.3. Export Sales (Publisher's Net Revenue)

MSEK = Million Swedish Crowns	Change 2006- 2007	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 revenues from publishing rights)	13%	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 2007, revenues for printed books in Swedish and foreign language editions amount to SEK 58.5 million and revenues from publishing rights amount to SEK 40.6 million.

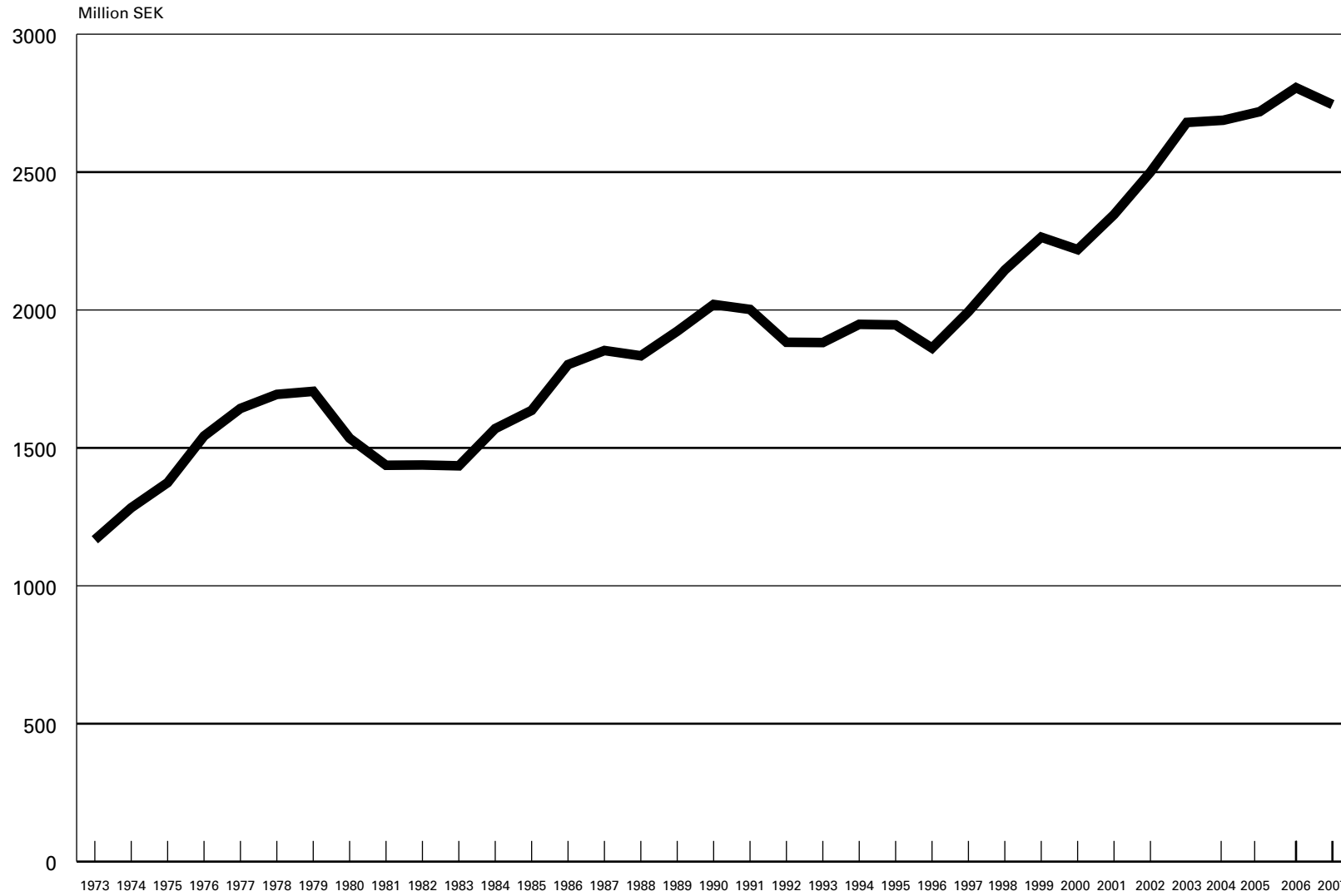
A.4. Sales Trends in Current Prices, by Channel

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.

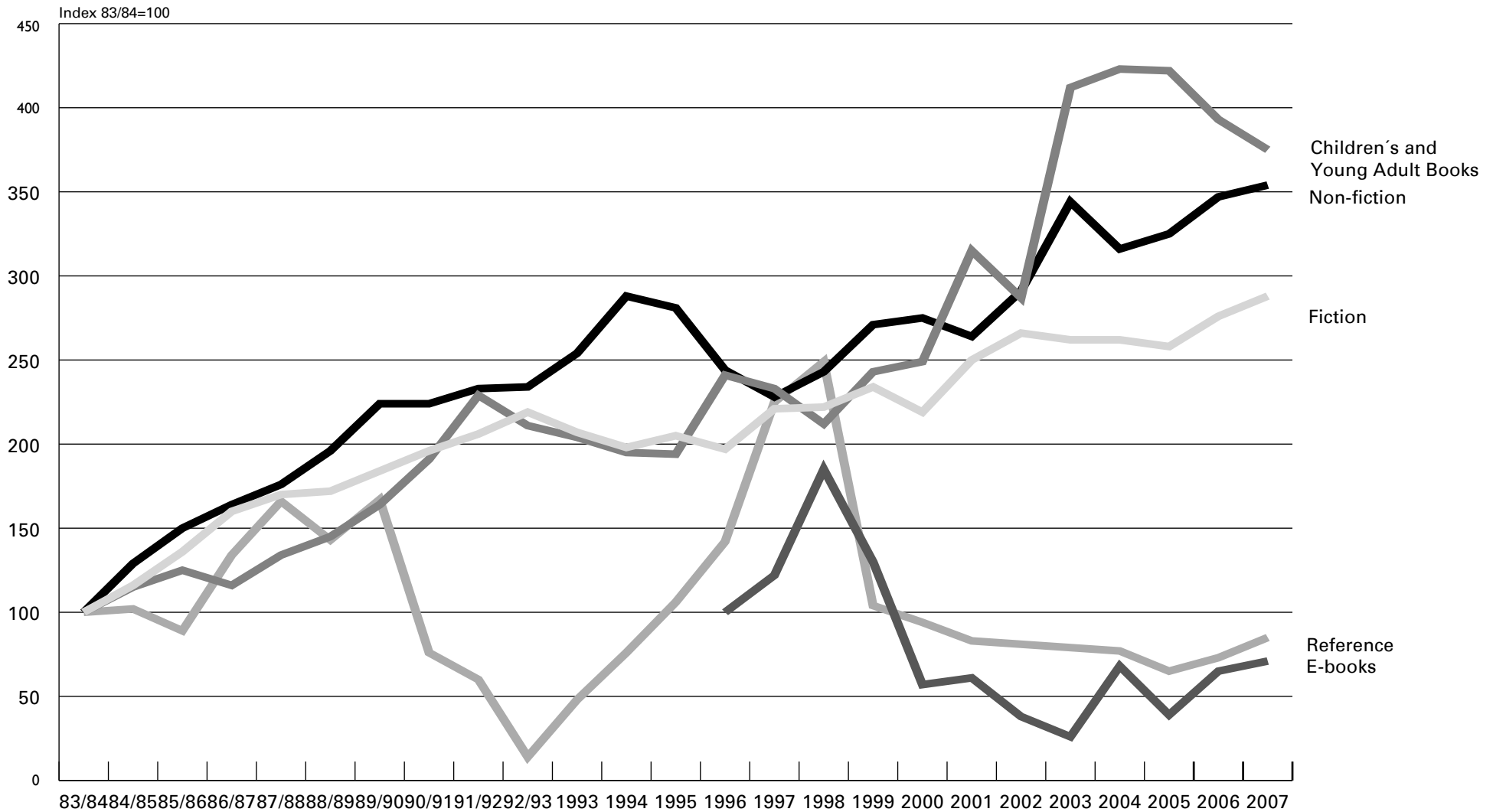
Category	2007		2006		2005		2004		2003		2002		2001		2000		1999		Total MSEK
	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	
	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	
Fiction																			
Original	Poetry and Drama	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	3.4	4.4
	Swedish Fiction	318.5	328.2	280.8	292.5	195.8	213.3	262.8	271.1	208.3	232.8	229.5	290.3	178.5	203.6	177.9	201.4	181.5	224.4
	Other Fiction in transl.	209.7	226.9	255.5	276.2	294.2	316.5	271.2	284.0	253.8	284.6	220.6	244.0	297.6	314.5	254.1	272.0	250.9	303.5
Total Original		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	435.8	532.4
Reprint	Paperback	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	49.5	85.8
	Other Reprint	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	103.2	149.3
Total Reprint		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	152.6	235.1
Total Fiction		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	588.4	767.4
Children's and Young Adult Books																			
Original	Swedish	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	64.9	122.6
	Translated	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	43.3	69.8
Total Original		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	108.2	192.4
Reprint	Paperback	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	0.4	0.8
	Other Reprint	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	15.1	31.1
Total Reprint		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	15.6	31.9
Total Children's and Young Adult Books		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	123.8	224.3
Non-fiction																			
Original	Swedish	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	236.2	410.6
	Translated	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	105.4	192.2
Total Original		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	341.6	602.8
Reprint	Paperback	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	1.8	5.2
	Other Reprint	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	22.4	38.0
Total Reprint		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	24.2	43.2
Total Non-fiction		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	365.8	646.0
Reference		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	19.3	62.6
Audio Books		138.0	195.8	133.6	185.3	112.4	154.5	70.7	96.4	53.2	79.0	55.7	76.0						
E-books		13.8	16.9	14.2	15.4	7.0	9.4	15.2	16.2	4.9	6.2	6.2	9.0	9.2	14.6	6.8	13.7	17.4	31.0
Total		1747.9	2396.4	1,682.6	2,336.5	1,624.7	2,209.6	1,619.8	2,160.3	1,509.6	2,190.1	1,295.1	1,962.3	1,286.7	1,804.5	1,164.2	1,671.6	1,114.7	1,731.4

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

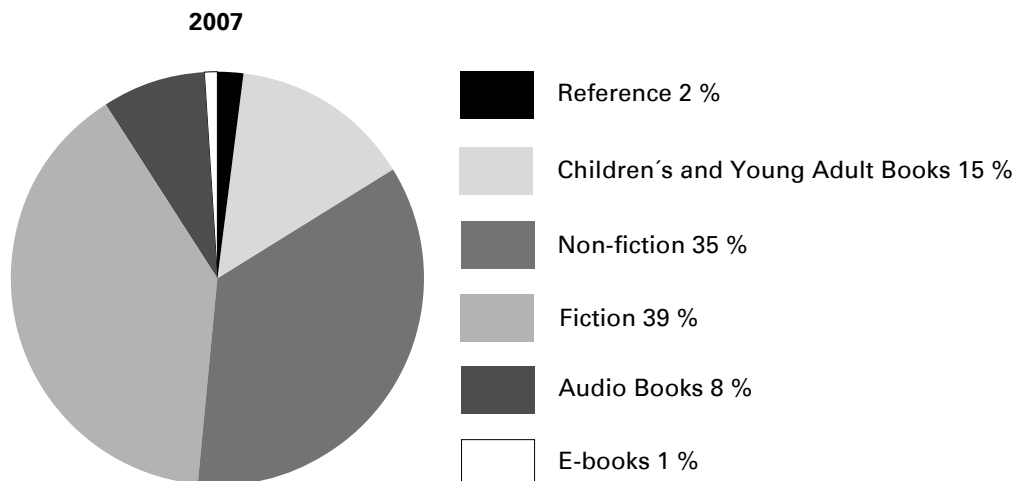
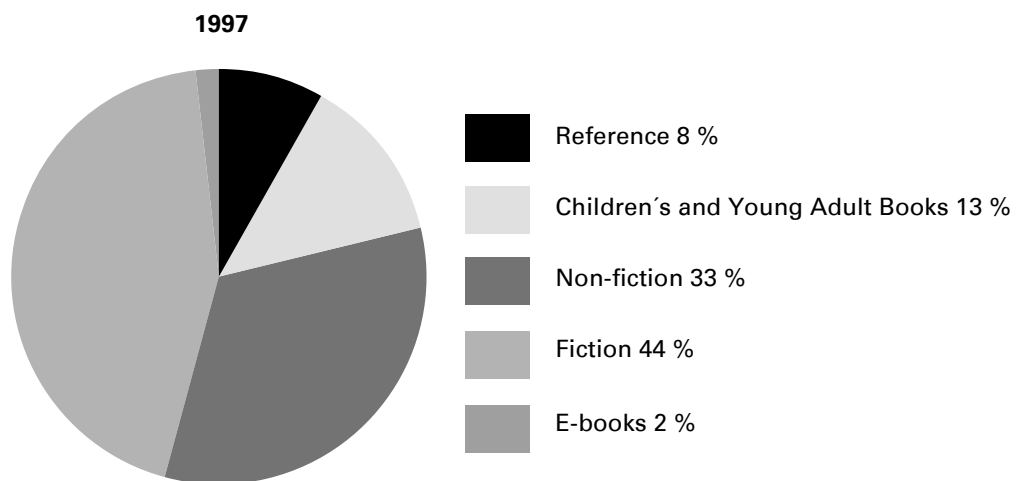
The publishers report net prices for retail and consumer prices for direct sales.



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 in %
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	7.1
1999	151.1	17	8.0
2000	132.4	-12	7.3
2001	167.7	27	8.5
2002	182.7	9	8.5
2003	202.3	11	8.5
2004	201.9	0	8.5
2005	180.6	-11	7.6
2006	182.5	1	7.2
2007	167.4	-8	6.5

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

	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	92/93	91/92	73/74
Total, New Titles and New Editions*	4,671	4,183	4,376	4,246	4,039	3,489	3,320	3,607	3,683	3,599	3,381	3,471	3,578	3,446	3,371	3,085	3,216	1,893
Change	11.7%	-4.4%	3.1%	5.1%	15.8%	5.1%	-8.0%	-2.1%	2.3%	6.4%	-2.6%	-3.0%	3.8%	2.2%	9.3%	-4.1%	-2.6%	
Numer of Printed Copies, in thousands	39,867	34,195	34,549	34,179	34,805	29,127	27,727	27,605	25,737	22,286	22,347	22,750	25,337	24,118	24,235	25,090	27,440	18,996
Change	16.6%	-1.0%	1.1%	-1.8%	19.5%	5.0%	0.4%	7.3%	15.5%	-0.3%	-1.8%	-10.2%	5.1%	-0.5%	-3.4%	-8.6%	-4.9%	
Number of Printed Copies per Title, in thousands	8.5	8.2	7.9	8.0	8.6	8.3	8.4	7.7	7.0	6.2	6.6	6.6	7.1	7.0	7.2	8.1	8.5	10.0
Change	4.4%	3.5%	-1.9%	-6.6%	3.2%	0.0%	9.1%	9.5%	12.9%	-6.3%	0.8%	-7.4%	1.2%	-2.6%	-11.6%	-4.7%	-2.3%	
Number of Copies Sold, in thousands	27,824	22,735	21,893	21,964	22,237	19,187	17,859	17,693	14,990	14,661	14,726	14,118	15,205	14,710	15,526	15,743	16,028	12,589
Change	22.4%	3.8%	-0.3%	-1.2%	15.9%	7.4%	0.9%	18.0%	2.2%	-0.4%	4.3%	-7.2%	3.4%	-5.3%	-1.4%	-1.8%	-8.7%	
Number of Copies Sold per Title, in thousands	6.0	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	5.0	6.6
Change	9.6%	8.6%	-3.3%	-6.0%	0.1%	2.2%	9.7%	20.5%	-0.1%	-6.5%	7.1%	-4.3%	-0.4%	-7.3%	-9.7%	2.4%	-6.2%	

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.

* 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 the arithmetical mean, and should not be confused with the median print-run.

C.2. New Titles and New Editions by Category

Category	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	92/93	91/92
Fiction																	
Original Poetry and Drama	29	42	41	50	40	59	42	59	64	65	69	70	61	75	82	67	74
Swedish Fiction	256	268	269	246	243	262	290	270	267	257	265	285	316	328	287	279	312
Other Fiction in transl.	367	334	339	326	328	298	333	335	335	311	316	300	296	325	323	343	373
Total Original	652	644	649	622	611	619	665	664	666	633	650	655	673	728	692	689	759
Reprint Paperback	480	396	427	423	415	393	338	303	296	264	230	239	291	227	238	277	257
Other Reprint	237	193	205	227	256	217	184	204	216	269	217	223	253	221	221	182	218
Total Reprint	717	589	632	650	671	610	522	507	512	533	447	462	544	448	459	459	475
Total Fiction	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	1,234
Children's a. Young Adult Books																	
Original Swedish*	437	370	342	459	403	375	338	393	368	290	349	307	305	278	269	248	244
Translated	490	506	561	520	566	260	289	461	373	309	261	319	271	322	321	345	407
Total Original	927	876	903	979	969	635	627	854	741	599	610	626	576	600	590	593	651
Reprint Paperback	119	96	83	72	43	35	30	18	10	14	7	2	23	19	15	11	6
Other Reprint	98	109	116	127	140	111	180	176	212	195	93	93	228	111	124	117	115
Total Reprint	217	205	199	199	183	146	210	194	222	209	100	95	251	130	139	128	121
Total Children's and Young Adult Books	1,144	1,081	1,102	1,178	1,152	781	837	1,048	963	808	710	721	827	730	729	721	772
Non-fiction																	
Original Swedish*	1,011	921	976	938	874	840	826	843	889	1,008	967	1,053	1,043	1,036	983		
Translated	461	445	601	436	398	367	289	337	393	381	344	310	313	326	330		
Total Original	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	1,108
Reprint Paperback	119	133	117	95	78	54	39	39	37	36	34	41	29	22	13	27	45
Other Reprint	51	82	55	89	100	78	92	109	143	102	126	114	119	145	155	62	54
Total Reprint	170	215	172	184	178	132	131	148	180	138	160	155	148	167	168	89	99
Total Non-fiction	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	1,207
Reference	19	19	25	43	37	45	33	41	30	56	61	60	30	11	10	3	3
Audio Books	433	264	190	168	109	82											
E-books	64	5	29	27	9	13	17	19	50	42	42	55					
Grand Total	4,671	4,183	4,376	4,246	4,039	3,489	3,320	3,607	3,683	3,599	3,381	3,471	3,578	3,446	3,371	3,085	3,216

* 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.

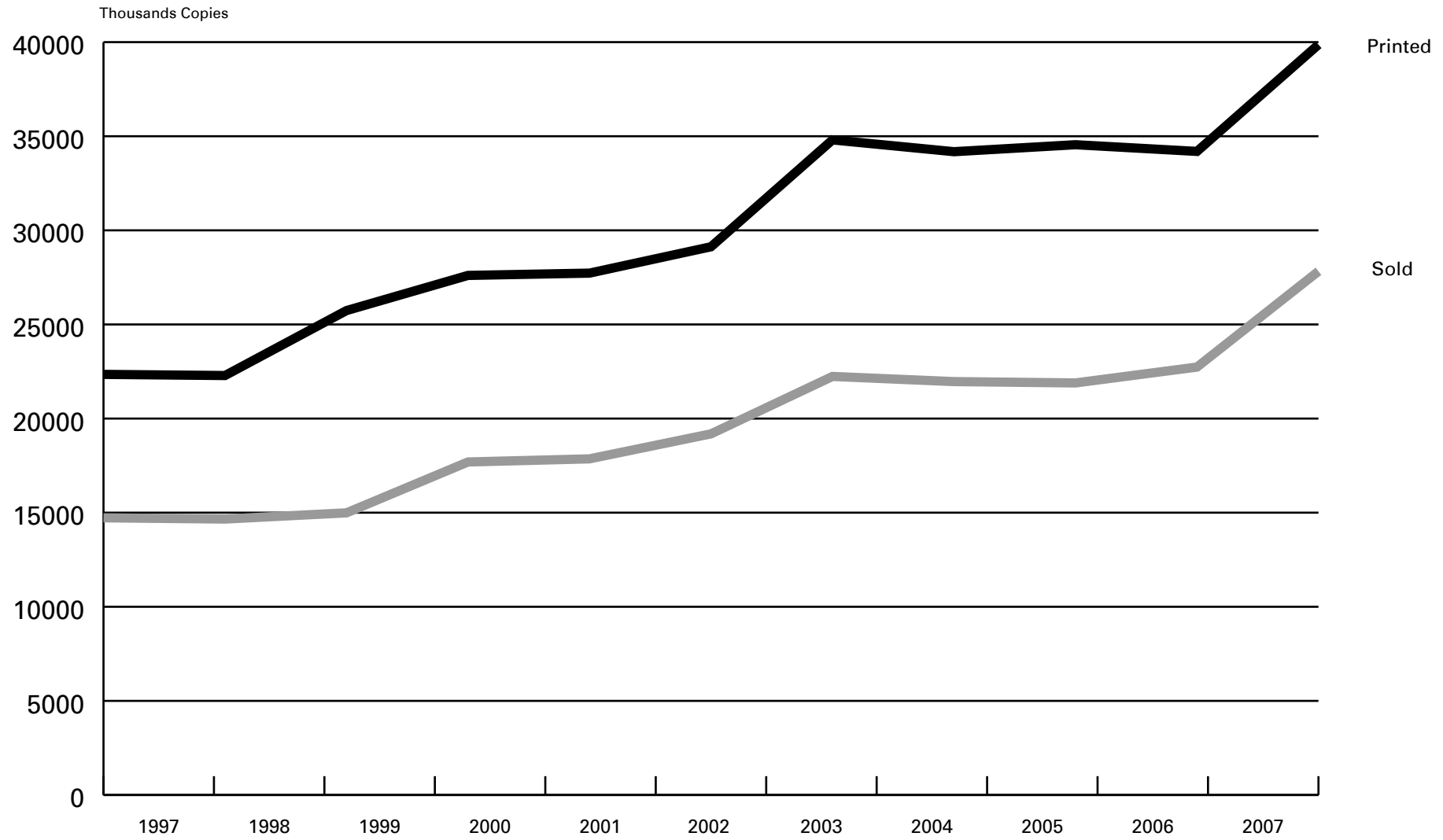
C.3. Production Volumes, New Titles by Category

Category	Number of Printed Copies Sold, in thousands									Number of Copies Sold per Title, in thousands						
	2007	2006	2005	2004	2003	2002	2001	2000	2007	2006	2005	2004	2003	2002	2001	2000
Fiction																
Original Poetry and Drama	104	234	130	165	142	149	111	137	3.6	5.6	3.2	3.3	3.6	2.5	2.6	2.3
Swedish Fiction	3,749	3,438	2,871	3,169	2,876	2,762	2,346	2,224	14.6	12.8	10.7	12.9	11.8	10.5	8.1	8.2
Other Fiction in transl.	2,782	2,799	3,548	3,253	3,243	2,769	3,561	3,331	7.6	8.4	10.5	10.0	9.9	9.3	10.7	9.9
Total Original	6,635	6,472	6,548	6,587	6,261	5,681	6,017	5,692	10.2	10.0	10.1	10.6	10.2	9.2	9.0	8.6
Reprint Paperback	10,001	7,828	7,120	6,712	7,595	6,847	5,608	4,376	20.8	19.8	16.7	15.9	18.3	17.4	16.6	14.4
Other Reprint	4,856	2,084	2,177	2,014	2,527	2,257	2,582	2,024	20.5	10.8	10.6	8.9	9.9	10.4	14.0	9.9
Total Reprint	14,857	9,913	9,297	8,727	10,122	9,103	8,190	6,400	20.7	16.8	14.7	13.4	15.1	14.9	15.7	12.6
Total Fiction	21,491	16,385	15,846	15,313	16,383	14,784	14,208	12,092	15.7	13.3	12.4	12.0	12.8	12.0	12.0	10.3
Children's a. Young Adult Books																
Original Swedish	2,842	2,878	2,360	3,059	3,109	2,386	2,363	3,112	6.5	7.8	6.9	6.7	7.7	6.4	7.0	7.9
Translated	2,817	2,838	3,646	3,710	2,988	1,471	2,652	3,180	5.7	5.6	6.0	7.1	5.3	5.7	9.2	6.9
Total Original	5,658	5,716	6,006	6,768	6,097	3,856	5,015	6,293	6.1	6.5	6.3	6.9	6.3	6.1	8.0	7.4
Reprint Paperback	599	636	563	563	481	257	206	119	5.0	6.6	6.8	7.8	11.2	7.4	6.9	6.6
Other Reprint	651	569	711	783	693	791	1,049	1,200	5.7	5.2	6.1	6.2	4.9	7.1	5.8	6.8
Total Reprint	1,160	1,204	1,274	1,346	1,174	1,048	1,255	1,319	5.3	5.9	6.4	6.8	6.4	7.2	6.0	6.8
Total Children's and Young Adult Books	6,819	6,920	7,280	8,115	7,271	4,905	6,269	7,611	6.0	6.4	6.3	6.9	6.3	6.3	7.5	7.3
Non-fiction																
Original Swedish	5,642	5,054	5,653	5,487	6,099	5,570	4,530	4,518	5.6	5.5	5.8	5.8	7.0	6.6	5.5	5.4
Translated	2,646	2,594	3,208	2,727	2,377	1,958	1,727	2,008	5.7	5.8	5.3	6.3	6.0	5.3	6.0	6.0
Total Original	8,289	7,648	8,861	8,214	8,476	7,528	6,257	6,526	5.6	5.6	5.6	6.0	6.7	6.2	5.6	5.5
Reprint Paperback	1,348	1,376	1,009	1,025	584	463	226	246	11.3	10.3	8.6	10.8	7.5	8.6	5.8	6.3
Other Reprint	367	400	299	533	1,027	659	515	797	7.2	4.9	5.4	6.0	10.3	8.5	5.6	7.3
Total Reprint	1,715	1,776	1,308	1,558	1,612	1,122	740	1,043	10.1	8.3	7.6	8.5	9.1	8.5	5.6	7.0
Total Non-fiction	10,004	9,423	10,170	9,772	10,088	8,650	6,997	7,569	6.1	6.0	5.8	6.3	7.0	6.5	5.6	5.7
Reference	159	163	147	222	251	322	177	298	8.4	8.6	5.9	5.2	6.8	7.2	5.4	7.3
Audio Books	1,365	1,300	1,099	696	804	461			3.2	4.9	5.8	4.1	7.4	5.6		
E-books	29	3	8	62	8	6	76	35	0.5	0.6	0.3	2.3	0.9	0.4	4.5	1.8
Grand Total	39,867	34,195	34,549	34,179	34,805	29,127	27,727	27,605	8.5	8.2	7.9	8.0	8.6	8.3	8.4	7.7

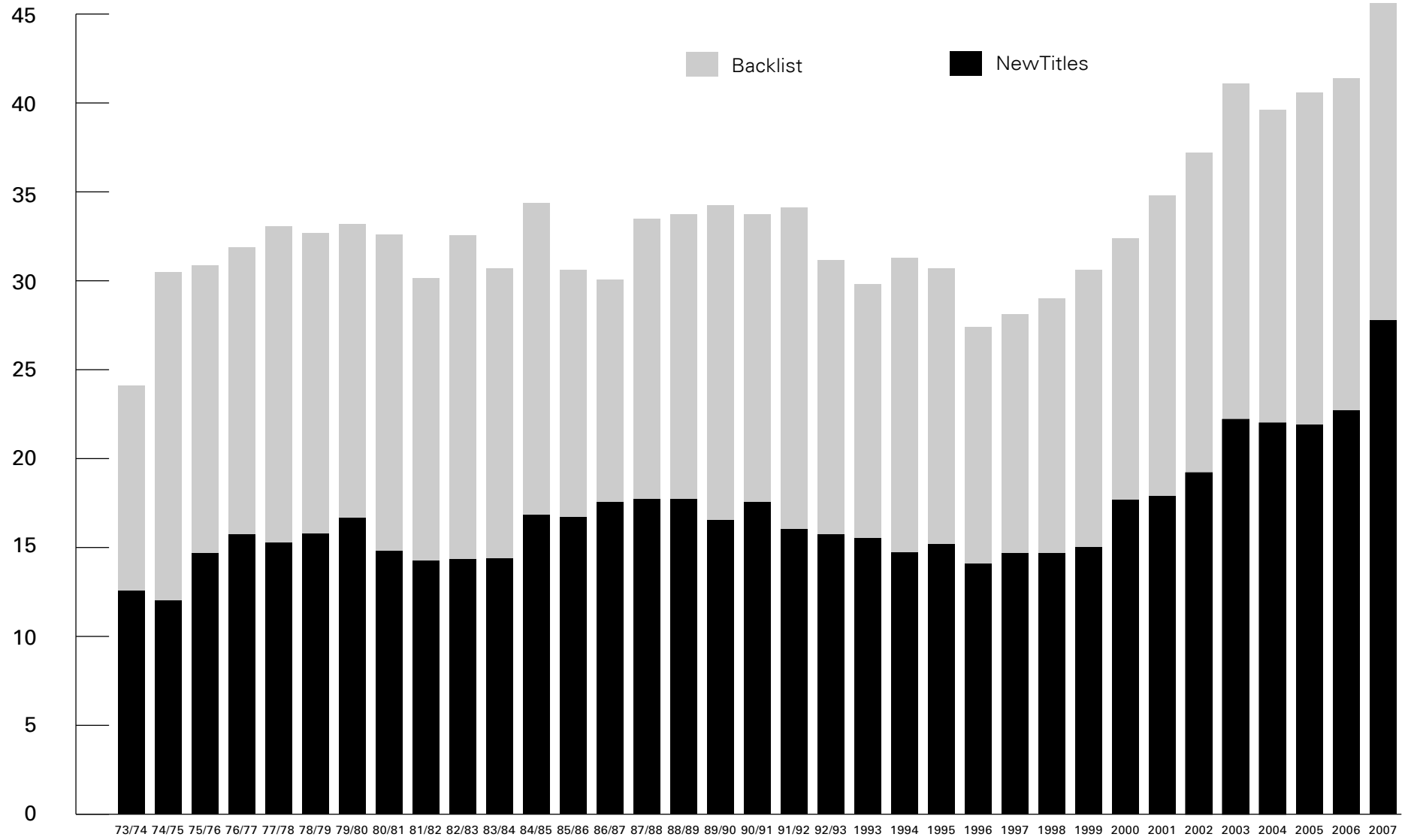
It should be noted that the data regarding number of printed copies of audiobooks and e-books refer to physical sound and information carriers only. Downloadable audiobooks and e-books are not included in this table.

C.4. Sales, New Titles by Category

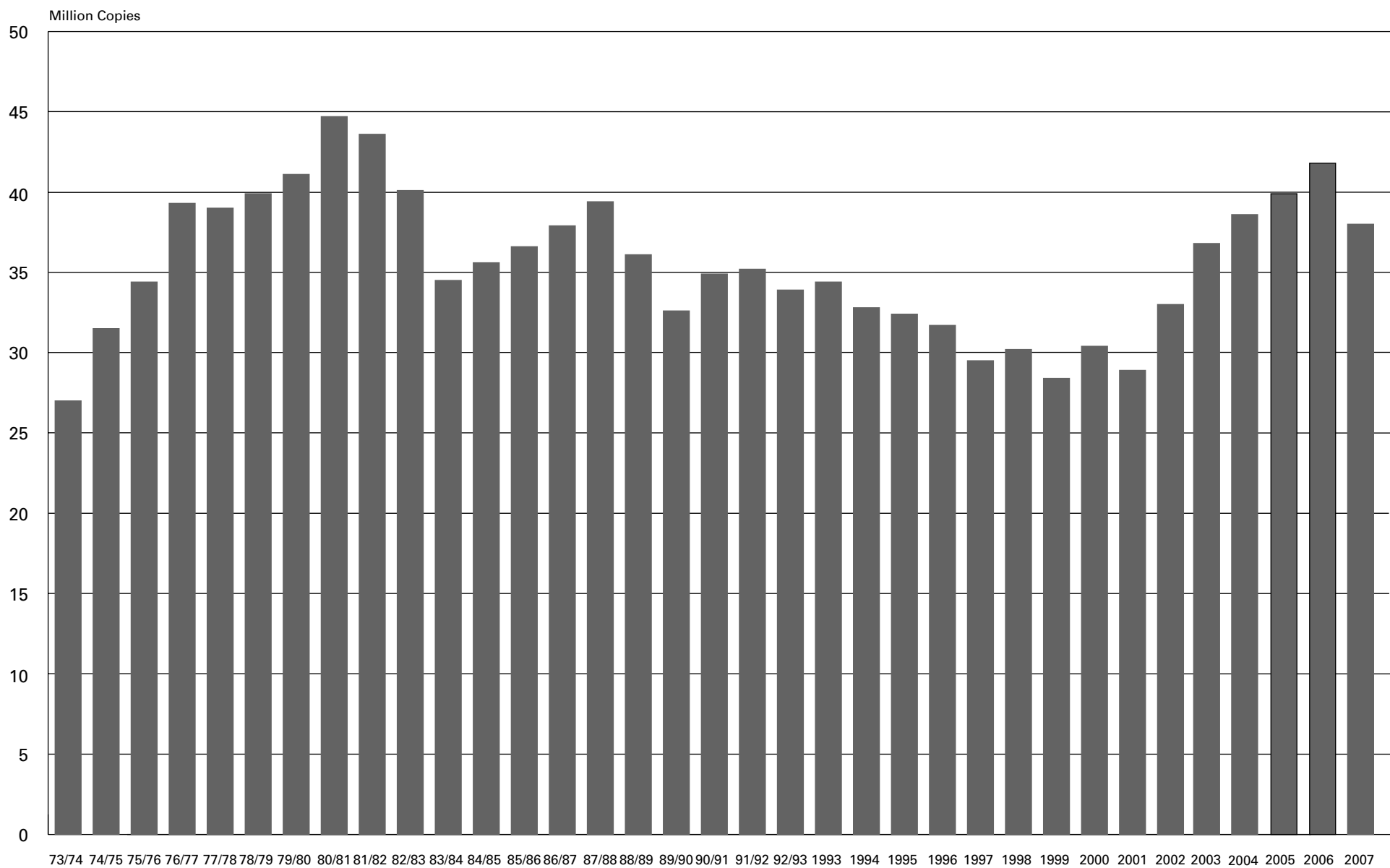
Category	Number of Printed Copies Sold, in thousands								Number of Copies Sold per Title, in thousands							
	2007	2006	2005	2004	2003	2002	2001	2000	2007	2006	2005	2004	2003	2002	2001	2000
Fiction																
Original Poetry and Drama	84	175	102	107	51	82	55	67	2.9	4.2	2.5	2.1	1.3	1.4	1.3	1.1
Swedish Fiction	2,710	2,526	1,842	2,422	1,973	2,036	1,576	1,645	10.6	9.4	6.8	9.8	8.1	7.8	5.4	6.1
Other Fiction in transl.	1,835	2,003	2,473	2,344	2,127	1,893	2,486	2,399	5.0	6.0	7.3	7.2	6.5	6.4	7.5	7.2
Total Original	4,628	4,704	4,417	4,872	4,154	4,011	4,116	4,112	7.1	7.3	6.8	7.8	6.8	6.5	6.2	6.2
Reprint Paperback	7,761	5,538	5,239	4,726	5,380	5,046	4,235	3,113	16.2	14.0	12.3	11.2	13.0	12.8	12.5	10.3
Other Reprint	4,310	1,491	1,505	1,193	1,651	1,571	1,548	1,697	18.2	7.7	7.3	5.3	6.5	7.2	8.4	8.3
Total Reprint	12,071	7,029	6,744	5,919	7,031	6,617	5,783	4,809	16.8	11.9	10.7	9.1	10.5	10.8	11.1	9.5
Total Fiction	16,669	11,733	11,161	10,791	11,185	10,627	9,900	8,921	12.2	9.5	8.7	8.5	8.7	8.6	8.3	7.6
Children's and Young Adult Books																
Original Swedish	2,247	1,915	1,458	1,796	1,884	1,620	1,544	1,608	5.1	5.2	4.3	3.9	4.7	4.3	4.6	4.1
Translated	1,705	2,019	2,702	2,422	2,015	1,116	1,771	1,958	3.5	4.0	4.5	4.7	3.6	4.3	6.1	4.2
Total Original	3,952	3,934	4,160	4,218	3,899	2,736	3,315	3,566	4.3	4.5	4.4	4.3	4.0	4.3	5.3	4.2
Reprint Paperback	283	244	267	285	279	167	126	40	2.4	2.5	3.2	4.0	6.5	4.8	4.2	2.2
Other Reprint	271	258	298	360	329	415	546	640	2.8	2.4	2.6	2.8	2.4	3.7	3.0	3.6
Total Reprint	554	502	565	645	608	582	672	680	2.6	2.4	2.8	3.2	3.3	4.0	3.2	3.5
Total Children's and Young Adult Books	4,506	4,436	4,725	4,863	4,506	3,318	3,987	4,246	3.9	4.1	4.1	4.1	3.9	4.2	4.8	4.1
Non-fiction																
Original Swedish	3,055	2,913	3,053	3,089	3,314	3,093	2,604	2,567	3.0	3.2	3.1	3.3	3.8	3.7	3.2	3.0
Translated	1,441	1,440	1,312	1,546	1,432	1,032	899	1,163	3.1	3.2	2.2	3.5	3.6	2.8	3.1	3.5
Total Original	4,494	4,353	4,366	4,635	4,746	4,125	3,502	3,731	3.1	3.2	2.8	3.4	3.7	3.4	3.1	3.2
Reprint Paperback	853	933	595	667	327	248	130	160	7.2	7.0	5.1	7.0	4.2	4.6	3.3	4.1
Other Reprint	217	214	162	369	675	420	210	433	4.3	2.6	2.9	4.1	6.8	5.4	2.3	4.0
Total Reprint	1,070	1,147	758	1,036	1,003	668	340	594	6.3	5.3	4.4	5.6	5.6	5.1	2.6	4.0
Total Non-fiction	5,564	5,500	5,123	5,672	5,748	4,793	3,842	4,324	3.4	3.5	2.9	3.6	4.0	3.6	3.1	3.3
Reference	91	93	99	119	130	143	102	191	4.8	4.9	4.0	2.8	3.5	3.2	3.1	4.7
Audio Books	939	967	778	470	664	303			2.2	3.7	4.1	2.8	6.1	3.7		
E-books	25	6	7	49	2	3	28	11	0.4	1.2	0.2	1.8	0.3	0.2	1.6	0.6
Grand Total	27,824	22,735	21,893	21,964	22,237	19,187	17,859	17,693	6.0	5.4	5.0	5.2	5.5	5.5	5.4	4.9

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, is estimated at SEK 7 billion. That includes the entire market for general publishing in Sweden, education textbooks (about SEK 1.2 billion), imports (about SEK 700 million), as well as mass-market titles, Bibles, hym-nals, instruction manuals and non-professional publishing (about SEK 700 million). The total market for general publishing in Swedish would thus be about SEK 4.4 billion in consumer value.

Member publishers sell about 45 million copies per year, but the total volume for Sweden is estimated at 80 million copies (that number includes everything that can be classified as a book).

Participating Publishers in 2007, 67

Alfabetabokförlag	Historiska Media	SNS Förlag
Allt om Hobby	Ica Bokförlag	Sober Förlag
Anderson Pocket	Informationsförlaget	Sportförlaget i Europa
Bokförlaget Arena	Iustus Förlag	Storyside
Arvinius Förlag	J.A. Lindblads Bokförlags AB	Studentlitteratur
Bokförlaget Atlantis	Karolinska Inst. University Press	Svensk Byggtjänst
Bokförlaget Atlas	Leandoer & Ekholm Förlag	Svenska institutet
Bazar Förlag	Leopard förlag	Tre Böcker Förlag
Bergths Förlag	Liber	Uppsala Publishing House
Bilda Förlag	Libris Media	Wahlström & Widstrand
Albert Bonniers Förlag	Bokförlaget Lind & Co	B Wahlströms Bokförlag
Bonnier Audio	LL-förlaget/Centrum för lättläst	Verbum Förlag
Bonnier Business Publishing	Läkemedelsakademin	Voltaire Publishing
Bonnier Carlsen Bokförlag	Bokförlaget Max Ström	Årets Bilsport Förlag
Brombergs Bokförlag	Månadens Bok (ej medlem)	
BTJ Sverige	Natur & Kultur	More information?
Carlsson Bokförlag	Norstedts Akademiska Förlag	For more information about the
Damm Förlag	Norstedts Förlag	Swedish Publishers' Association
Earbooks	Bokförlaget Nya Doxa	Statistics for the Book Trade,
Ekerlids Förlag	Bokförlaget Opal	please contact our central office,
eLib	Ordfront Förlag	phone +46(0)8-736 19 40.
Bokförlaget Fischer & Co	Piratförlaget	See also our website at
Bokförlaget Forum	Prevent	www.forlaggare.se .
Gedins Förlag	Rabénförlagen	The Swedish Publishers'
Gothia Förlag	Santérus Förlag	Association Statistics Committee:
Hallgren & Fallgren Studieförlag	Schibsted Förlagen	Kjell Bohlund (Chairman),
Bokförlaget HEGAS	Bokförlaget Semic	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: Works 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.