

Trend shift: Printed books grew more than digital in 2025



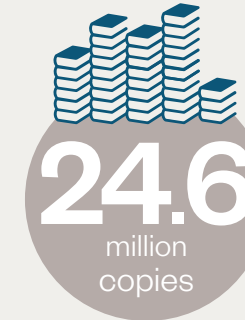
In 2025, the Swedish book industry generated just over SEK 5.5 billion in revenue, an increase of SEK 329 million, or 6.3 per cent from 2024. Adjusted for inflation, revenue rose by 5.6 per cent. For the first time in the history of the report series, printed books grew more than digital formats.



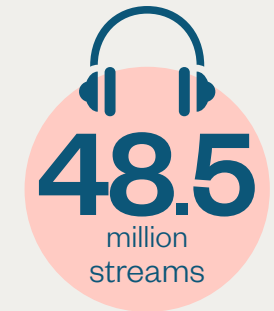
At current prices, the highest book sales to date.



Foreign-language literature accounted for 18.6 per cent of total revenue.



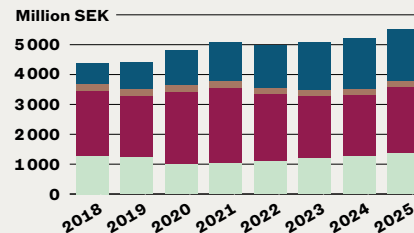
Number of printed books sold during the year.



Number of streams through streaming services.

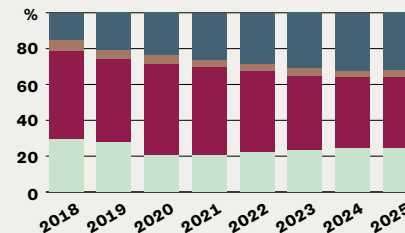
Revenue by Sales channel

- Streaming services for audio and e-books
- Grocery retail
- Online bookshops and book clubs
- Physical bookshops



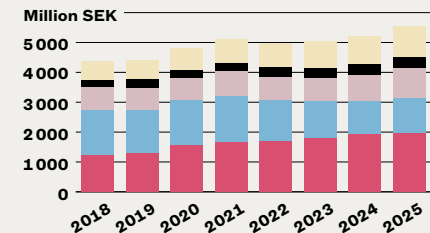
Market Share by Sales channel

- Streaming services for audio and e-books
- Grocery retail
- Online bookshops and book clubs
- Physical bookshops



Revenue by genre

- Fiction
- Non-fiction
- Children's & young adult
- Unknown genre
- Foreign-language literature



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In summary, the report shows the following:

- Growth was strongest in physical bookshops, where revenue increased by 7.3 per cent.
- Revenue from online bookshops and book clubs — counted as a single sales channel in the report — increased for the first time in four years, rising by 7.1 per cent.
- Streaming services for audio and e-books saw revenue grow by 4.9 per cent.
- Online bookshops and book clubs remain the largest sales channel, with a 40 per cent market share. Streaming services for audio and e-books accounted for 32 per cent, and physical bookshops for 24 per cent.
- Revenue from printed books increased more than that from digital books for the first time.
- Sales of printed books rose by 5.7 per cent compared with the previous year, reaching a total of 24.6 million copies.
- The number of streams increased by 5.4 per cent to 48.5 million.
- Fiction remained the largest genre, although revenue declined slightly. Revenue from non-fiction increased for the first time in four years.
- Printed children's and young adult books were positively affected by the government grant for school literature purchases. Volume increased by 13.3 per cent and revenue by 16.9 per cent.
- Foreign-language literature continued to grow and, for the first time, generated revenue exceeding SEK 1 billion.

