

Press release

Global book market revenues up in 2023, thanks to rising prices

The new book market report from GfK Entertainment and Nielsen BookData provides an unparalleled view of the global market.

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Baden-Baden/London, October 17, 2023 – Earlier this year, GfK and NIQ merged to become the world's preeminent consumer intelligence company. As a result, data from both GfK Entertainment, a subsidiary of GfK, and Nielsen BookData, a subsidiary of NIQ, has combined to give an unparalleled view of the global book market. Their latest book market report shows across 16 countries an increase in turnover for the majority.

The global book market recorded a rise in revenues in many markets in the first eight months of 2023, but this was accompanied by much higher prices. According to the 16-country analysis, the gains ranged from single figures in economically strong sales territories such as France (+1.3%) and the UK (+1.8%) to considerable increases in the emerging book markets of India (+8.7%) and Mexico (+10%). Revenues were only down in four countries, including Australia (-1.9%) and South Africa (-0.2%).

Falling unit sales in three-quarters of the countries surveyed

Average prices for books increased in the Belgium region of Flanders (+8.7%), South Africa (+7.6%), Brazil (+6.1%) and the UK (+5.7%) most noticeably between January and August 2023, but the actual quantity sold went down in three-quarters of the regions surveyed. Here, too, countries such as India (+6.4% in volume) and Mexico (+4.2% in volume) were the exception. The study also found that fiction largely outperformed non-fiction or "how-to" titles, with fiction books generating a higher revenue growth in ten of the 16 countries.

Revenues up 5.1% in Germany

In Germany, which was considered separately in the data evaluation based on the half-year figures from Consumer Panel Services GfK, revenues jumped by 5.1% compared to the same period last year. This was mainly due to the 2.6% rise in average prices, which, when taken into account, means actual sales increased by 2.4%.

Travel books booming, comic books sales trend over for the time being

Travel guides were again in demand in the post-Covid year 2022, and there has been no let-up in this trend. Travel books are booming and are one of the fastest growing categories in 2023. Half of all 16 book markets

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surveyed even reported double-digit revenue growth for this category. Comic books, especially Manga, on the other hand, have faced a heavy downturn after enjoying a strong performance in recent years, with figures of -10.9% recorded for Spain and -9.1% for Italy.

Prince Harry's memoir a world bestseller

A glance at the international bestseller lists reveals the growing importance of social media communities like those on BookTok. One of this community's best-known authors, Colleen Hoover, has made it into the top 5 in ten countries with her bestsellers *It Ends with Us* and *It Start with Us*. Biographies are also very much in demand, especially Prince Harry's *Spare*. The memoir from the British prince was among the top five best-selling non-fiction titles in 12 countries in the first eight months of its year of release. In the UK, Ireland, Italy and the Belgian region of Wallonia, *Spare* was the most popular book overall. *Atlas: The Story of Pa Salt* by the late Lucinda Riley and her son Harry Whittaker was the most successful title in New Zealand, the Netherlands, and the Belgian region of Flanders.

The survey: The study is based on physical point-of-sale data from January to August 2023 for Australia, Belgium (Flanders/Wallonia), Brazil, France, India, Ireland, Italy, Mexico, the Netherlands, New Zealand, Portugal, Spain, South Africa, Switzerland and the UK. In the case of Germany, the half-year data from Consumer Panel Services GfK were used.

The results, together with the press release and additional information, can be downloaded at gfk-entertainment.com.

If you would like further data or information, please contact:

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About GfK Entertainment

GfK Entertainment is a supplier of charts and market research data to the Books, Games, Music, Video and Merchandising industries. It works closely with the relevant industry bodies and currently carries out market research in over 30 countries. GfK Entertainment is part of GfK.

For more information, visit gfk-entertainment.com.

About GfK

For over 89 years, we have earned the trust of our clients around the world by solving critical questions in their decision-making process. We fuel their growth by providing a complete understanding of their consumers' buying

behavior, and the dynamics impacting their markets, brands and media trends. In 2023, GfK combined with NIQ, bringing together two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights - delivered with advanced analytics through state-of-the-art platforms - GfK drives “Growth from Knowledge”. For more information, visit [GfK.com](https://www.gfk.com).

About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. Nielsen BookData is responsible for the ISBN and SAN Agencies for UK & Ireland as well as providing search and discovery services for booksellers and libraries. Its Research services provide retail sales analysis for both print and e-books alongside research from the Books and Consumers Survey. For publishers Nielsen BookData offers a range of services from assigning an ISBN to a book to adding metadata to its database and providing promotional tools to help market books. The company is wholly owned by NIQ. For more information, visit nielsenbook.co.uk.

About NIQ

NIQ is the world’s leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

NIQ, is an Advent International portfolio company with operations in 100+ markets, covering more than 90% of the world’s population. For more information, visit [NIQ.com](https://www.niq.com).