



## Printed books

Not all print books sell equally well. Hardcover sales have declined, while sales of both trade and mass market paperbacks continue to increase, if slowly.

### Share of unit sales of all book sales



**34%**  
Trade  
(an increase)



**28%**  
Mass market  
(an increase)



**23%**  
Hardcovers  
(a decrease)

Other 15%

### Independent bookstores have suffered over the last 20 years



**-50%**

Decrease in the number of independent bookstores in the U.S. over the last 20 years (from 4,000 to 2,000)



**10%**

Proportion of all books now sold through independent bookstores

# E-books and print books live happily together ... for now



Between 2008 and 2012, revenues from sales of all types of books have increased ... **14%**

**18%**

But while print book sales have decreased overall ...

... e-book sales have risen exponentially **\*4,311%**

\*From \$68 million to \$3 billion

In the U.S., books are a **\$15 billion** business, and Amazon gets a big bite of the pie



**\$5.25 billion** Amazon's revenue for all book sales, print and electronic

**\$265 to \$530 million** Amazon's revenue from just e-book sales

#### Sources:

<http://finance.yahoo.com/blogs/the-exchange/the-book-industry-isn-t-dying-it-s-thriving-with-an-ebook-assist-191025547.html>

<http://www.forbes.com/sites/jeffbercovici/2014/02/10/amazon-vs-book-publishers-by-the-numbers>

<http://www.digitalbookworld.com/2014/02/average-price-of-ebook-best-sellers-jumps-divergent-dominance-continues>

<http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/59194-signs-of-stability.html>

<http://www.forbes.com/sites/greatspeculations/2014/04/02/estimating-kindle-e-book-sales-for-amazon>



## E-books

E-books make up an increasingly large share of the top publishers' sales.

### Harper Collins

**17%**

### Simon and Schuster

**23%**

### Hachette

**33%**

### E-book revenue

Much of e-book revenue comes from the sheer volume of sales, as the average price of ebooks remains relatively low:

**\$7.49**  
Current avg. price

**\$5.27**  
All-time low  
(December 2013)

E-book technology and distribution channels also allows authors to bypass publishers altogether

Bestselling fiction titles listed by Amazon as self-published or with no publisher listed

**53%**

