THE EUROPEAN BOOK MARKET 2024/25

Frankfurt Book Fair
15 October 2025

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FÉDÉRATION DES ÉDITEURS EUROPÉENS

About FEP

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Who we are

- FEP is an independent, non-commercial umbrella association representing 31 national associations of publishers of books, learned journals and educational materials from all over Europe
- Founded in 1967, FEP deals with European legislation and advises publishers associations on copyright and other legislative issues
- 6,000+ individual publishers represented (>80% of the book market in Europe)
- Based in Brussels, Belgium

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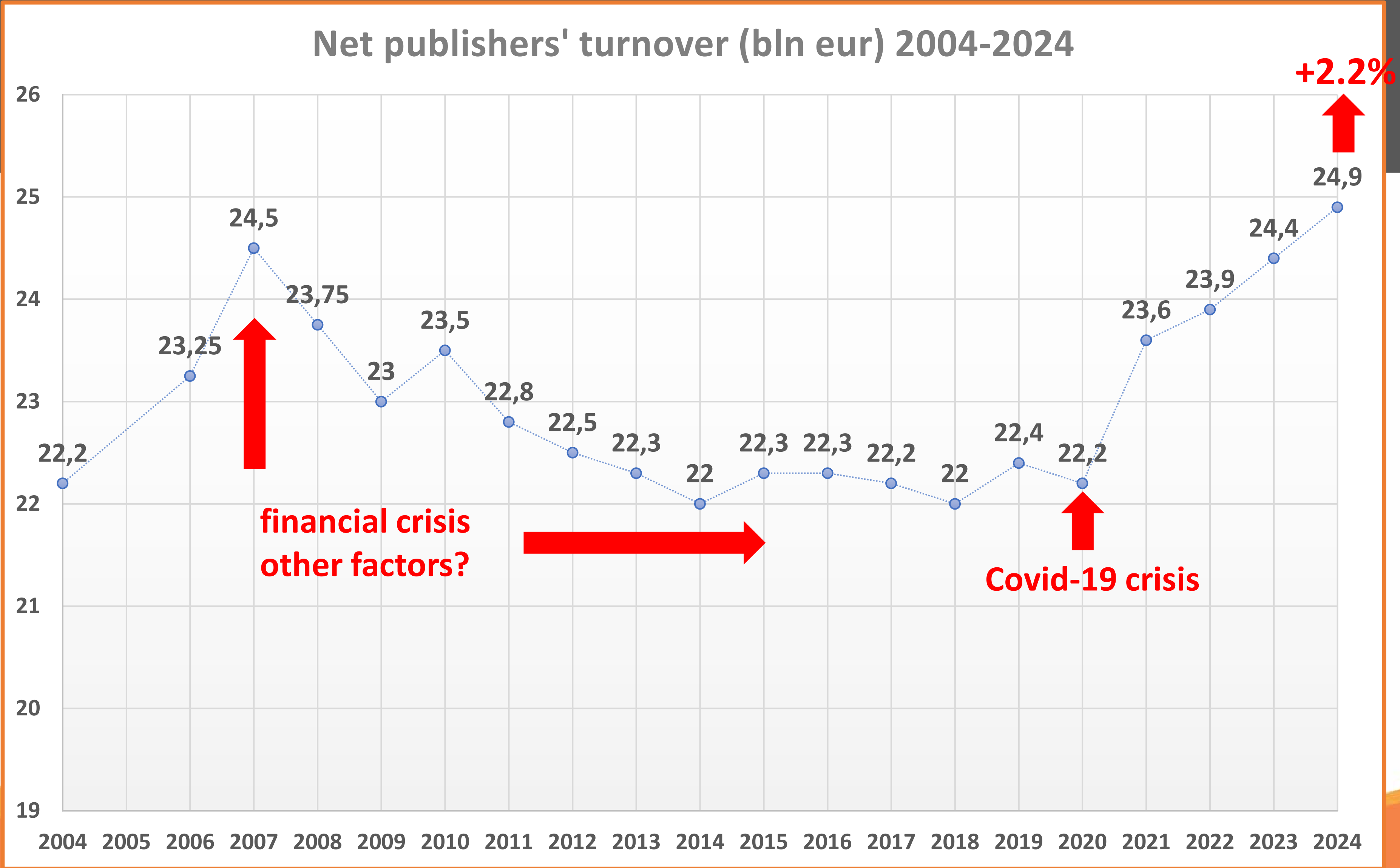
The core data



Largest cultural industry in Europe

Highest turnover ever (**not in real terms**)

Past 3 years: **value up**, **volume down**, **price as driver**

Not pictured: **inflation**

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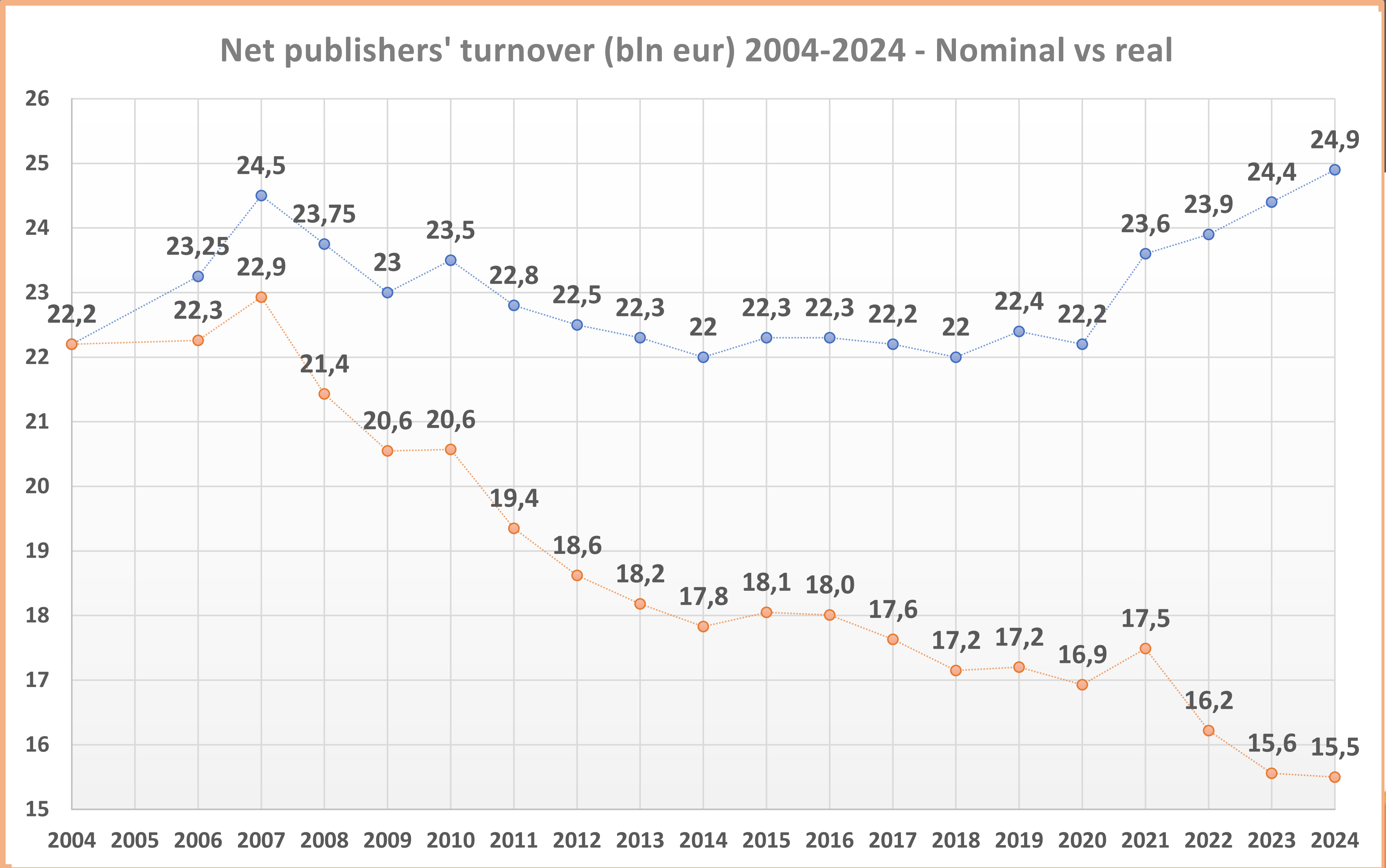

Looking at **real terms** paints a very different picture

Maybe we have a problem

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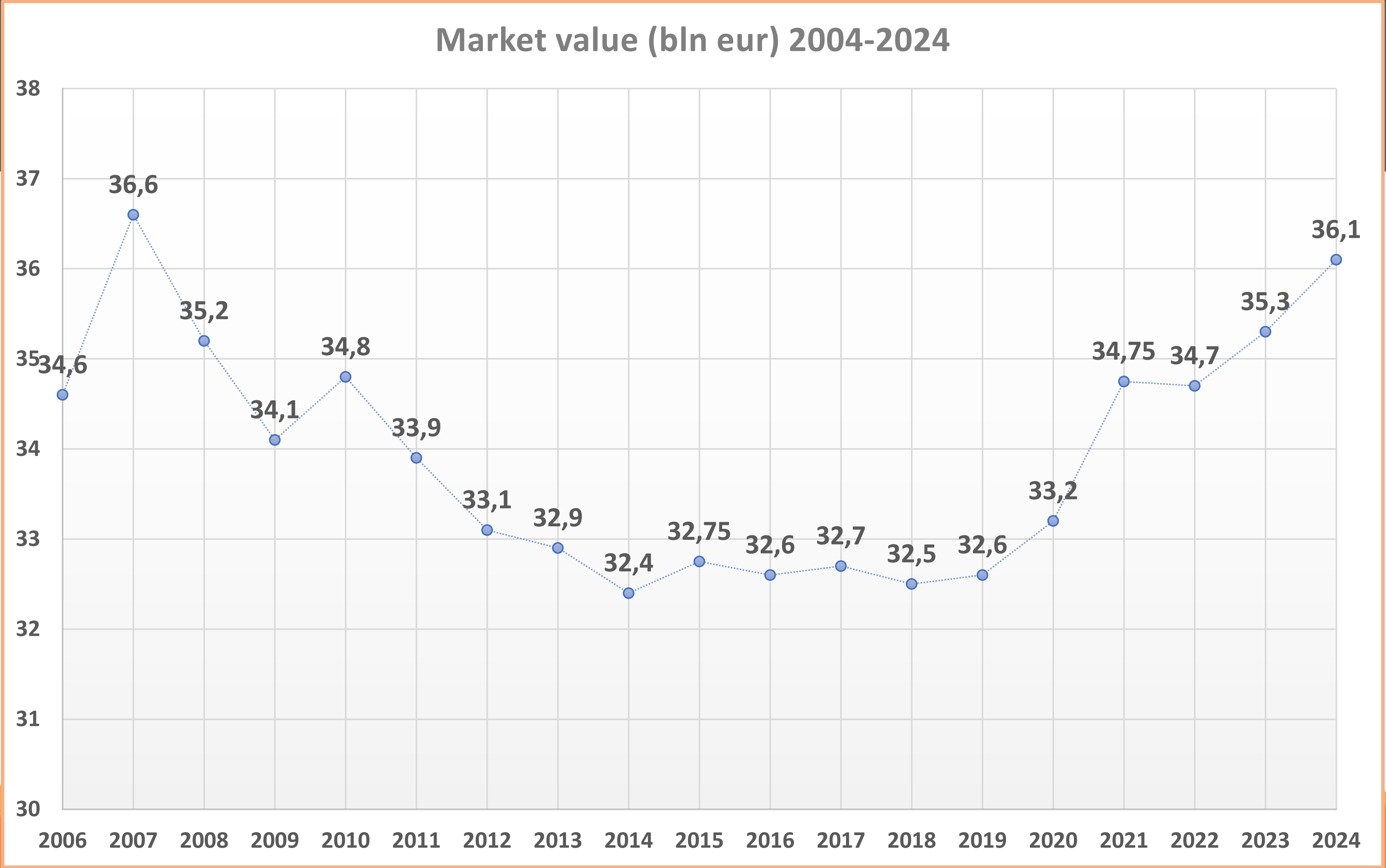

Sales at cover price follow similar trend as net turnover

Between 32 and 37 billion € per year

Not pictured: exports by European publishers and sales of imported books, self-publishing

Total market value likely **36-39 billion**

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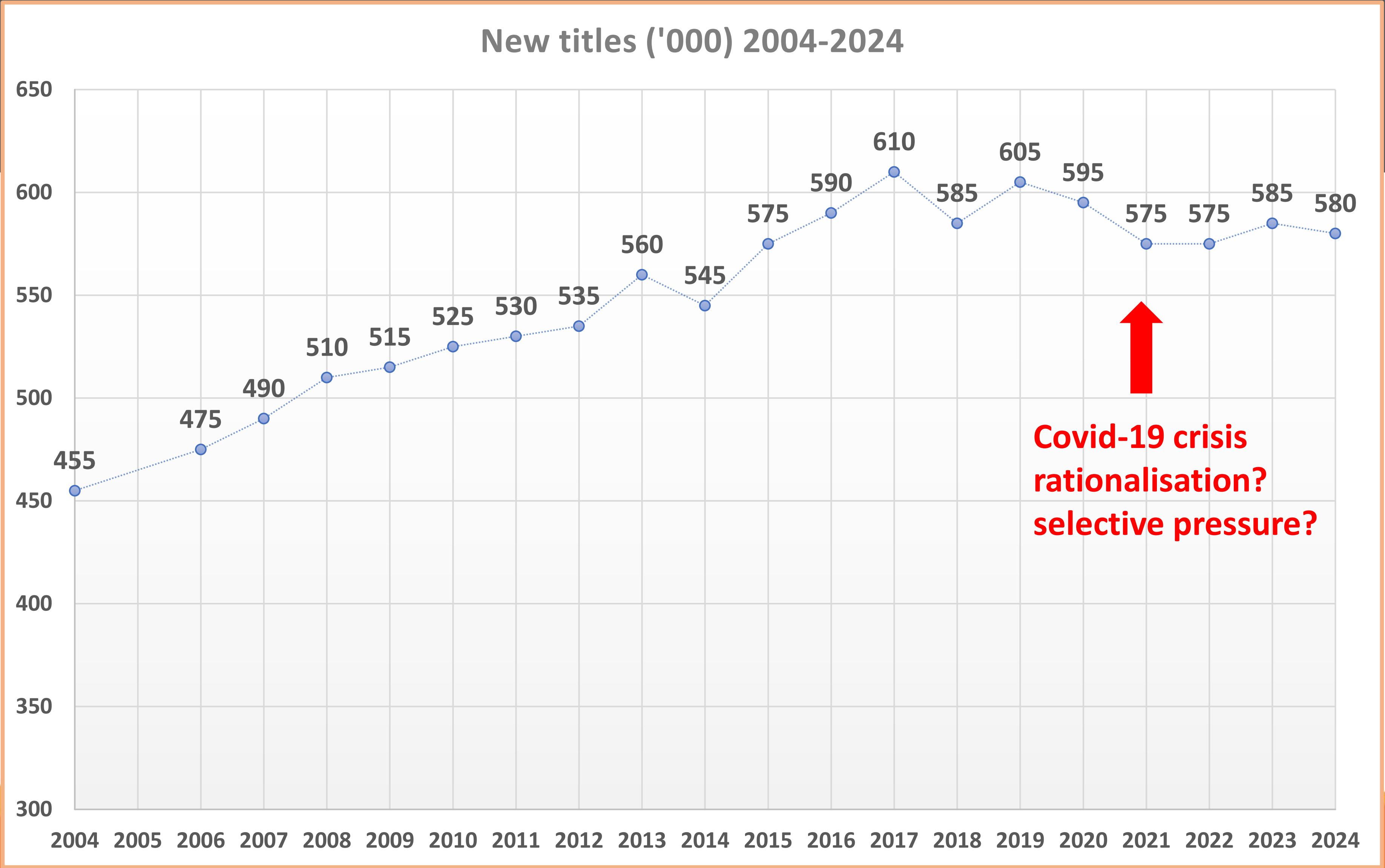

First editions in print, all categories

Mixed picture in major markets

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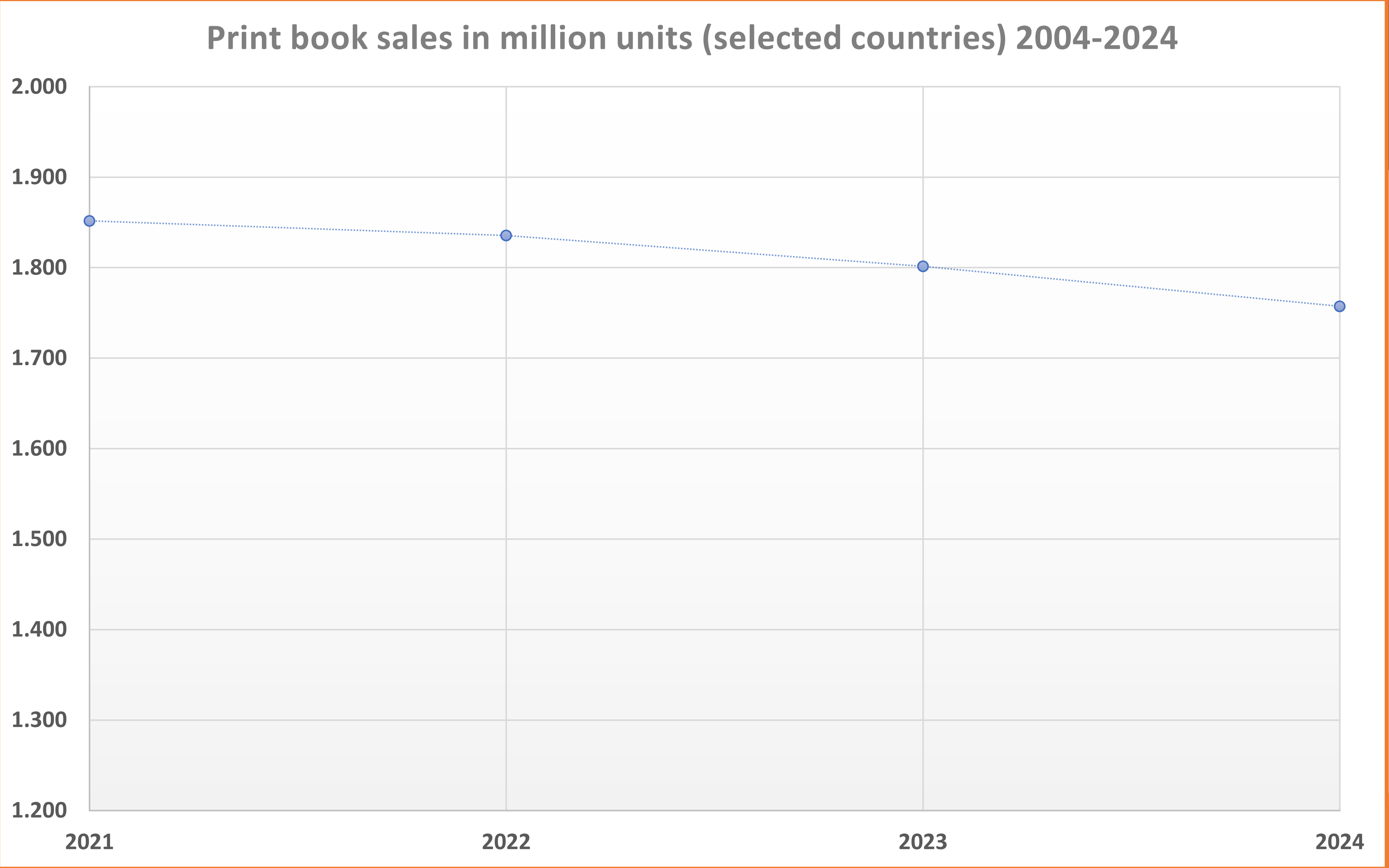

Total copies sold in 2024 (all formats) **> 2.5 billion**

Our sample (75% of turnover):

-5.1% in 4 years after 2020

About **95 million fewer** books sold

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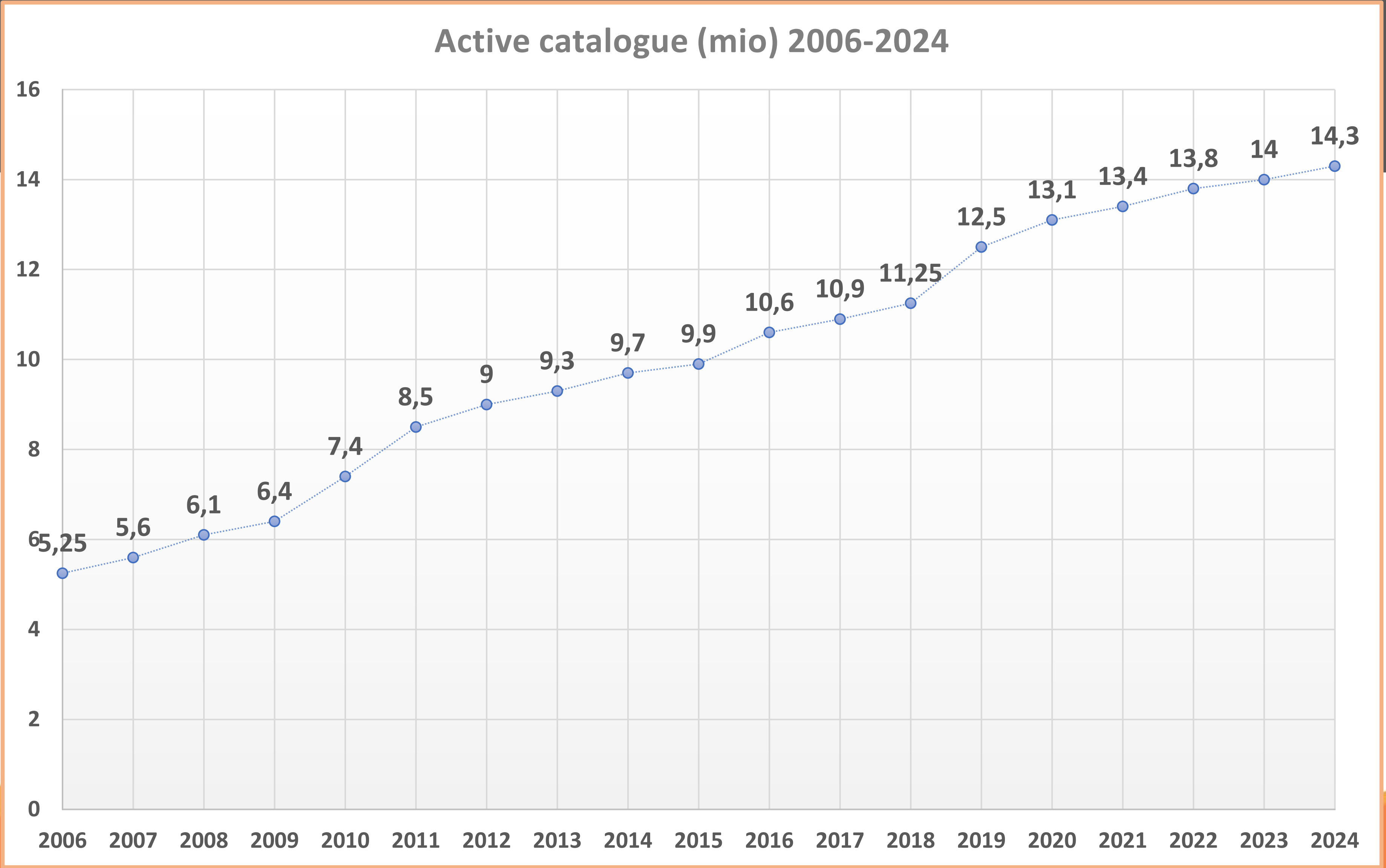

Of which some **3.4 million** in **digital/audio** format

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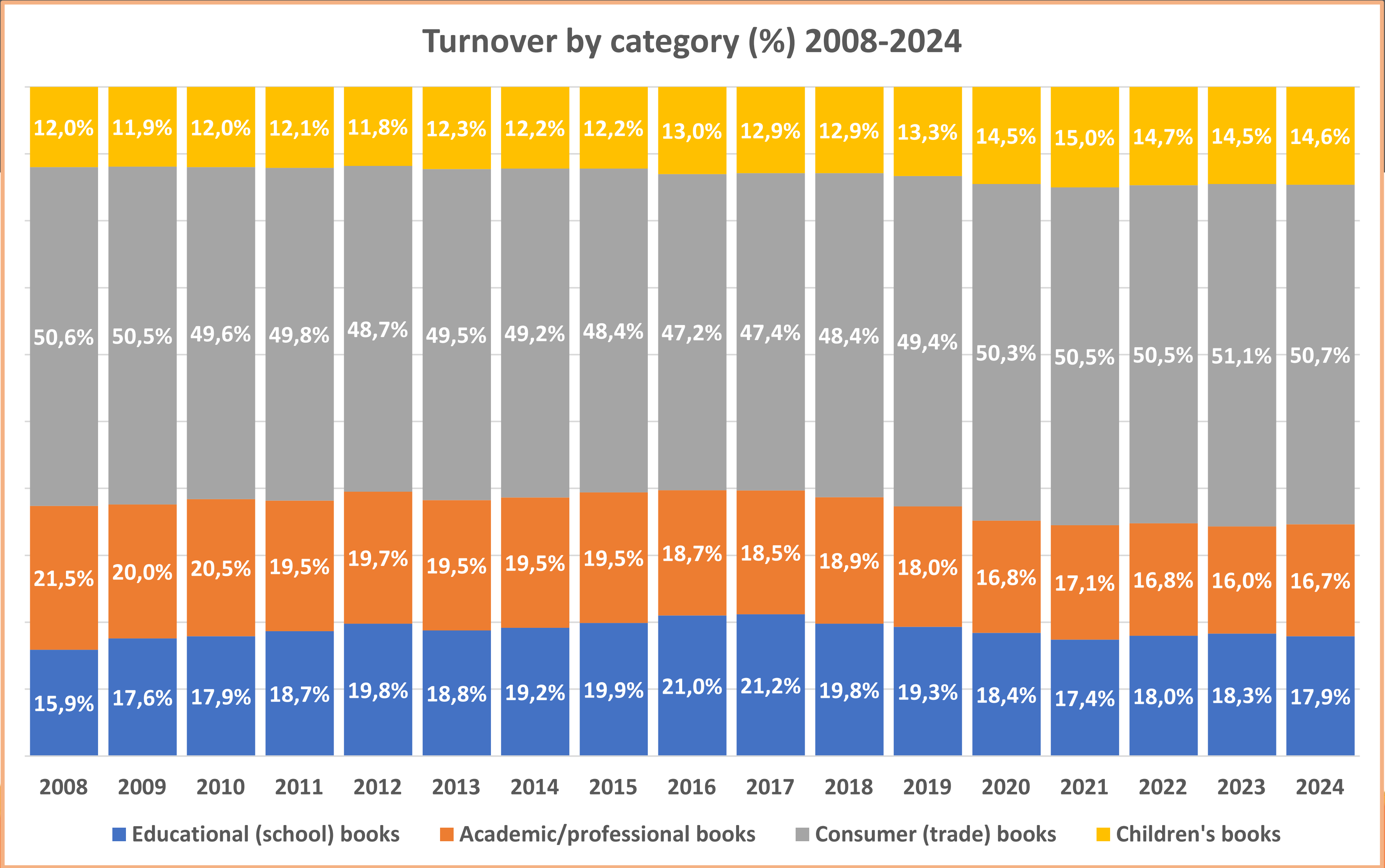
The main markets

Turnover

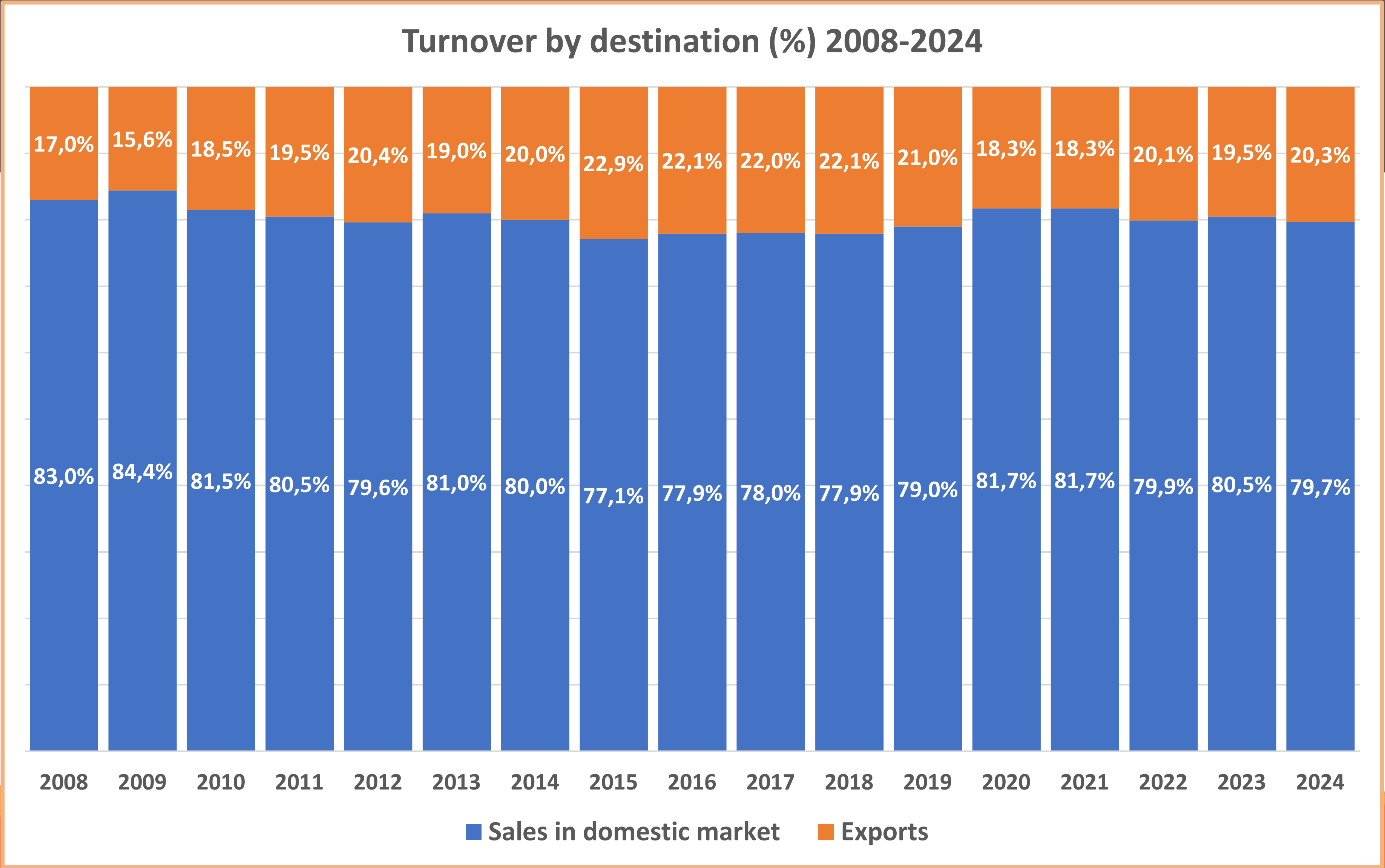
1. Germany
2. UK
3. France
4. Spain
5. Italy
6. Netherlands

New titles

1. UK
2. Germany
3. Spain
4. Italy
5. France
6. Poland



Children’s books
still strong (but slowing)



Exports recovered after Covid, remain around one fifth of turnover

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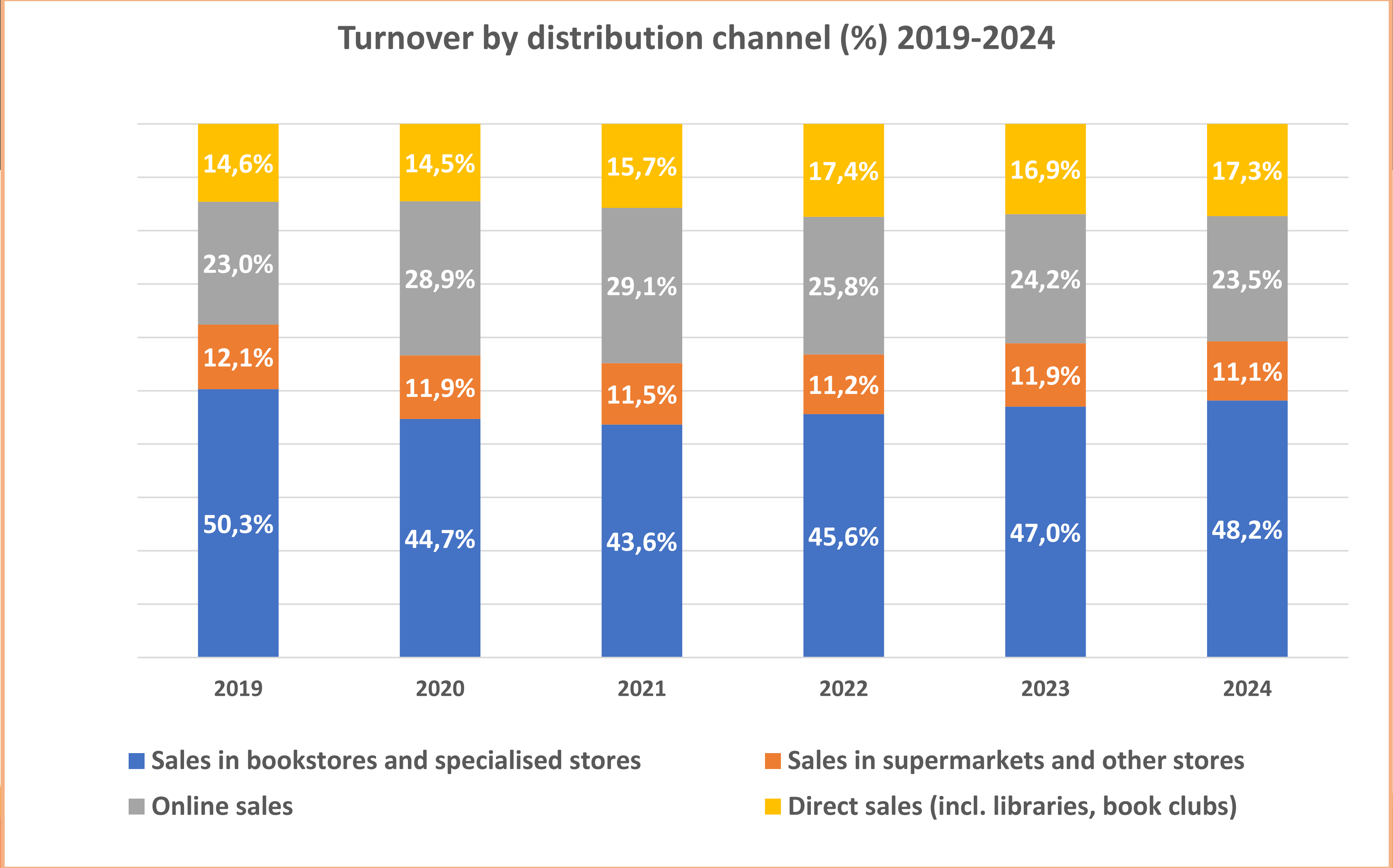

Gradual return to **bookstores** seems to continue, but slower

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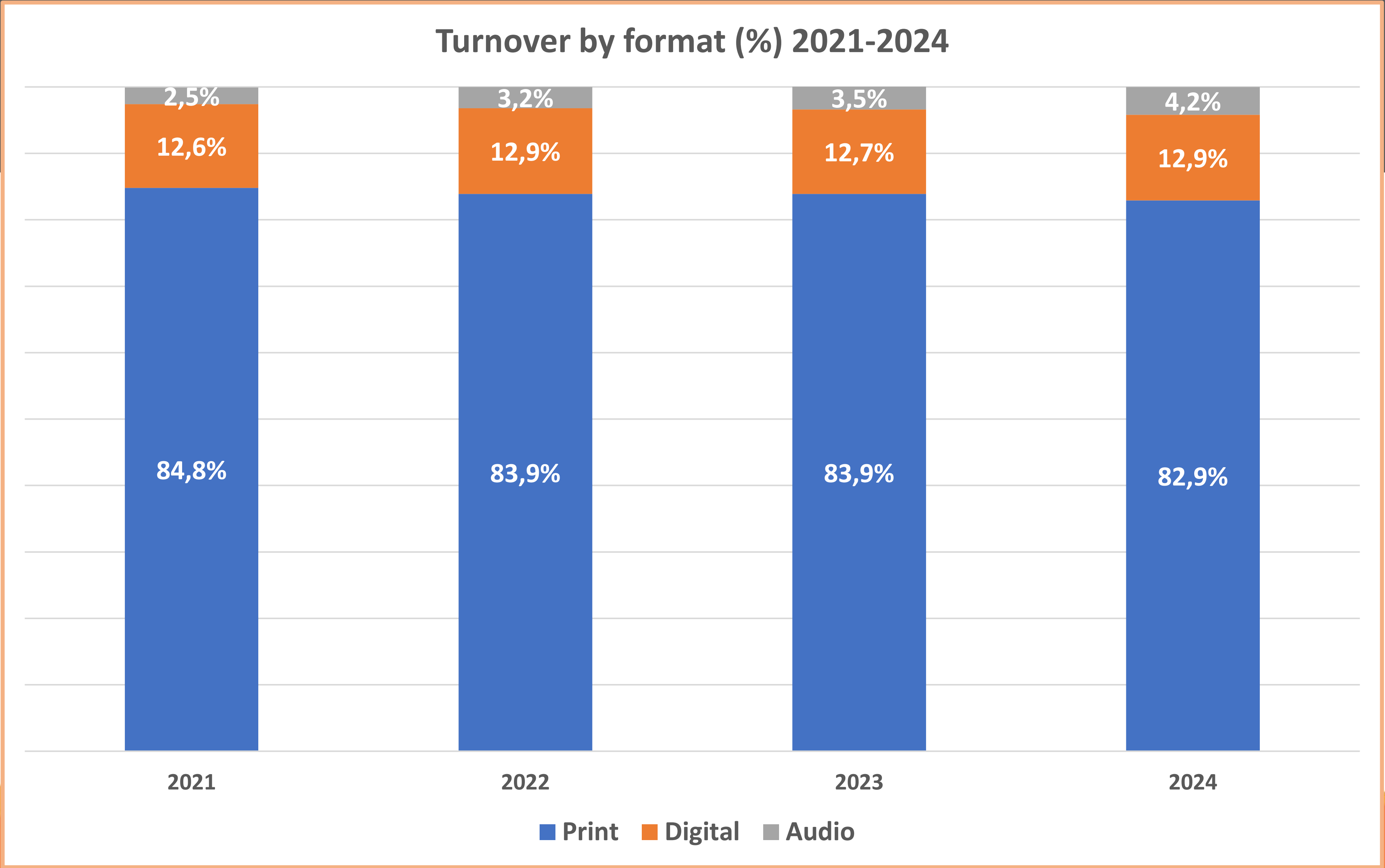

Print books by far largest share

The rise of **audiobooks** (but we are already **losing track**)

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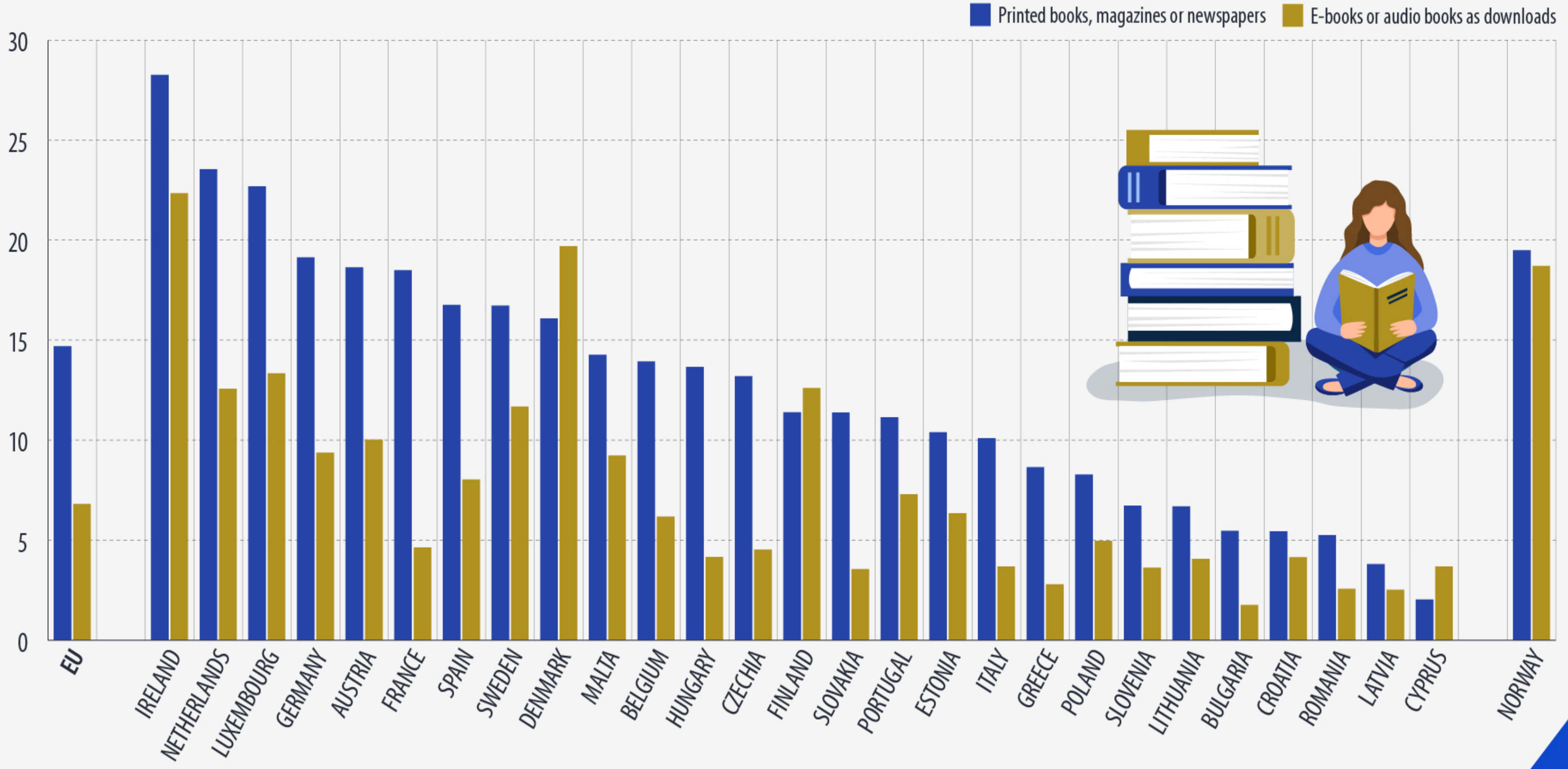
Online purchases of books and publications, 2024

(% of the population, in 3 months before the survey)



Country ranking based on printed books, magazines or newspapers data in descending order.

eurostat

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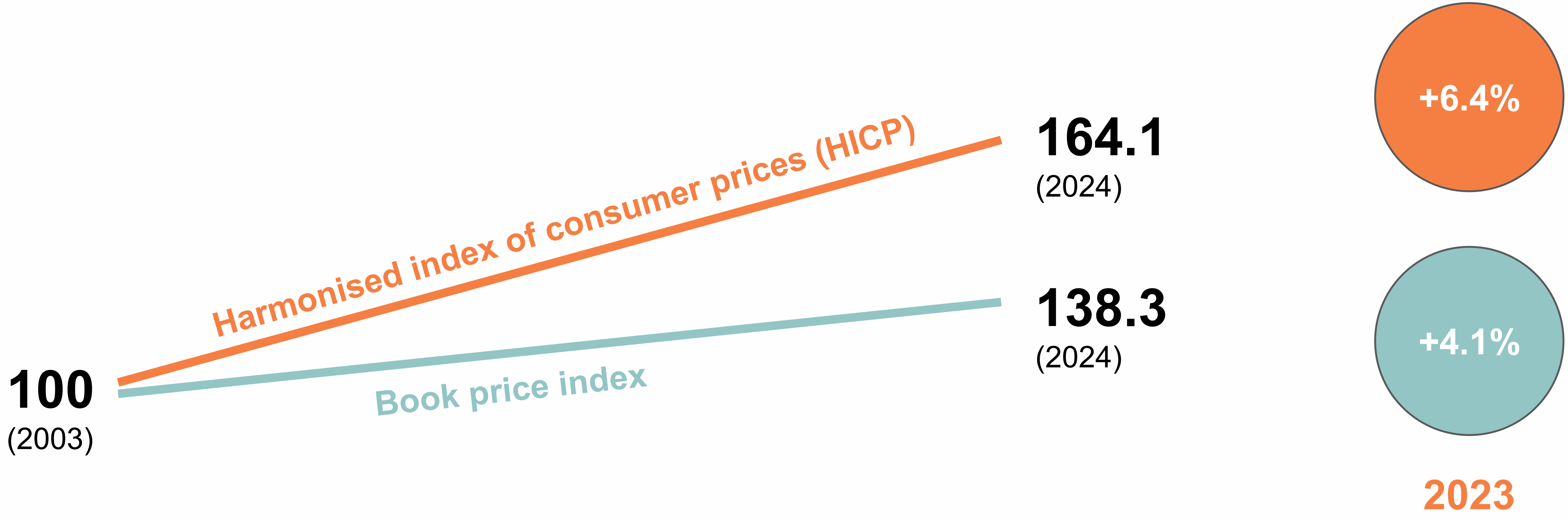
Book prices grow below inflation



Source: EUROSTAT

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Profitability

- For many years titles up, revenue stagnant
- Prices not keeping up with inflation
- Shift to digital, audio, subscriptions
- The rise of the second-hand market
- The rise of reading in original language (mainly English)

Reading

Reading decline

American students' reading skills drop to record lows
Axios, 29/01/25

Les Français lisent de moins en moins, selon le baromètre 2025 « Les Français et la lecture »
Livres Hebdo, 08/04/25

Calano i lettori e il tempo per la lettura, al Sud il 30% in meno di librerie rispetto alla media
Il Sole 24 Ore, 05/12/25

Report finds 'shocking and dispiriting' fall in children reading for pleasure
The Guardian, 05/11/24

Books sales rise in Germany, but trade frets over declining readers
The Bookseller, 08/07/24

A major problem: measuring

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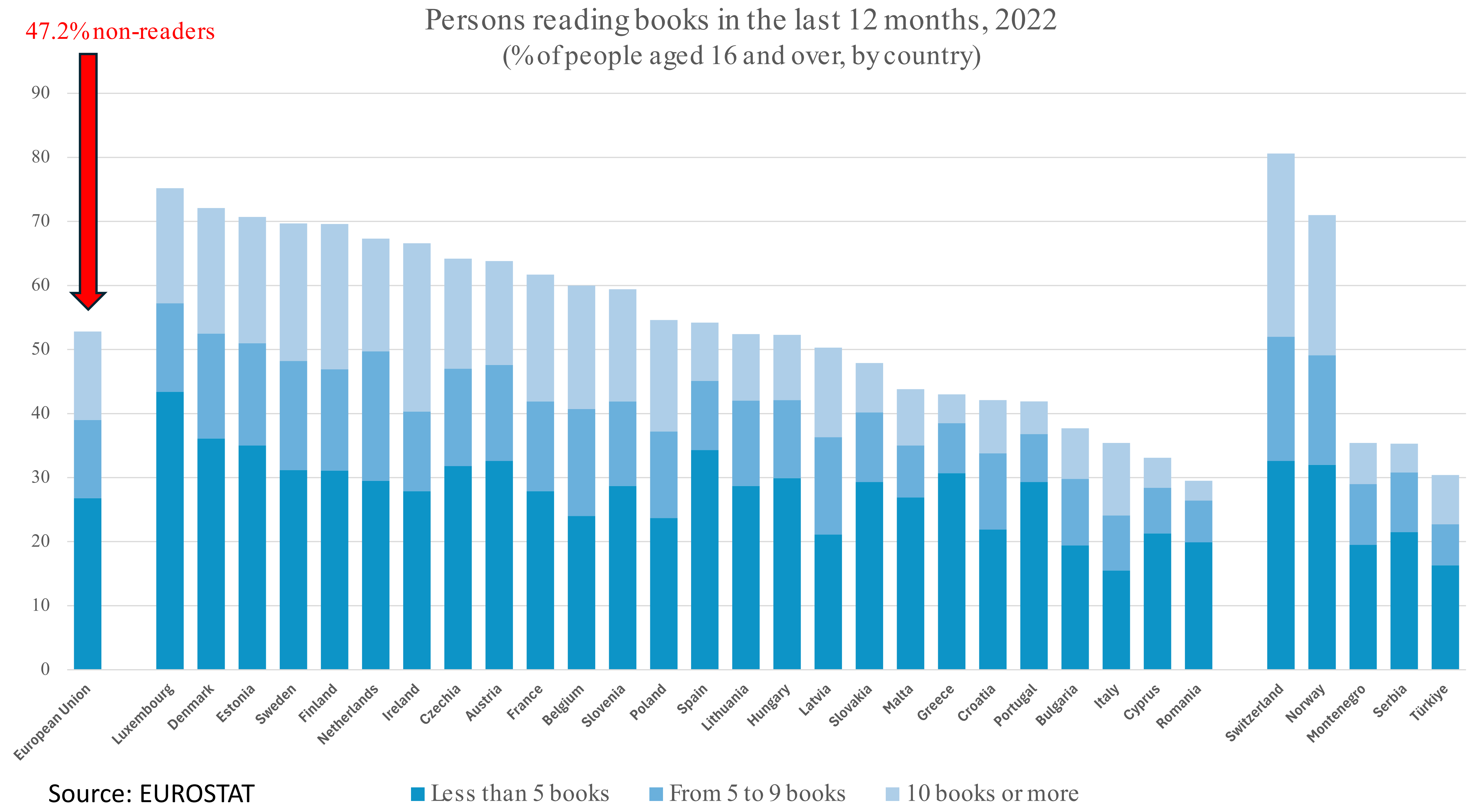
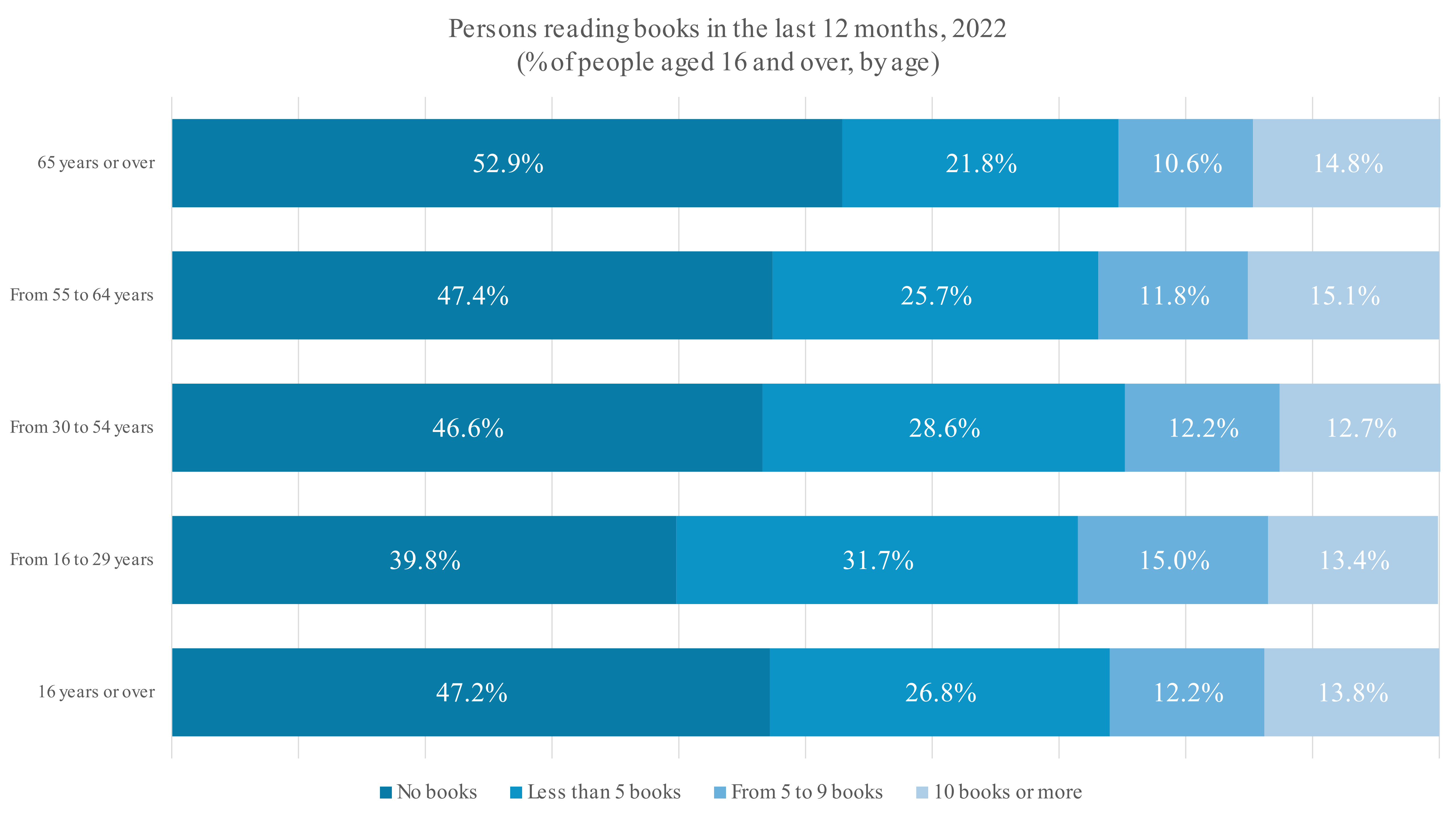
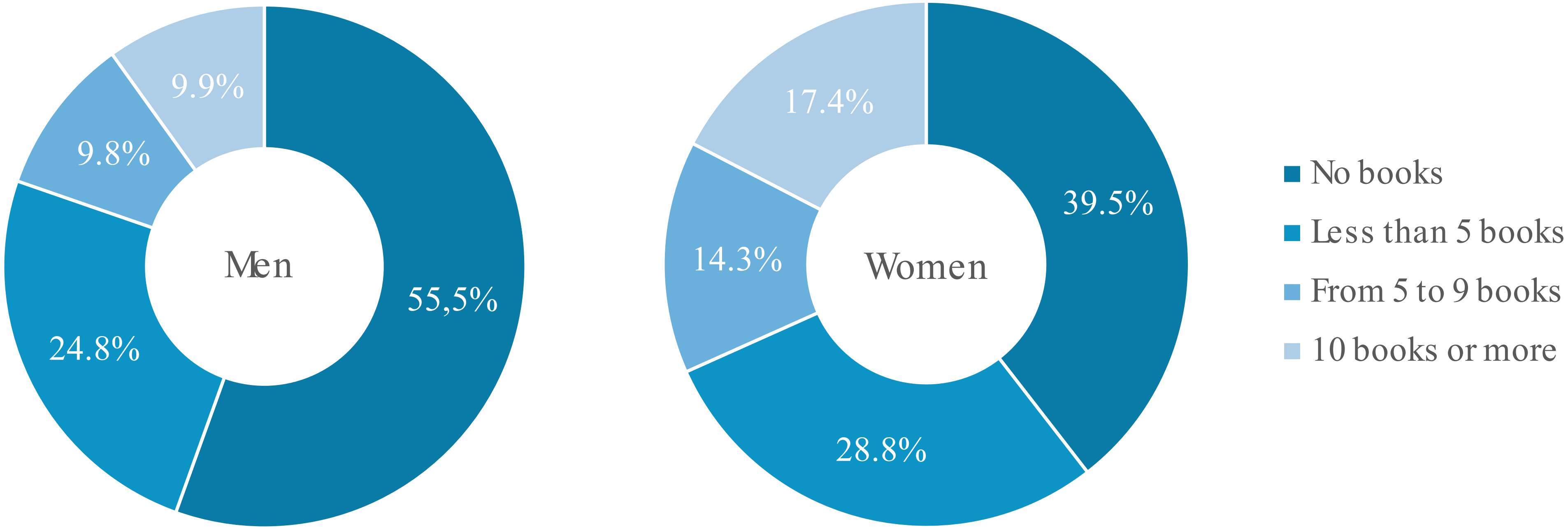
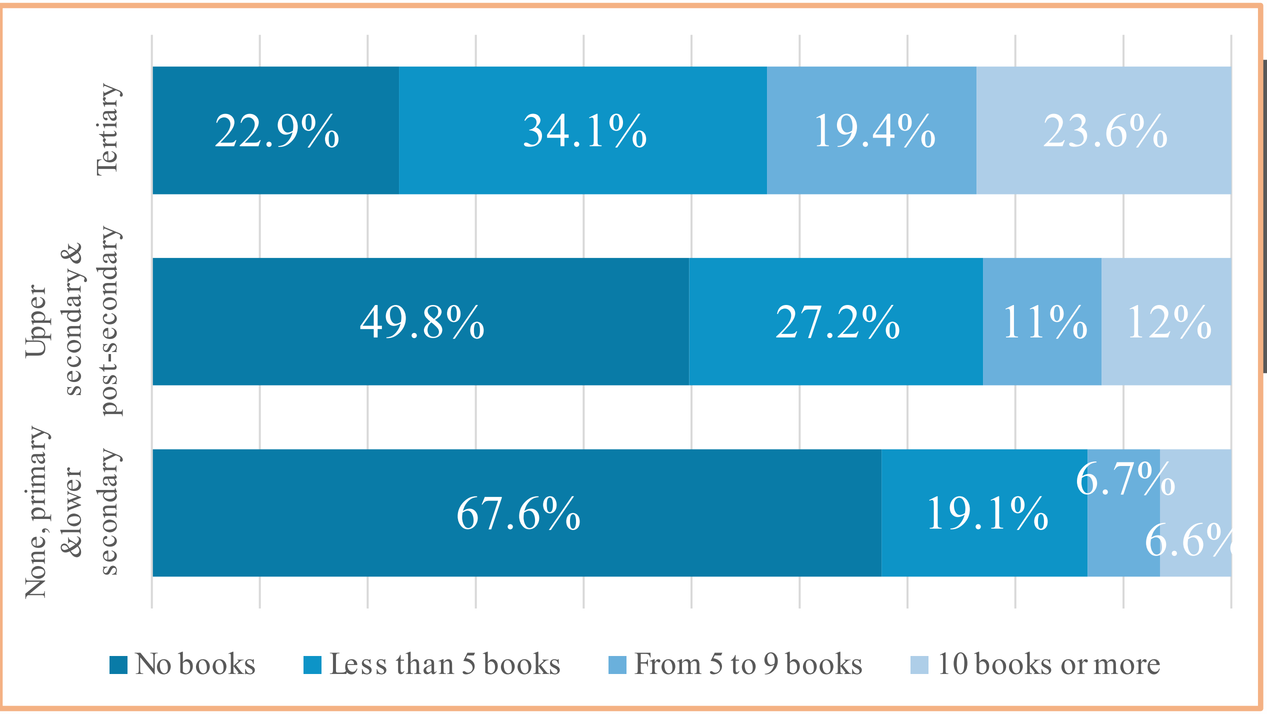
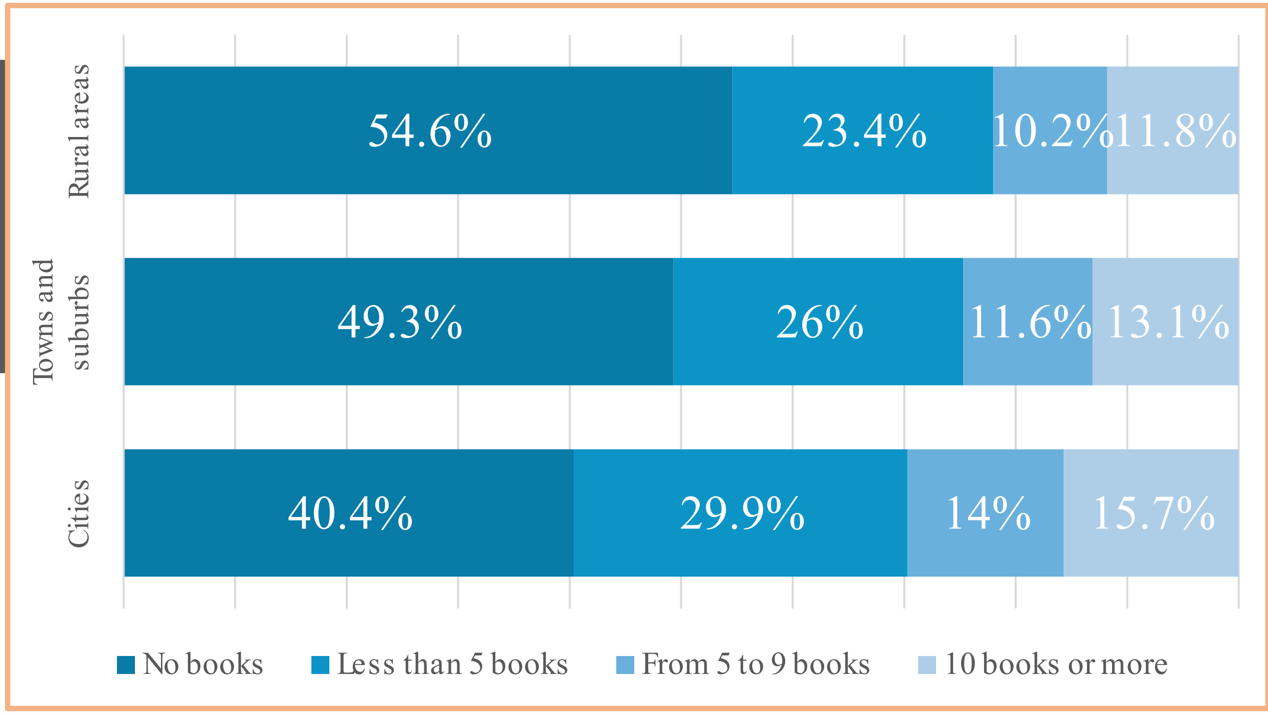

Persons reading books in the last 12 months, 2022
(% of people aged 16 and over, by country)
47.2% non-readers
90
80
70
60
50
40
30
20
10
0
European Union
Luxembourg
Denmark
Estonia
Sweden
Finland
Netherlands
Ireland
Czechia
Austria
France
Belgium
Slovenia
Poland
Spain
Lithuania
Hungary
Latvia
Slovakia
Malta
Greece
Croatia
Portugal
Bulgaria
Italy
Cyprus
Romania
Switzerland
Norway
Montenegro
Serbia
Türkiye
Source: EUROSTAT
Less than 5 books
From 5 to 9 books
10 books or more


Persons reading books in the last 12 months, 2022
(% of people aged 16 and over, by age)
65 years or over
From 55 to 64 years
From 30 to 54 years
From 16 to 29 years
16 years or over
52.9%
21.8%
10.6%
14.8%
47.4%
25.7%
11.8%
15.1%
46.6%
28.6%
12.2%
12.7%
39.8%
31.7%
15.0%
13.4%
47.2%
26.8%
12.2%
13.8%
No books
Less than 5 books
From 5 to 9 books
10 books or more


9.9%
9.8%
Men
55,5%
24.8%
17.4%
14.3%
Women
39.5%
28.8%
No books
Less than 5 books
From 5 to 9 books
10 books or more

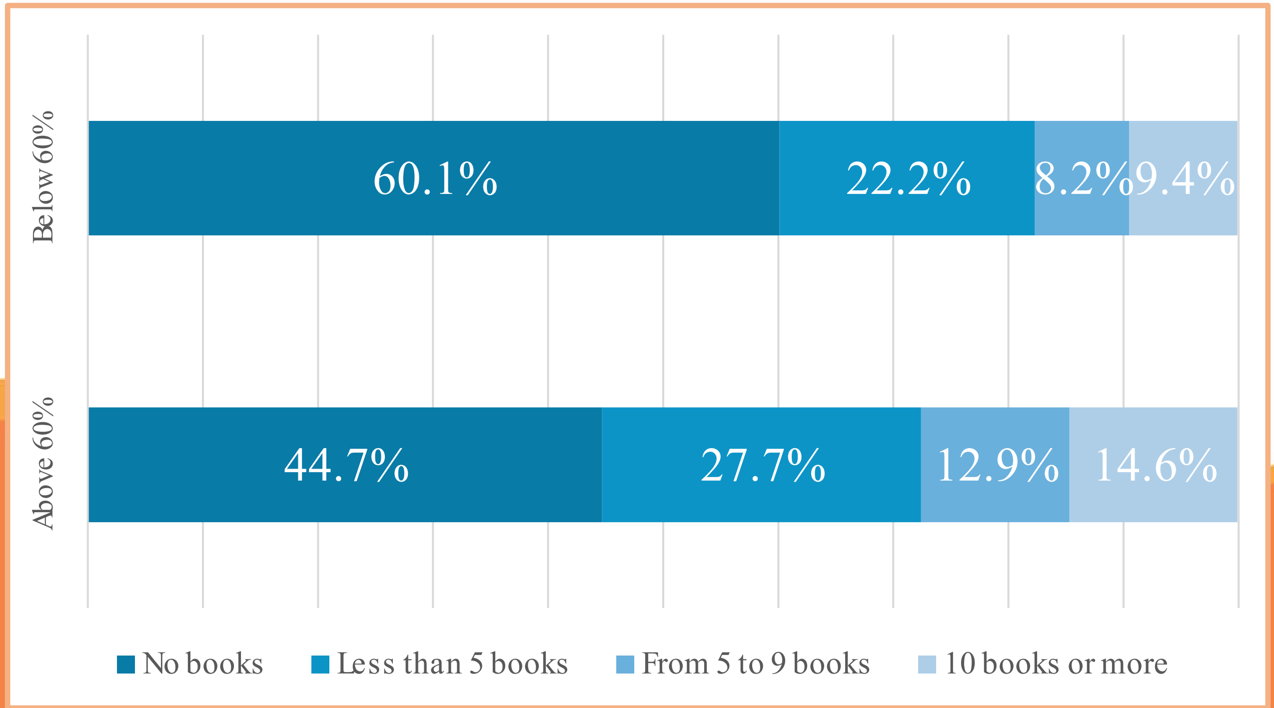




education

urbanisation

risk of poverty



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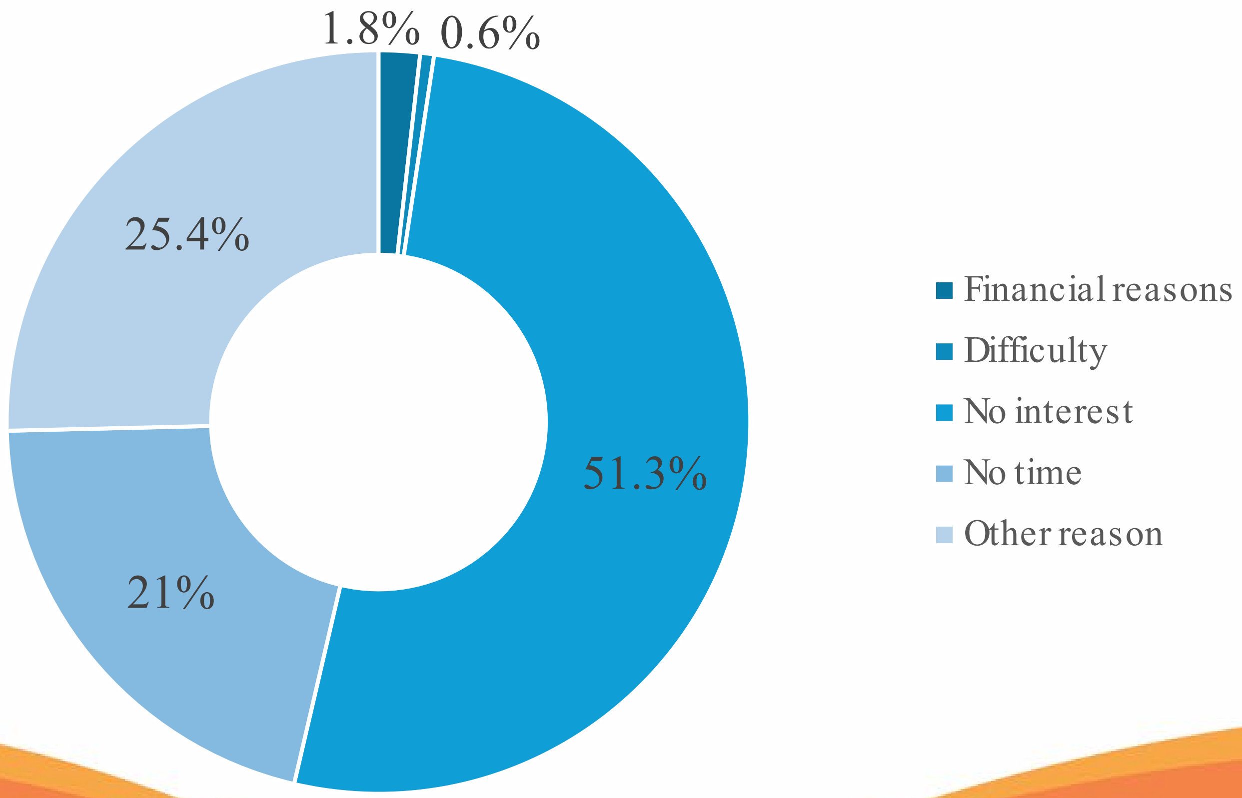
People not reading books: reasons (%)



The markets in 2024

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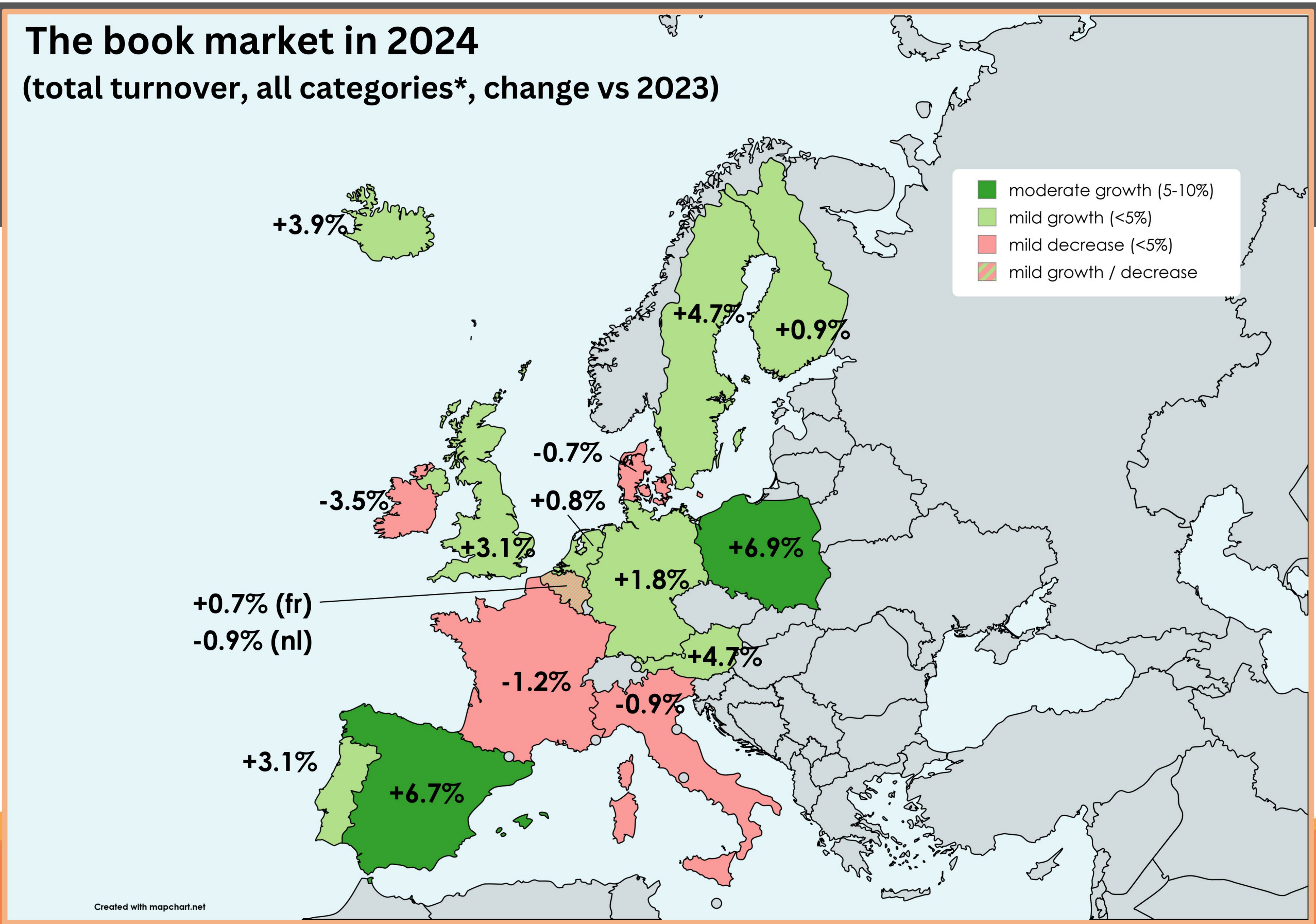

Total +2.2%

In most cases, **value marginally up**, **volume down**, **prices up** (increase of costs, inflation)

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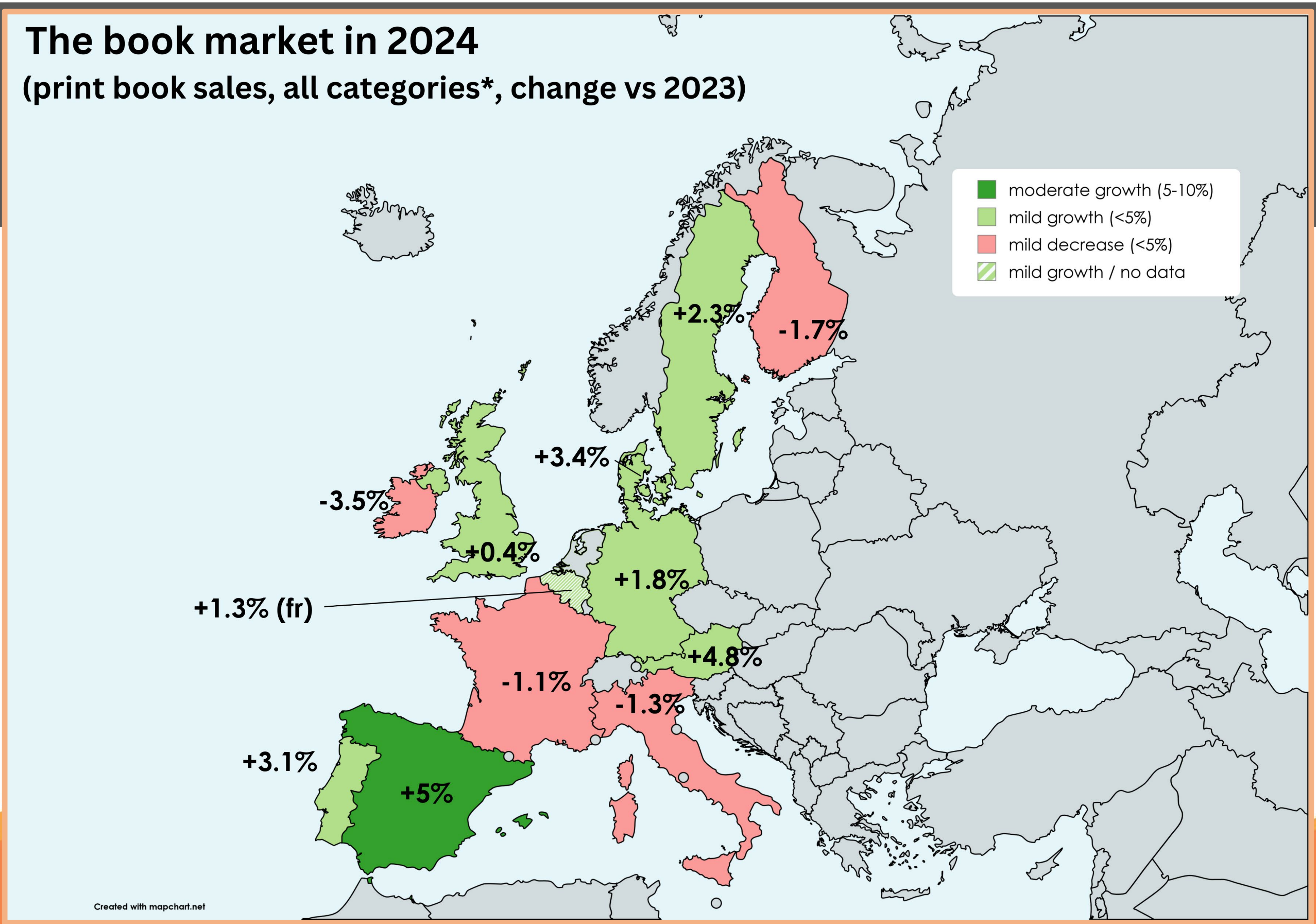

Ebooks

- Denmark -8.8%
- Finland +0.7%
- Germany +2.2%
- Italy +4%
- France +4%
- Sweden +10.4%
- UK + 13.3%

Audiobooks

- Denmark -6.3%
- Finland -0.4%
- Germany +7.3%
- Italy +7.1%
- Sweden +8.2%
- UK +16.2%

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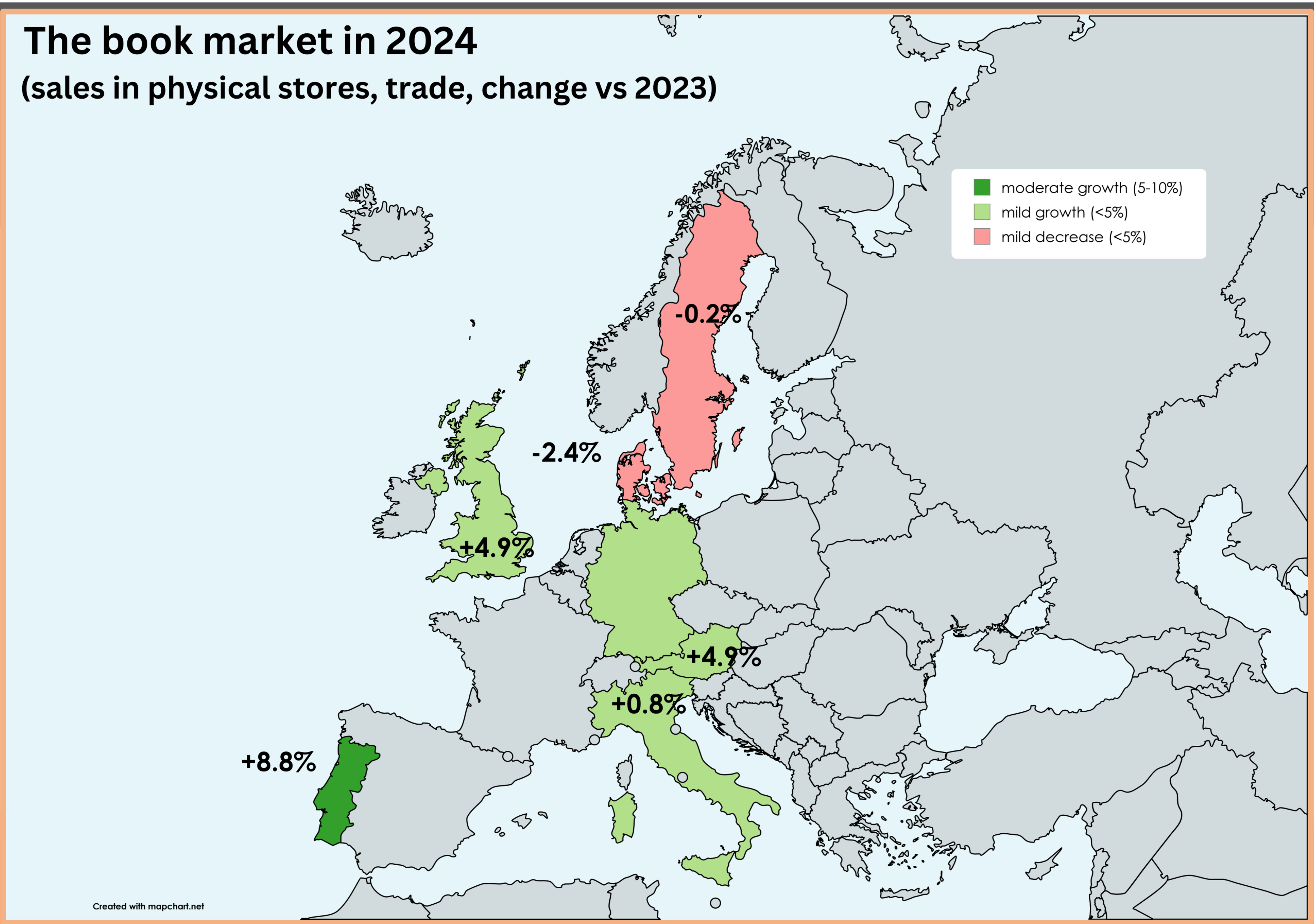
The book market in 2024

(sales in physical stores, trade, change vs 2023)



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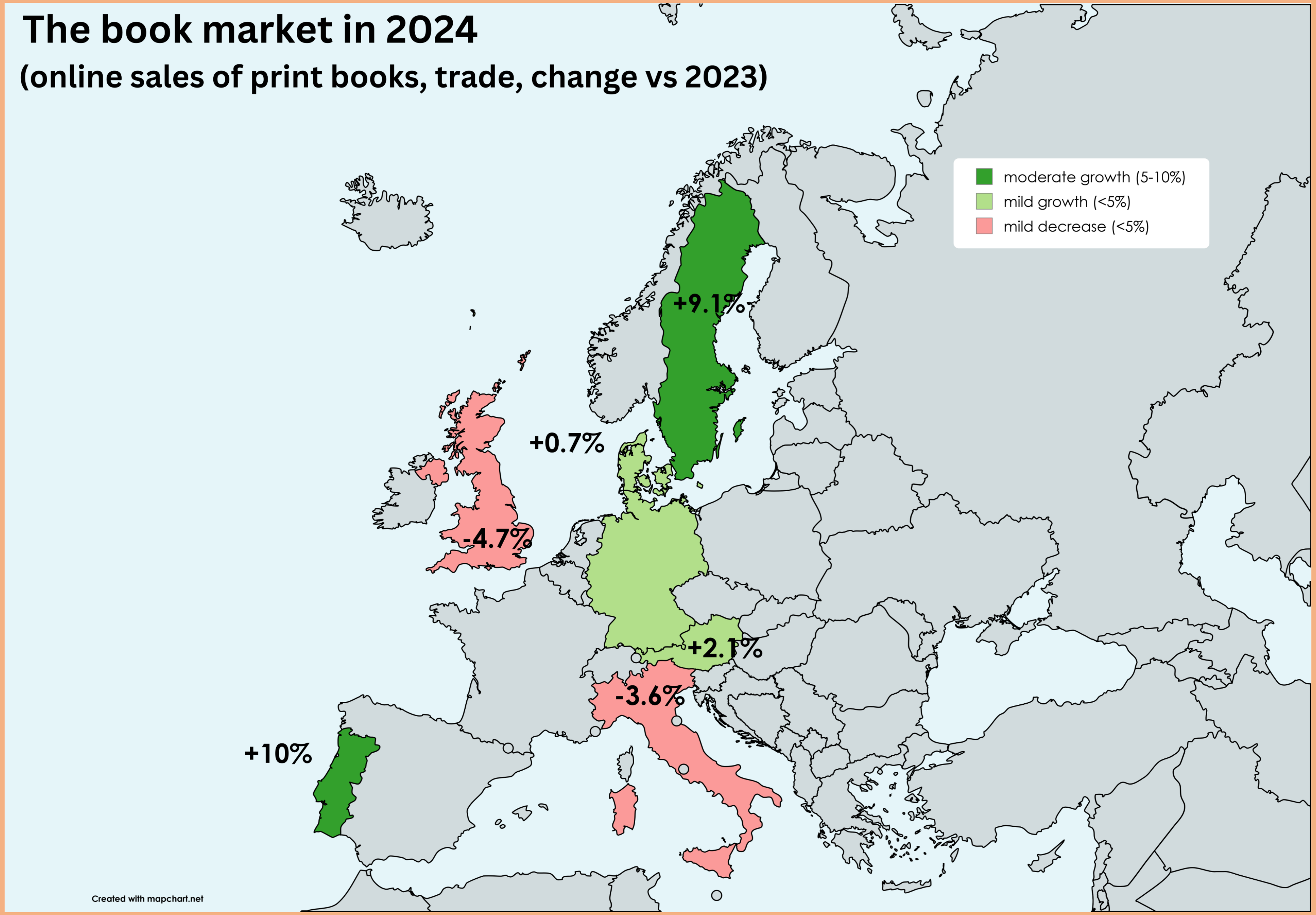
The book market in 2024

(online sales of print books, trade, change vs 2023)



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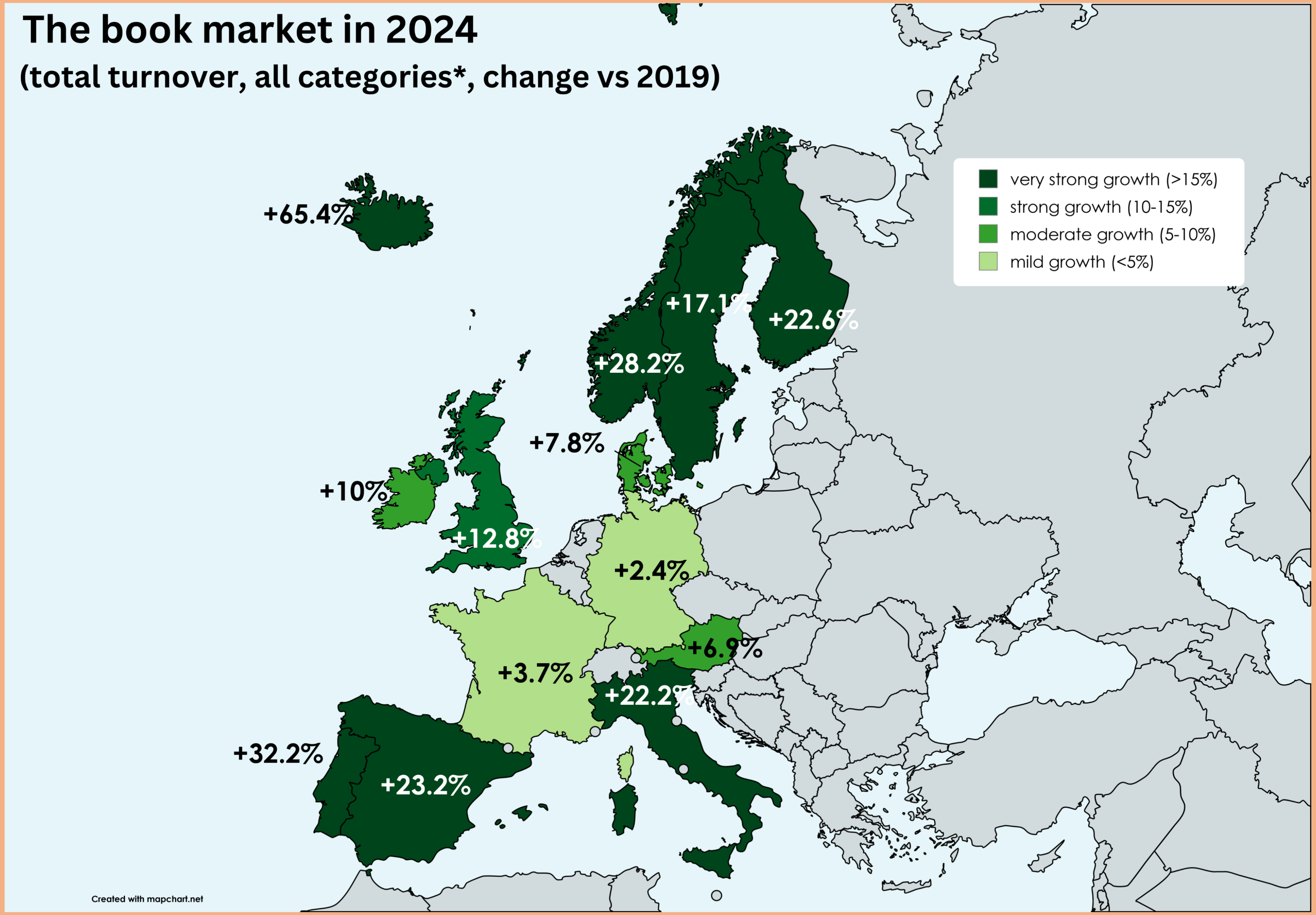
The book market in 2024

(total turnover, all categories*, change vs 2019)



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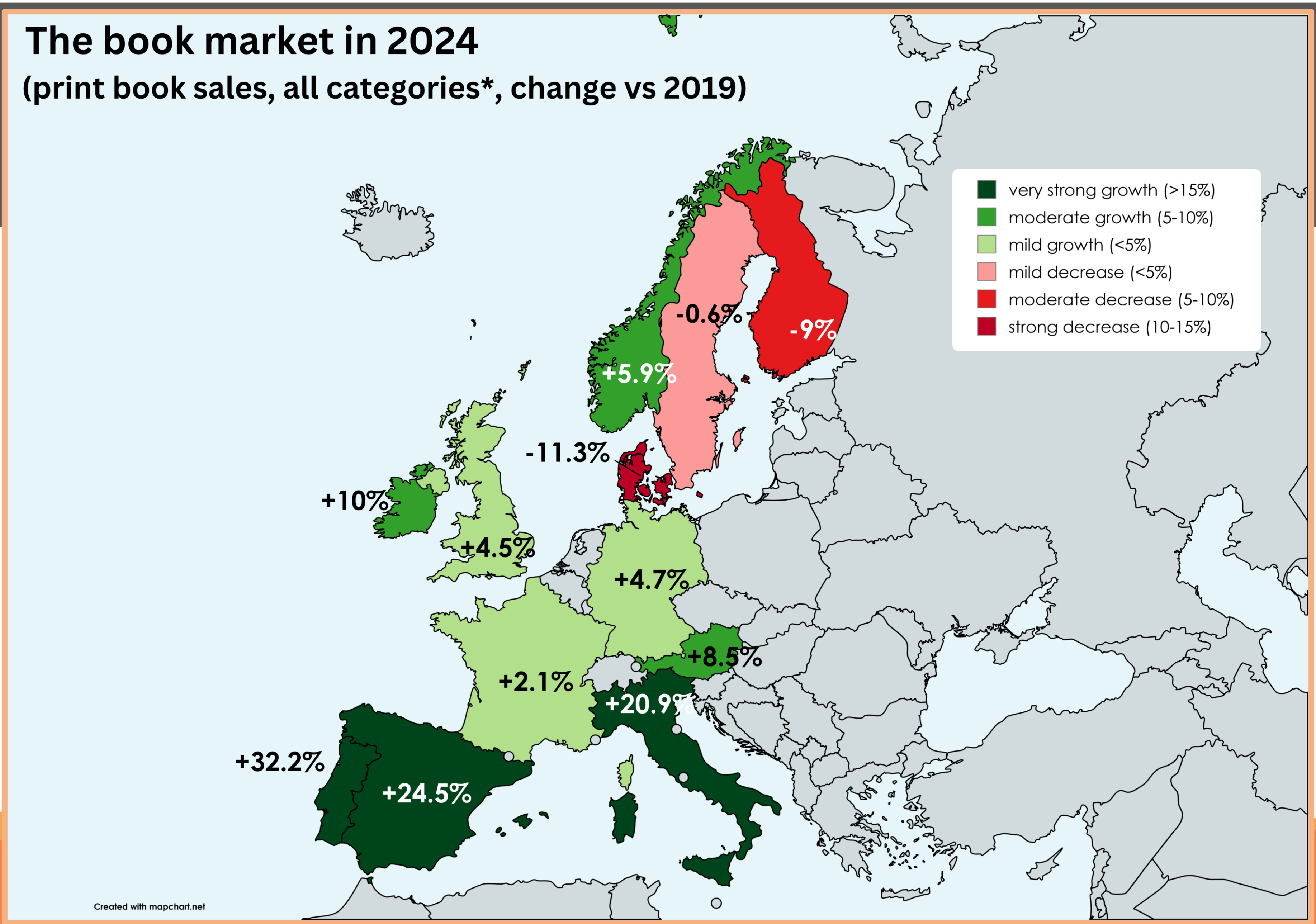

Ebooks

- Finland +100%
- Italy +18.6%
- Sweden +54.1%
- UK +23.7%
- Germany +10.6%

Audiobooks

- Finland +243.8%
- Italy +233.3%
- Sweden +61.9%
- UK +68.9%
- Germany +50%

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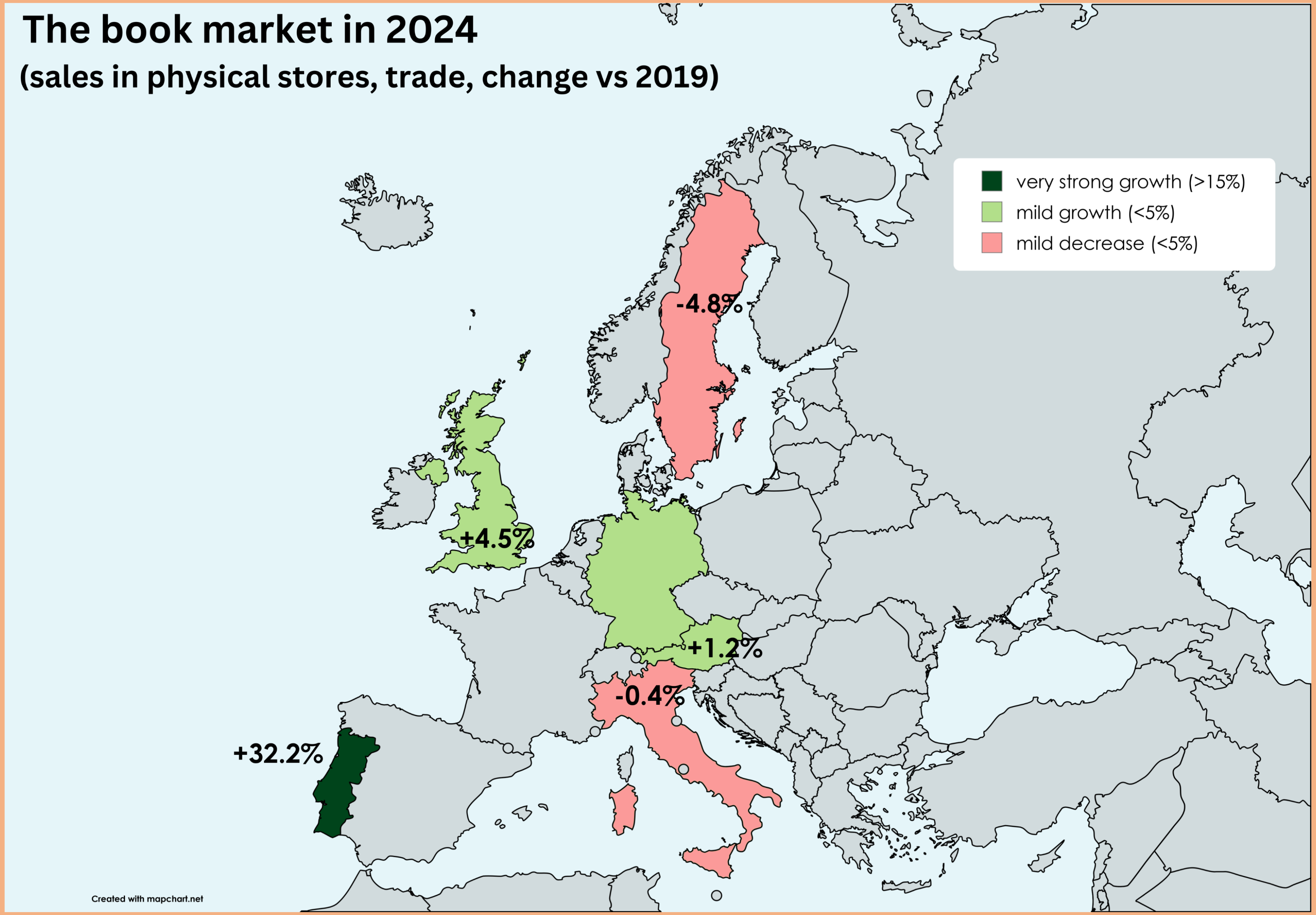
The book market in 2024

(sales in physical stores, trade, change vs 2019)



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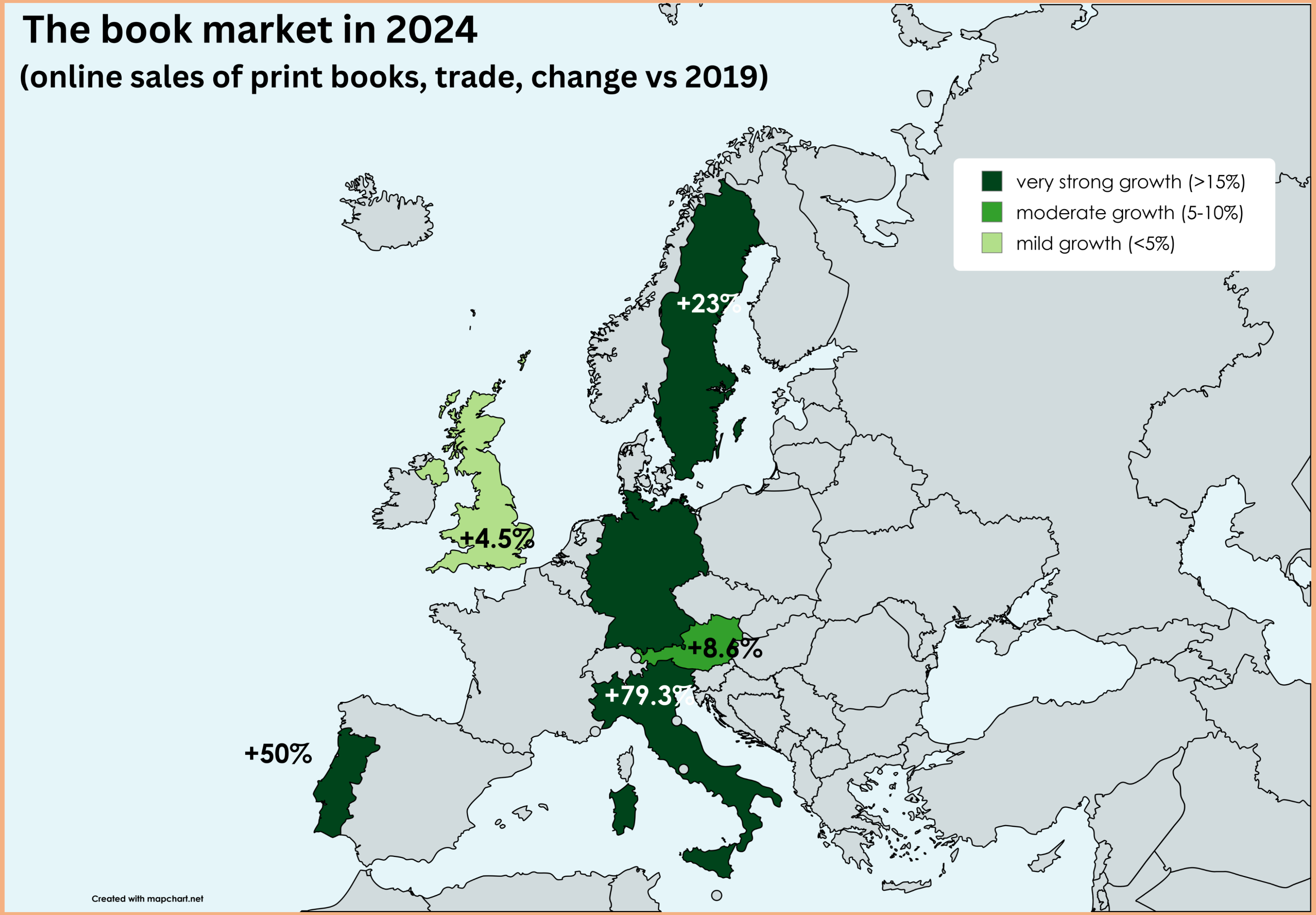
The book market in 2024

(online sales of print books, trade, change vs 2019)



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The markets in 2025

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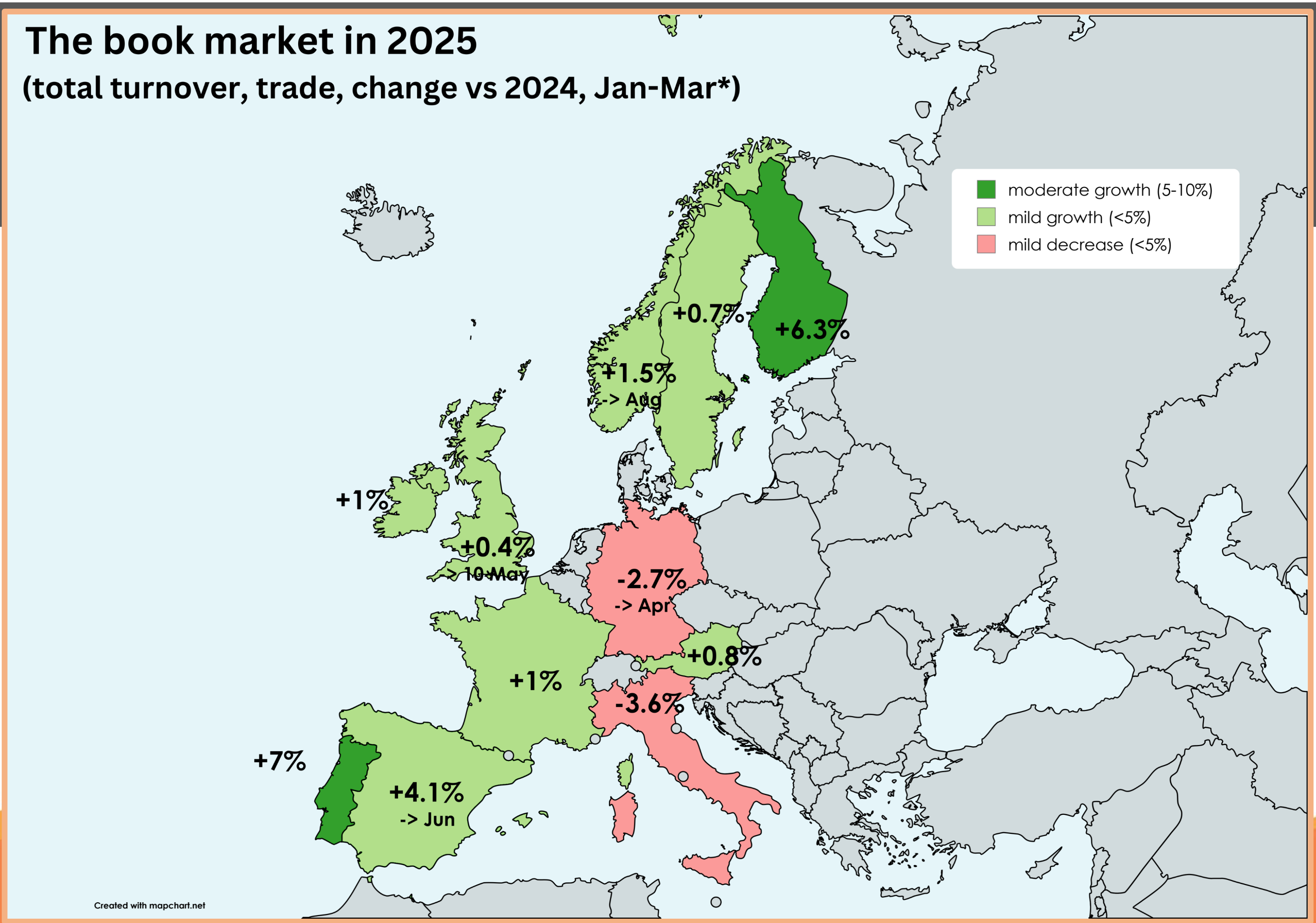
The book market in 2025

(total turnover, trade, change vs 2024, Jan-Mar*)



Same trend as previous few years: **value marginally up**, **volume down**, **prices up** (with few exceptions)

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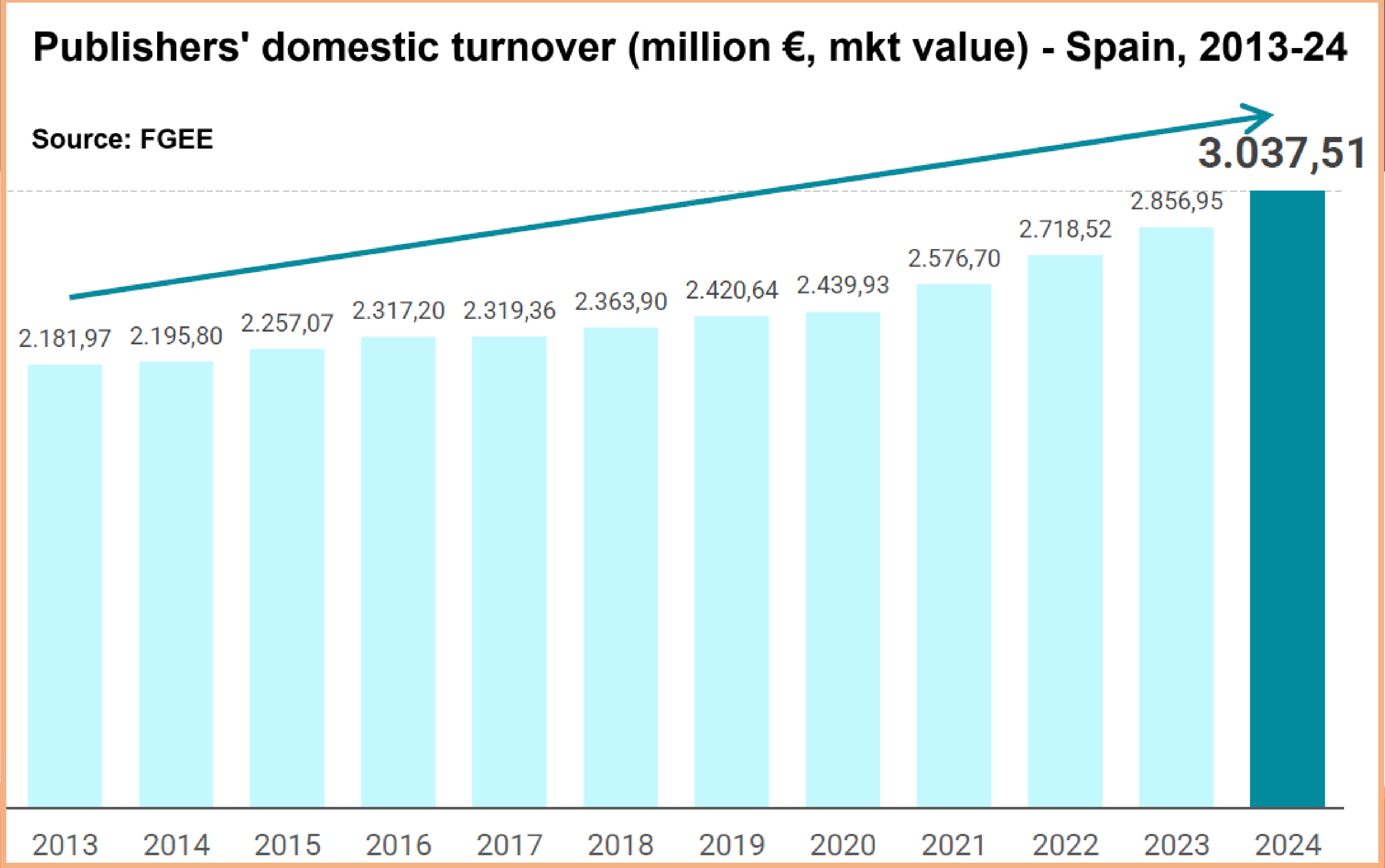

S1 2025: +4.1%

The only European market on a 12-year **growth stretch**

The **Spanish phenomenon**?

THANK YOU! ANY QUESTIONS?

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