

Nordic
Book Statistics
Report
2010

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Nordic Book Statistics Report 2010

Introduction

This report is produced jointly by the publishers associations in Denmark, Finland, Iceland, Norway and Sweden in an effort to give its members better information and better tools for analysing their markets.

The book market is difficult to measure and analyse. The large number of new books published each year, the large number of publishers and the variety of distribution channels is a challenge for those who want to collect reliable statistical information. It is not surprising that the book market is a kind of no-man's-land in government statistics in many countries. This is a good reason for the trade organisations to produce statistical reports in spite of the difficulties.

In addition to this, international comparisons are often difficult to make, due to legal and structural differences between countries. In spite of the geographic and historic closeness between the Nordic countries, there are considerable differences in the structure that must be dealt with in an analysis like this.

We hope that this report will be of interest to our members, to others working in the book industry and to all others who are interested in the development of book publishing in the Nordic countries.

The Publishers' Associations of Denmark, Finland, Iceland, Norway and Sweden.

1. Number of books published

The charts in this section show the number of books registered by the national libraries in each country. Only books with 48 pages or more are included.

There may be a time gap between the date of publishing and the date of registration. Thus, the increase shown for Sweden in 2008 can be explained by that fact that the national library then caught up with a backlog in registrations.

Chart 1.1 Number of published titles (minimum 48 pages)

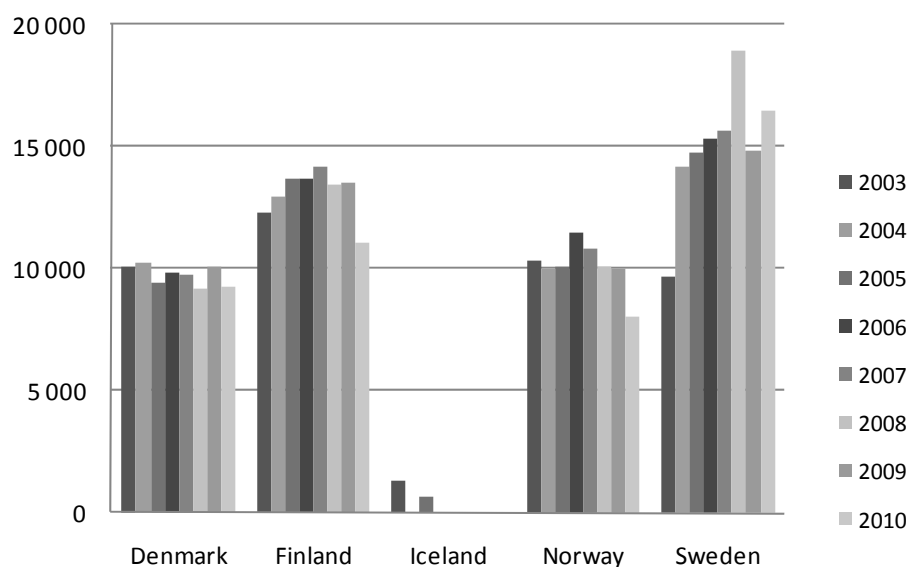
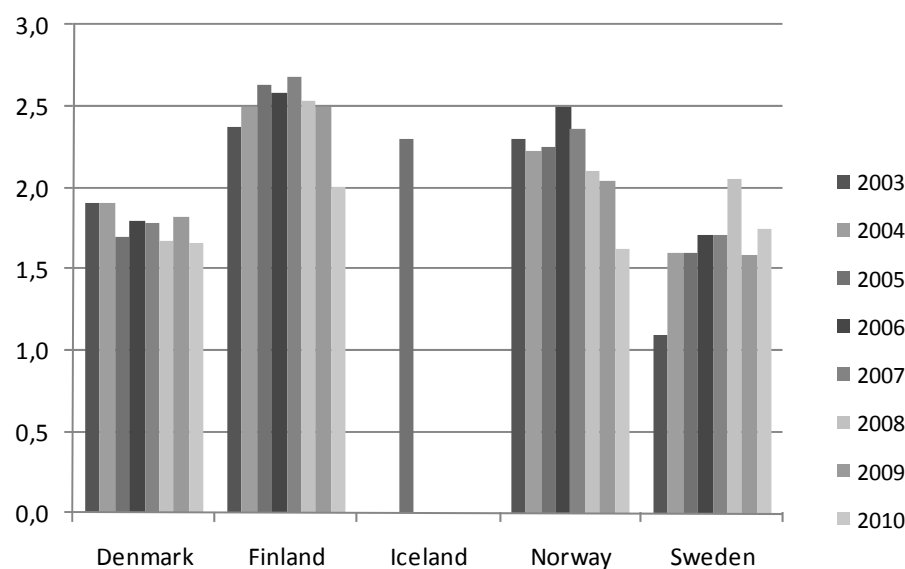


Chart 1.2 Number of published titles per 1000 inhabitants



2. The book market

The charts below show an estimate of the total book market, made by the publishers association in each country.

They are based on estimates of the relationship between the publishers' price and the consumer price in different sales channels and of the market outside the publishers associations.

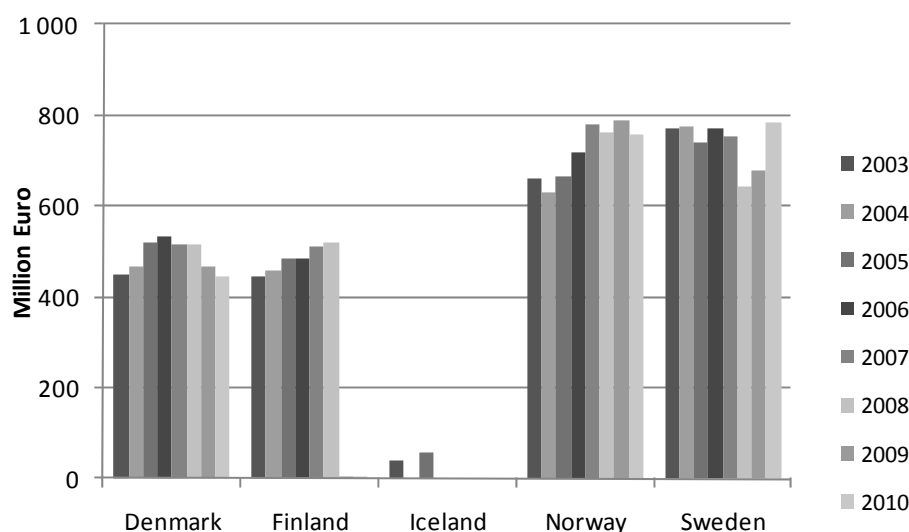
Imported books are included.

Statistics for Finland cover printed books only. They are based on figures from official VAT statistics.

The sales figures for Denmark, Iceland, Norway and Sweden are converted into Euros. This means that changes in the exchange rates affect the charts below. The big decline in Sweden in 2008 is partly caused by the weakening of the Swedish Crown and there is in fact a decline in 2009, but as the Swedish Crown recovered some of the value it lost in 2008 it looks like an increase in the chart. For 2010 the figures for Sweden are heavily influenced by the strong Swedish Crown. The difference in the currency value between 2009 and 2010 is about 15 percent. So what looks like a rather big increase in sales is in fact in most cases a slight decrease.

Even if the figures for Iceland are incomplete, it seems obvious that people in Norway and on Iceland spend more money on books than people in the other Nordic countries (Chart 2.2). As shown in chart 2.3, difference in price levels is an important factor behind these national differences.

Chart 2.1 Total sales of books in consumer prices excluding VAT



The estimate for the total sales of books in Sweden is the same for 2010 as for 2009. The increase indicated in the chart is entirely due to a stronger Swedish Crown.

Chart 2.2 Total sales of books per inhabitant excluding VAT

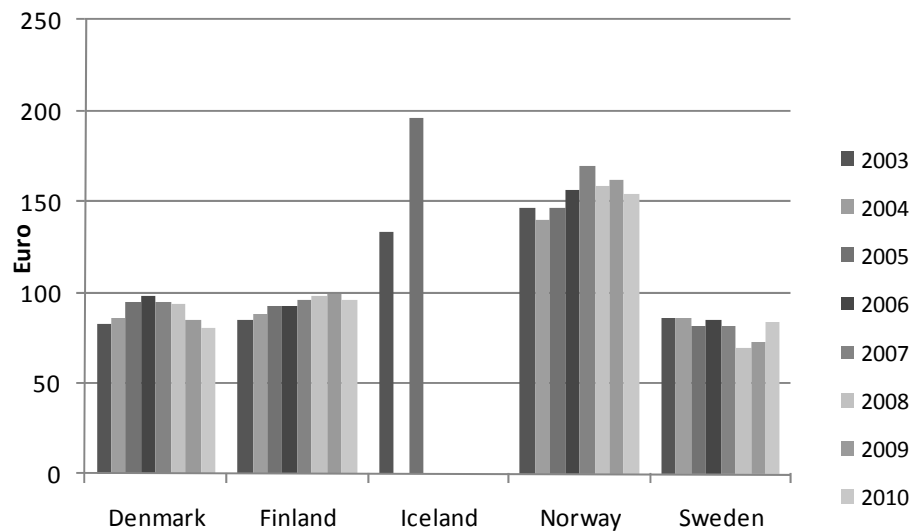
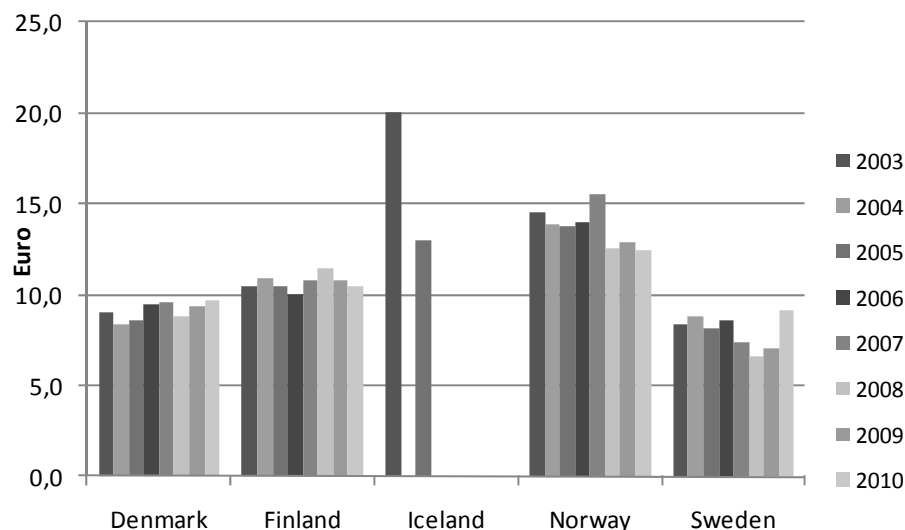


Chart 2.2 shows sales in consumer prices excluding VAT.

Chart 2.3 Average publishers' price per book excl VAT



This chart shows the average net receipt per sold copy (excluding VAT) that the publishers have received. All printed books are included, both original hardcovers and paperbacks.

According to information from Norway their figure for 2007 is probably too high. That may even be the case with the figures for the years before 2007.

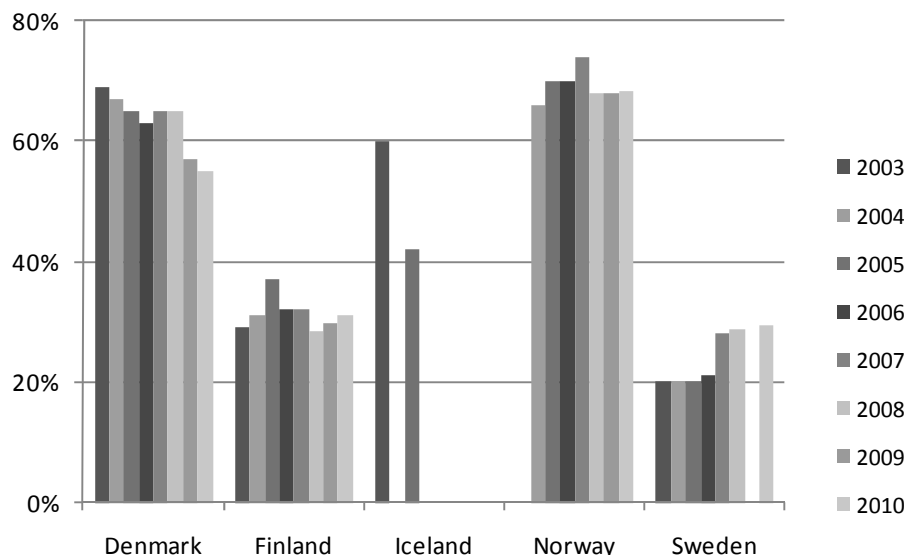
The average publishers' price per book increased in Sweden during 2010, but less than half of what is indicated in the chart.

Please note that the chart does not show consumer prices!

3. Sales by channel

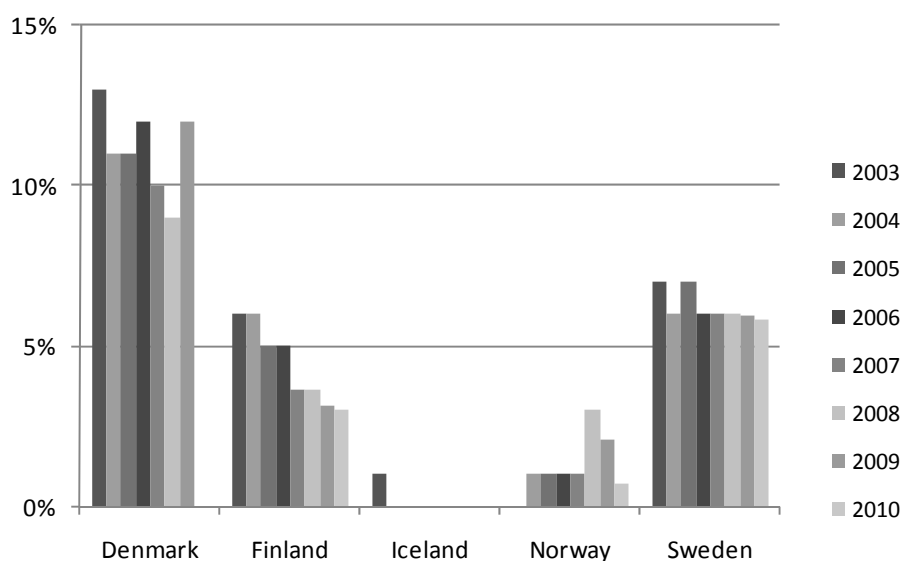
These charts show the proportion of publishers' sales to different sales channels. They do not show the market share of the different sales channels in terms of sales to consumers.

Chart 3.1 Sales to bookstores as percent of total publishers' sales



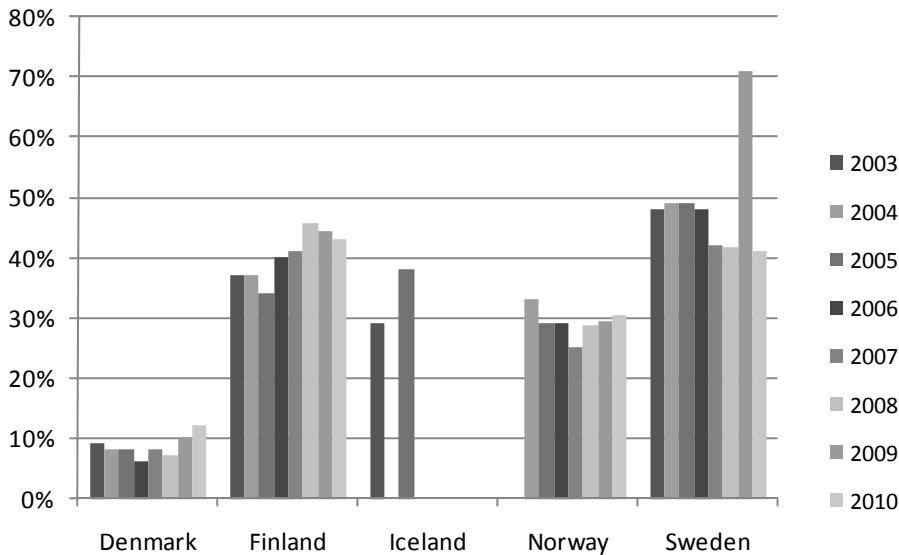
The sharp increase in the share for bookstores in Sweden in 2007 and 2008 is a reflection of the growth of internet bookshops. Sweden has no separate figure for sales to bookstores in 2009 because the sales to bookstores, department stores and supermarkets have been reported as one.

Chart 3.2 Sales to book clubs as percent of total publishers' sales



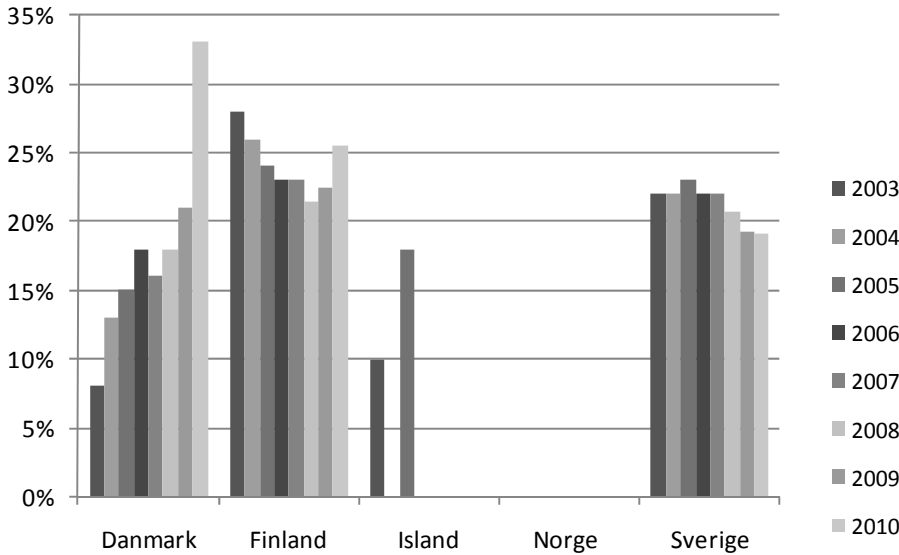
The figures for Finland before 2006 are an estimate. The book club's share as shown in this chart is somewhat underestimated, due to the fact the publishers sales through their owned book clubs is not included.

Chart 3.3 Sales to wholesalers, supermarkets, department stores and other retailers as percent of total publishers' sales



The figure for Sweden for 2009 includes sales to bookstores.

Chart 3.4 Direct sales from publishers to consumers as percent of total publishers' sales

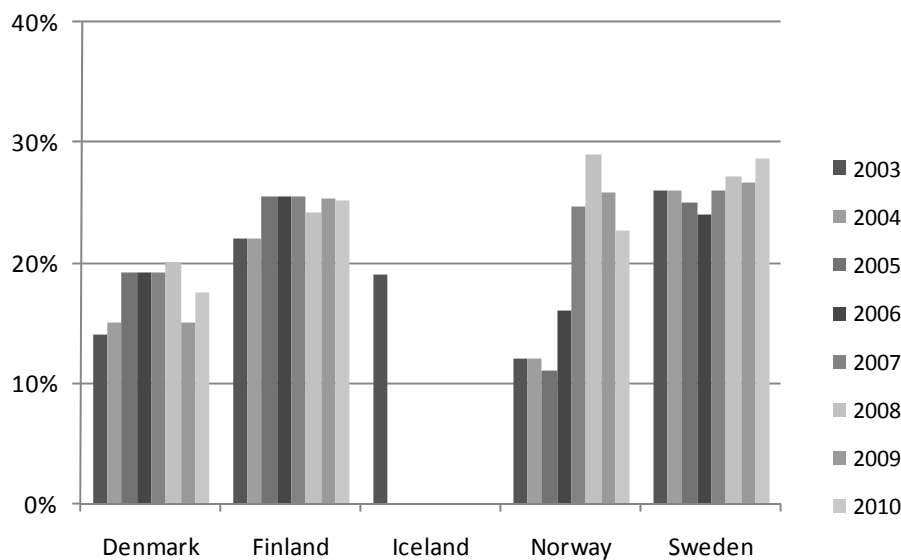


Direct sales to consumer are not reported separately in Norway.

4. Sales by literary category

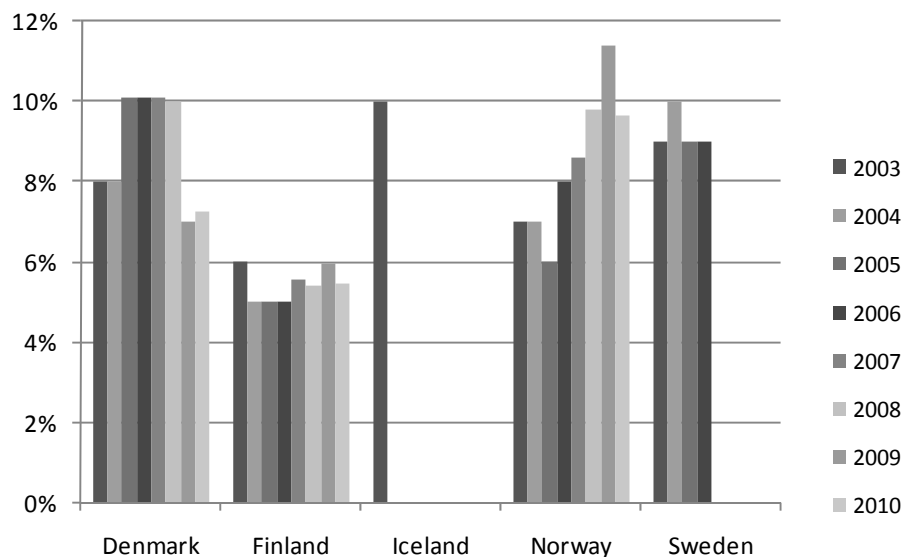
These charts show publishers' sales divided into literary categories as per cent of total sales.

Chart 4.1 Textbooks for compulsory school and upper secondary school



The dramatic increase of sales in Norway in 2007 and 2008 is related to the national educational reforms. The sales in Sweden actually decreased slightly in 2010.

Chart 4.2 Books for postgraduate studies, universities and colleges



Statistics on sales for postgraduate studies in Sweden are not available for 2007 and onwards.

Chart 4.3 General nonfiction

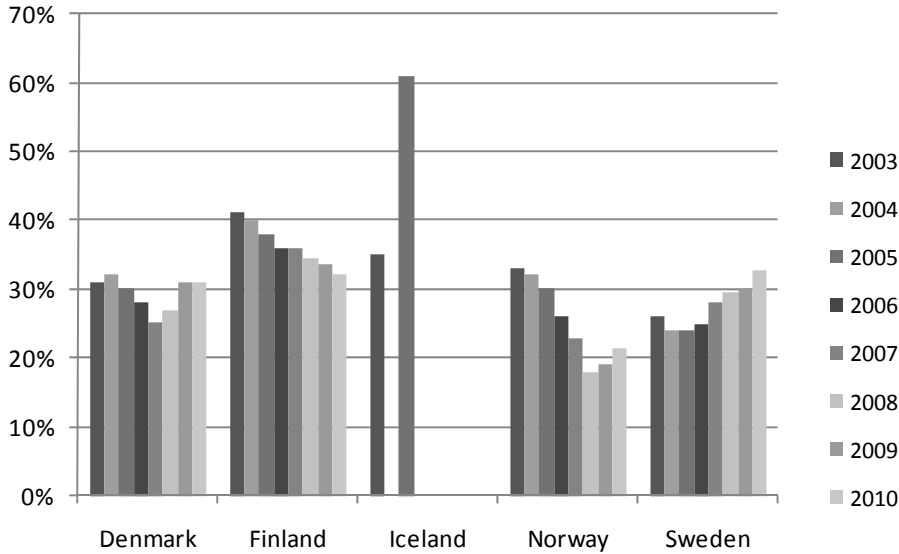
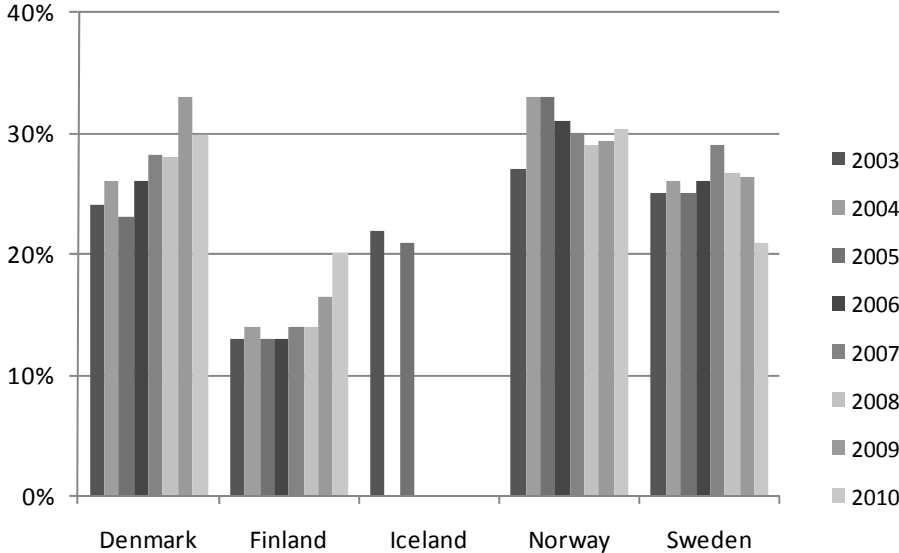


Chart 4.4 Fiction



The dramatic change between 2009 and 2010 for Sweden is probably due to a new reporting method (se explanation below chart 4.6).

Chart 4.5 Children’s and young adult books

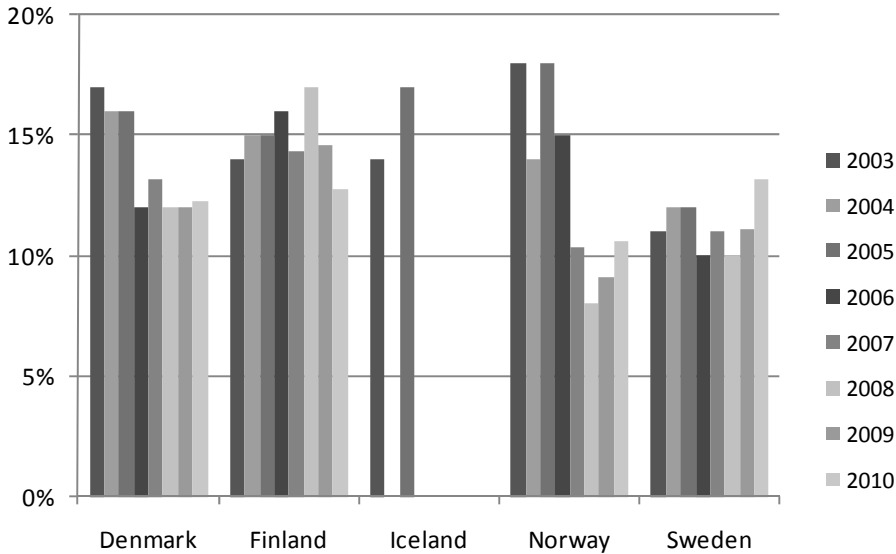
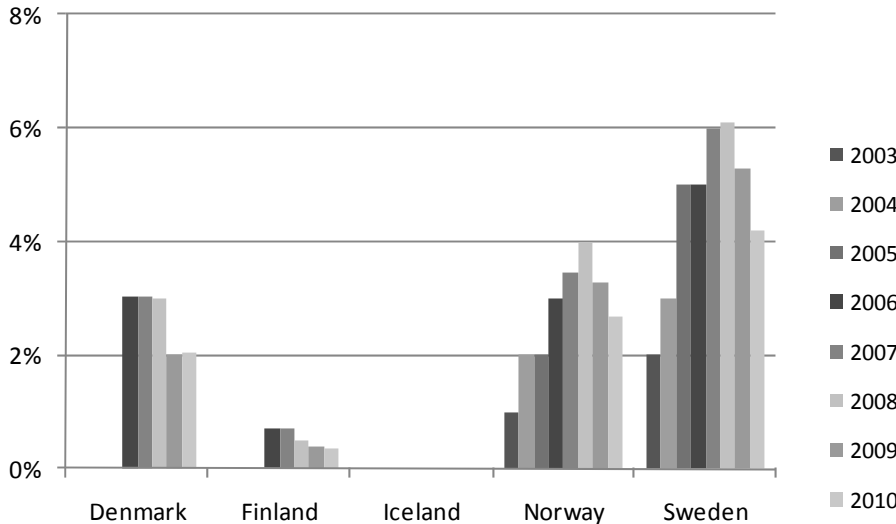


Chart 4.6 Audio books



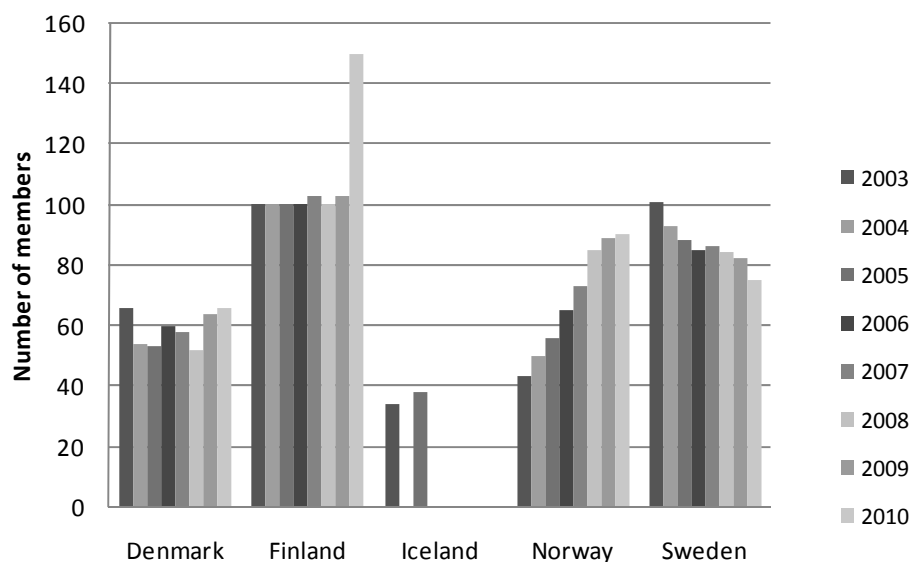
Please note that the figures for sales by category for Sweden for the years 2009 and 2010 are not comparable. Two major changes have been made to the statistics for 2010:

1. As of 2010, sales to book clubs are included in reported sales, but not sales by book clubs. The figures up to and including 2009, however, include sales by book clubs but not sales to book clubs. Consequently, the statistics from and including 2010 will be dedicated publishing statistics, i.e. only report sales by publishers.
2. Sales figures from the joint sale in February were not previously included in the table. As of 2010, this figure has been included in the table. Most of the apparently dramatic changes in the results from 2009 and 2010 are, therefore, probably not reflections of actual changes, but rather an effect of the new reporting method.

5. Publishers

All attempts to count the number of publishers in a country will show different results, due to definitions and methods used. There is a core of professional publishers with continuous activity and annual programs. In addition to that, there is a large number of semi-professional and hobby publishers, all contributing to the total output of books.

Chart 5.1 Number of members in the Nordic publishers associations



The chart above includes the following associations:

Denmark: Forlæggerforeningen (Danish Publishers Association)

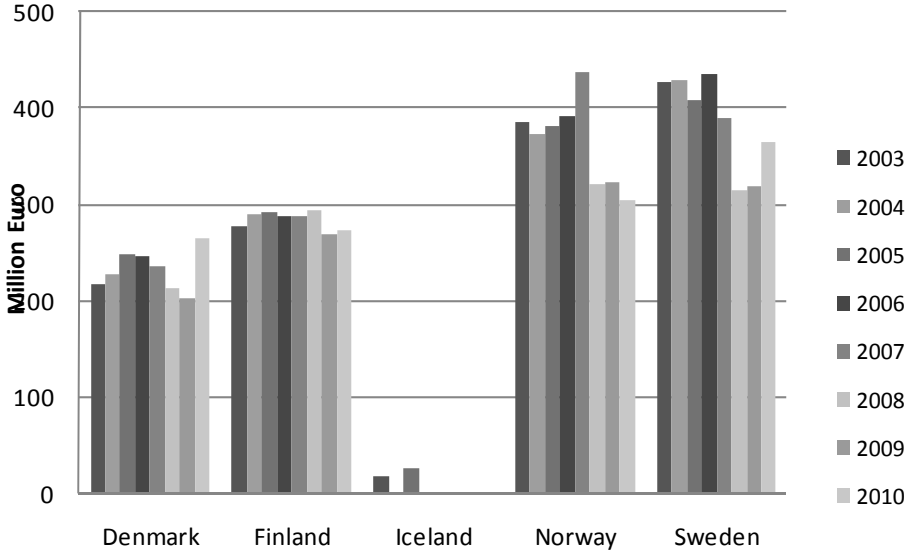
Finland: Suomen Kustannusyhdistys ry, Finlands Förlagsförening (The Finnish Book Publishers Association)

Iceland: Félag íslenskra bókaútgefenda (Icelandic Publishers Association)

Norway: Den norske Forleggerforening (The Norwegian Publishers Association)

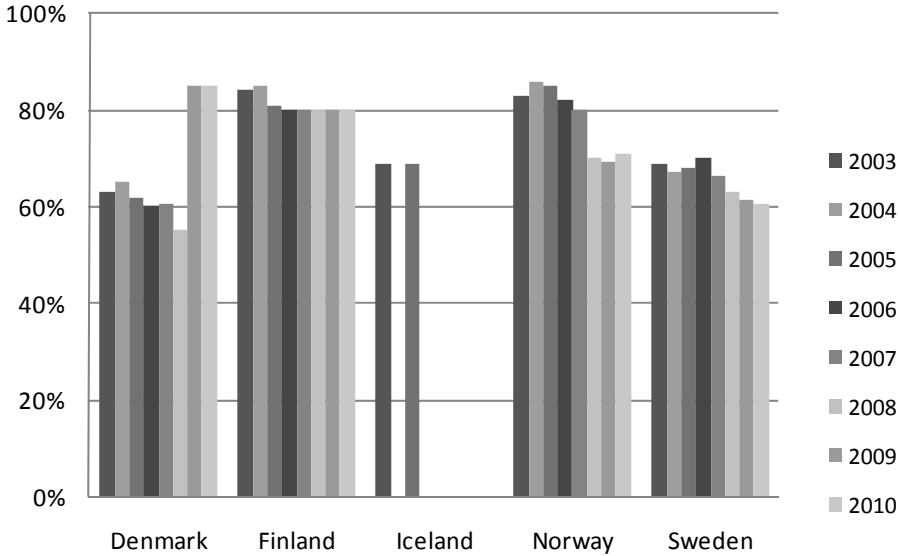
Sweden: Svenska Förläggareföreningen (The Swedish Publishers Association)
Föreningen Svenska Läromedel (The Swedish Association of Educational Publishers)

Chart 5.2 Total turnover excl VAT for members of the publishers associations



The chart shows the member publishers’ net sales of books in millions of Euros. Norway’s figures for the years 2003-2007 are probably too high according to information from Norway. What seems like increased sales in Sweden during 2010 is entirely due to the strong Swedish Crown. The sales in Sweden actually fell slightly during 2010.

Chart 5.3 Market share for the Publishers Associations in percent of total publishers’ sales



As the chart shows, the members of the associations represent a large share of the total book market in each country. However, there seems to be a declining tendency in most Nordic countries, reflecting growing turnover from imports and publishers outside the mainstream.

Denmark’s figure for 2009 is an estimate of the members’ market share of publications in Danish. The figures for 2003 through 2008 are estimates of the market share of the total market and are probably indicating a far too small share, but new estimates are not available.

Norway’s figures for the years 2003-2007 are probably too high.

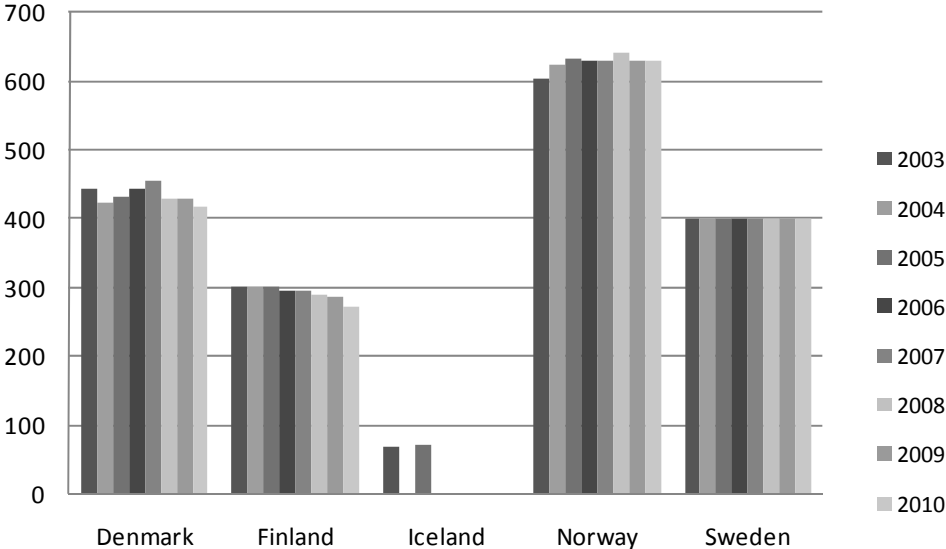
6. Bookstores

In the deregulated markets in Sweden and Finland, there is no generally accepted definition of a bookstore. The count is therefore not precise.

The figures for Finland and Sweden in this chart refer to stores with a wide selection of books. Sweden has a large number of outlets outside the specialised bookstores, for example supermarkets, grocery stores, petrol stations.

Denmark and Norway with contractual relationships between publishers and booksellers can produce more precise statistics on the number of bookstores. In this chart, the figures for Denmark show stores with more than 200 titles in stock.

Chart 6.1 Number of bookstores



7. The digital markets

DENMARK

1. Internet sales

The Internet sale is generally increasing. Figures based on interviews with 1200 people show that the market share in 2005 was 6 percent and in 2008 it had increased to 10 percent.

The dominant player is saxo.dk but some of the bigger booksellers, supermarkets (bilka.dk) and publishers (Gyldendal and Politiken) also have internet sales. Adlibris was introduced on the Danish market in 2008.

2. E-books and digital audio books

The market for audio books in mp3 format is increasing. However, market shares as seen in Sweden remain to be seen. The download market is very low. However an agreement between publishers and libraries, netlydbog.dk, that allows the libraries to lend out audio books as downloads show that the interest among the consumers is there.

The e-book market is virtually non-existent. About five years ago the Danish PA took the initiative to inspire a private partner to establish a sales portal for e-books, Ebog.dk. Ebog.dk is owned by the Danish Library Center (DBC) and some Danish publishers. However early 2010 the activities have been taken over by the publishers owned company Publizon, because it was not possible to make a business out of Ebog.dk. Publizon will be a hub, i.e. a provider of e-books and audio books to internet booksellers and other parties who will be interested in selling e-books. It is expected that the production of e-books will increase in 2010.

FINLAND

1. Internet sales

We have no exact facts of the sales of books through internet. We estimate that it is from six to nine percent of the total value and slowly increasing. The estimation contains sales through internet bookstores, web-services of the traditional bookstores and book clubs, web-services of publishers and some internet retailers, which sell also books.

2. E-books and digital audio books

Value of audio book sales is 0,5 percent of the value of printed books and the sales are now growing. Sales of digital audio books are just starting.

Sales of digital products are about four percent of the publishers' total revenue. Over 50 percent of digital sales are online service and the share is growing. One third of sales of digital products is for studying and two thirds is general nonfiction.

SWEDEN

1. Internet sales

Internet sales have changed the book trade in Sweden in the last ten years. The two large internet booksellers, Adlibris and Bokus, together account for 30 percent of total bookstore sales.

When smaller internet booksellers are included plus the share of internet sales from regular book stores, the total share of bookstore sales on the net is well over one third.

2. E-books and digital audio books

So far, the market is limited. Digital audio books (MP 3 books) account for 9-10 percent of total audio book sales. The e-book market in general publishing is so far mainly a library market. The turnover is less than one percent of total sales. However, the number of published e-books has grown to more than 10 percent of all new published titles and is expected to continue to grow.

8. Value Added Tax

Table 1. The table shows the level of VAT on general goods and books respectively.

	Denmark	Finland	Iceland	Norway	Sweden
General	25 %	23 %	24,5 %	25 %	25 %
Printed books	25 %	9 %	14 %	0 %	6 %
Audio books	25 %	23 %	?	0 %	6 %
Digital book files (downloads)	25 %	23 %	24,5 %	25 %	25 %

Books have a lower VAT-rate than other products in all the Nordic countries with the exception of Denmark. Norway is the only country where books are totally exempted from VAT (downloads are however not exempted).

In Finland, the general VAT was raised to 23 percent on July 1st 2010. The VAT for printed books then went up to 9 percent, for audio books to 23 percent.

When this report is being produced, there is an ongoing debate regarding VAT on e-books in most European countries.

This report has been finalized by The Swedish Publishers' Association

Del 1: Totaltall		Danmark	Finland	Island	Norge	Sverige
Demografi m.v.						
01	Befolkning i mio.	5,40	5,20	0,3	4,50	8,98
02	Antal boghandlere	442	300	68	602	400
03	Øvrige utsalgssteder (anslag)	460	3000	100	1 200	5 000
04	National kurs i f.t. €pr. 31.12	0,134	1,000	0,011	121,000	0,110
05	Bogprisændring efter forbrugerprisindex	2,2 %	NA	0%	0%	0%
06	Momssats (mva) alment nivå	25,0 %	22%	25%	24%	25%
07	Momssats (mva) på böger	25,0 %	8%	14%	0%	6%
08	Titelantal (i stk)					
09	Årlig udgivne titler, totalt	14 843	12 000	1818	7 706	11 172
10	Antall titler i salg, totalt	66 000	67 000	0	40 396	0,0
11	Årlige udgivne titler, minimum 48 sider	10 117	12 309	1340	10 338	9 688
12	– heraf original dk./fin./isl./no./sv. i %	63%	0%	0%	70%	0%
13	Årlige udgivne titler (minimum 48 sider) pr. 1000 indb.	1,9	2,4		2,3	1,1
14	Forlagsbranche					
15	Beskäft. i forlagsbranchen omregn. til fuldtidsbeskäftiget	1 120	1 500	180	1 500	935
16	Antal forlag i alt (anslag)	400	300	110	170	250
17	Herav: antall forlag organisert i bransjeforening	66	100	34	43	101
18	Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva					
19	Totalmarkedet ex mva	450	444	40	659	770
20	Totalmarked per innbygger, ex mva	83	85	133	146	86
21	Totalmarked per innbygger, incl. mva.	104	92	151	146	91

Del 2: Medlemsforlagene

22	Medl.forlagsomsättning ex. mva og antal solgte eks.					
23	Medl.forlagenes andel av totalmarkedet	63%	84%	69%	83%	69%
24	Forlagsomsättning brutto i alt ex. mva.	285	374	28	546	529
25	Forlagsomsättning netto i alt ex. mva.	216	278	18	386	426
26	Forlagssalg, antal solgte böger i alt (mio. eks)	24,0	26,6	0,9	26,6	51,0
27	Medlemsforlagenes gennemsnitlig pris pr. bog ex. mva.	9,0	10,5	20,0	14,5	8,4
28	Medlemsforlagenes gennemsnitlig pris pr. bog incl. mva	11,3	11,3	22,8	14,5	8,9
29	Medlemsforlagenes omsättning fordelt på salgskanaler					
30	Boghandel	69%	29%	60%		20%
31	Grossister, varehuse, øvrige forhandlere	9%	37%	24%		44%
32	Bogklubber	13%	6%	1%		7%
33	Øvrige	0%	0%	5%		4%
34	Direkte salg til forbruger inkl. postordre	8%	28%	10%		22%
35	Salg i alt hjemmemarked	99%	100%	99%	100%	97%
36	Eksport i alt	1%	0%	1%	0%	3%
37	Totalt	100%	100%	100%	100%	100%
38	Medlemsforlagenes omsättning fordelt på boggrupper					
39	Skolebøger (grundskole & gymnasium)	14%	22%	19%	12%	26%
40	Lärebøger (videregående og højere udd.)	8%	6%	10%	7%	9%
41	Faglitteratur for voksne, leksika og oppslagsverk	31%	41%	35%	33%	26%
42	Skönlitteratur for voksne	24%	13%	22%	27%	25%
43	Børne- og ungdomsbøger	17%	14%	14%	18%	11%
44	Lydbøker	0%	0%	0%	1%	2%
45	Øvrige elektroniske udg. CD etc.	5%	1%	1%	1%	0%
46	Elektroniske udg. online	0%	2%	0%	0%	0%
47	Totalt	100%	100%	100%	100%	100%

Del 1: Totaltall

	Danmark	Finland	Island	Norge	Sverige
Demografi m.v.					
01	Befolkning i mio.	5,41	5,20	4,50	9,01
02	Antal boghandlere	424	300	624	400
03	Øvrige utsalgssteder (anslag)	460	3000	1 200	5 000
04	National kurs i f.t. €pr. 31.12	0,134	1,000	0,122	0,111
05	Bogprisændring efter forbrugerprisindex	1,8 %	NA	0%	0%
06	Momssats (mva) alment nivå	25,0 %	22%	25%	25%
07	Momssats (mva) på böger	25,0 %	8%	0%	6%
08	Titelantal (i stk)				
09	Årlig udgivne titler, totalt	14 829	12 000	6 887	17 683
10	Antall titler i salg, totalt	68 000	67 000	43 018	0,0
11	Årlige udgivne titler, minimum 48 sider	10 260	12 977	9 988	14 216
12	– heraf original dk./fin./isl./no./sv. i %	64%	0%	66%	0%
13	Årlige udgivne titler (minimum 48 sider) pr. 1000 indb.	1,9	2,5	2,2	1,6
14	Forlagsbranche				
15	Beskäft. i forlagsbranchen omregn. til fuldtidsbeskäftiget	1 055	1 660	1 500	940
16	Antal forlag i alt (anslag)	400	300	170	250
17	Herav: antall forlag organisert i bransjeforening	54	100	50	93
18	Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva				
19	Totalmarkedet ex mva	466	459	629	777
20	Totalmarked per innbygger, ex mva	86	88	140	86
21	Totalmarked per innbygger, incl. mva.	108	95	140	91

Del 2: Medlemsforlagene

22	Medl.forlagsomsättning ex. mva og antal solgte eks.				
23	Medl.forlagenes andel av totalmarkedet	65%	85%	86%	67%
24	Forlagsomsättning brutto i alt ex. mva.	304	388	539	524
25	Forlagsomsättning netto i alt ex. mva.	227	290	373	428
26	Forlagssalg, antal solgte böger i alt (mio. eks)	27,0	26,7	27	48,7
27	Medlemsforlagenes gennemsnitlig pris pr. bog ex. mva.	8,4	10,9	13,9	8,8
28	Medlemsforlagenes gennemsnitlig pris pr. bog incl. mva	10,5	11,7	13,9	9,3
29	Medlemsforlagenes omsättning fordelt på salgskanaler				
30	Boghandel	67%	31%	66%	20%
31	Grossister, varehuse, øvrige forhandlere	8%	37%	33%	45%
32	Bogklubber	11%	6%	1%	6%
33	Øvrige	0%	0%	0%	4%
34	Direkte salg til forbruger inkl. postordre	13%	26%	0%	22%
35	Salg i alt hjemmemarked	99%	100%	100%	98%
36	Eksport i alt	1%	0%	0%	2%
37	Totalt	100%	100%	100%	100%
38	Medlemsforlagenes omsättning fordelt på boggrupper				
39	Skolebøger (grundskole & gymnasium)	15%	22%	12%	26%
40	Läreböger (videregående og højere udd.)	8%	5%	7%	10%
41	Faglitteratur for voksne, leksika og oppslagsverk	32%	40%	32%	24%
42	Skönlitteratur for voksne	26%	14%	33%	26%
43	Börne- og ungdomsböger	16%	15%	14%	12%
44	Lydböker	0%	0%	2%	3%
45	Øvrige elektroniske udg. CD etc.	4%	1%	1%	0%
46	Elektroniske udg. online	0%	2%	0%	0%
47	Totalt	100%	100%	100%	100%

Del 1: Totaltall

	Danmark	Finland	Island	Norge	Sverige
Demografi m.v.					
01 Befolkning i mio.	5,43	5,20	0,3	4,50	9,05
02 Antal boghandlere	431	300	70	631	400
03 Øvrige utsalgssteder (anslag)	460	3000	100	1 200	5 000
04 National kurs i ft. €pr. 31.12	0,134	1,000	0,013	0,125	0,106
05 Bogprisændring efter forbrugerprisindex	2,0 %	0%	0%	0%	0%
06 Momssats (mva) alment nivå	25,0 %	22%	25%	25%	25%
07 Momssats (mva) på böger	25,0 %	8%	14%	0%	6%
08 Titelantal (i stk)					
09 Årlig udgivne titler, totalt	13 227	13 000	689	7 577	21 413
10 Antall titler i salg, totalt	70 000	68 000	0	45 000	0,0
11 Årlige udgivne titler, minimum 48 sider	9 392	13 667	689	10 106	14 738
12 – heraf original dk./fin./isl./no./sv. i %	65%	0%	0%	66%	0%
13 Årlige udgivne titler (minimum 48 sider) pr. 1000 indb.	1,7	2,6	2,3	2,2	1,6
14 Forlagsbranche					
15 Beskäft. i forlagsbranchen omregn. til fuldtidsbeskäftiget	1 125	1 500	1130	1 500	983
16 Antal forlag i alt (anslag)	400	300	120	170	250
17 Herav: antall forlag organiseret i bransjeforening	53	100	38	56	88
18 Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva					
19 Totalmarkedet ex mva	518	484	59	663	742
20 Totalmarked per innbygger, ex mva	95	93	196	147	82
21 Totalmarked per innbygger, incl. mva.	119	101	223	147	87

Del 2: Medlemsforlagene

22 Medl.forlagsomsättning ex. mva og antal solgte eks.					
23 Medl.forlagenes andel av totalmarkedet	62%	81%	69%	85%	68%
24 Forlagsomsättning brutto i alt ex. mva.	323	394	41	561	501
25 Forlagsomsättning netto i alt ex. mva.	248	292	26	382	407
26 Forlagssalg, antal solgte böger i alt (mio. eks)	29,0	28,0	2	28	49,7
27 Medlemsforlagenes gennemsnitlig pris pr. bog ex. mva.	8,6	10,4	13,0	13,8	8,2
28 Medlemsforlagenes gennemsnitlig pris pr. bog incl. mva	10,7	11,3	14,8	13,8	8,7
29 Medlemsforlagenes omsättning fordelt på salgskanaler					
30 Boghandel	65%	37%	42%	70%	20%
31 Grossister, varehuse, øvrige forhandlere	8%	34%	18%	29%	46%
32 Bogklubber	11%	5%	0%	1%	7%
33 Øvrige	0%	0%	20%	0%	3%
34 Direkte salg til forbruger inkl. postordre	15%	24%	18%	0%	23%
35 Salg i alt hjemmemarked	99%	100%	99%	100%	98%
36 Eksport i alt	1%	0%	1%	1%	2%
37 Totalt	100%	100%	100%	100%	100%
38 Medlemsforlagenes omsättning fordelt på boggrupper					
39 Skolebøger (grundskole & gymnasium)	19%	25%	0%	11%	25%
40 Lærebøger (videregående og højere udd.)	10%	5%	0%	6%	9%
41 Faglitteratur for voksne, leksika og oppslagsverk	30%	38%	61%	30%	24%
42 Skönlitteratur for voksne	23%	13%	21%	33%	25%
43 Börne- og ungdomsbøger	16%	15%	17%	18%	12%
44 Lydbøker	0%	0%	0%	2%	5%
45 Øvrige elektroniske udg. CD etc.	3%	1%	1%	1%	0%
46 Elektroniske udg. online	0%	2%	0%	0%	0%
47 Totalt	100%	100%	100%	100%	100%

Del 1: Totaltall		Danmark	Finland	Island	Norge	Sverige
	Demografi m.v.					
01	Befolkning i mio.	5,45	5,28		4,60	9,11
02	Antal boghandlere	443	295		630	400
03	Øvrige utsalgssteder (anslag)	460	3000		1 300	5 000
04	National kurs i f.t. €pr. 31.12	0,134	1,000		0,123	0,110
05	Bogprisændring efter forbrugerprisindex	2,0 %	NA		0%	0%
06	Momssats (mva) alment nivå	25,0 %	22%		25%	25%
07	Momssats (mva) på böger	25,0 %	8%		0%	6%
08	Titelantal (i stk)					
09	Årlig udgivne titler, totalt	13 402	13 000		8 500	21 765
10	Antall titler i salg, totalt	72 000	68 000		48 000	0,0
11	Årlige udgivne titler, minimum 48 sider	9 852	13 656		11 463	15 310
12	– heraf original dk./fin./isl./no./sv. i %	64%	85%		0%	0%
13	Årlige udgivne titler (minimum 48 sider) pr. 1000 indb.	1,8	2,6		2,5	1,7
14	Forlagsbranche					
15	Beskäft. i forlagsbranchen omregn. til fuldtidsbeskäftiget	1 200	1 600		1 600	1 076
16	Antal forlag i alt (anslag)	400	300		230	250
17	Herav: antall forlag organiseret i bransjeforening	60	100		65	85
18	Totalmarked for böker, konsumentverdi, millioner nasjonal valuta ex. mva					
19	Totalmarkedet ex mva	532	486		717	770
20	Totalmarked per innbygger, ex mva	98	92		156	85
21	Totalmarked per innbygger, incl. mva.	122	99		156	90

Del 2: Medlemsforlagene

22	Medl.forlagsomsättning ex. mva og antal solgte eks.					
23	Medl.forlagenes andel av totalmarkedet	60%	80%		82%	70%
24	Forlagsomsättning brutto i alt ex. mva.	321	389		588	542
25	Forlagsomsättning netto i alt ex. mva.	246	287		391	435
26	Forlagssalg, antal solgte böger i alt (mio. eks)	26,0	28,6		28	50,6
27	Medlemsforlagenes gennemsnitlig pris pr. bog ex. mva.	9,5	10,0		14,0	8,6
28	Medlemsforlagenes gennemsnitlig pris pr. bog incl. mva	11,8	10,8		14,0	9,1
29	Medlemsforlagenes omsättning fordelt på salgskanaler					
30	Boghandel	63%	32%		70%	21%
31	Grossister, varehuse, øvrige forhandlere	6%	40%		29%	45%
32	Bogklubber	12%	5%		1%	6%
33	Øvrige	0%	0%		0%	3%
34	Direkte salg til forbruger inkl. postordre	18%	23%		0%	22%
35	Salg i alt hjemmemarked	99%	100%		100%	98%
36	Eksport i alt	1%	0%		0%	2%
37	Totalt	100%	100%		100%	100%
38	Medlemsforlagenes omsättning fordelt på boggrupper					
39	Skoleböger (grundskole & gymnasium)	19%	25%		16%	24%
40	Läreböger (videregående og højere udd.)	10%	5%		8%	9%
41	Faglitteratur for voksne, leksika og oppslagsverk	28%	36%		26%	25%
42	Skönlitteratur for voksne	26%	13%		31%	26%
43	Börne- og ungdomsböger	12%	16%		15%	10%
44	Lydböker	3%	1%		3%	5%
45	Øvrige elektroniske udg. CD etc.	2%	1%		1%	0%
46	Elektroniske udg. online	0%	3%		0%	0%
47	Totalt	100%	100%		100%	100%

Del 1: Totaltall		Danmark	Finland	Island	Norge	Sverige
Demografi m.v.						
01	Befolkning i mio.	5,48	5,28		4,60	9,18
02	Antal boghandlere	454	295		630	400
03	Øvrige utsalgssteder (anslag)	450	3000		1 300	5 000
04	National kurs i f.t. €pr. 31.12	0,134	1,000		0,126	0,106
05	Bogprisændring efter forbrugerprisindex	2,0 %	NA		0%	0%
06	Momssats (mva) alment nivå	25,0 %	22%		25%	25%
07	Momssats (mva) på böger	25,0 %	8%		0%	6%
08	Titelantal (i stk)					
09	Årlig udgivne titler, totalt	13 434	13 000		8 500	22 785
10	Antall titler i salg, totalt	72 000	70 000		50 000	0,0
11	Årlige udgivne titler, minimum 48 sider	9 787	14 154		10 835	15 680
12	– heraf original dk./fin./isl./no./sv. i %	62%	85%		0%	0%
13	Årlige udgivne titler (minimum 48 sider) pr. 1000 indb.	1,8	2,7		2,4	1,7
14	Forlagsbranche					
15	Beskäft. i forlagsbranchen omregn. til fuldtidsbeskäftiget	1 220	1 600		1 600	1 060
16	Antal forlag i alt (anslag)	400	300		258	250
17	Herav: antall forlag organisert i bransjeforening	58	103		73	86
18	Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva					
19	Totalmarkedet ex mva	517	509		782	753
20	Totalmarked per innbygger, ex mva	94	96		170	82
21	Totalmarked per innbygger, incl. mva.	118	104		170	87

Del 2: Medlemsforlagene

22	Medl.forlagsomsättning ex. mva og antal solgte eks.					
23	Medl.forlagenes andel av totalmarkedet	61%	80%		80%	66%
24	Forlagsomsättning brutto i alt ex. mva.	313	0		672	500
25	Forlagsomsättning netto i alt ex. mva.	235	288		437	390
26	Forlagssalg, antal solgte böger i alt (mio. eks)	24,6	26,8		28	53,0
27	Medlemsforlagenes gjennomsnitlig pris pr. bog ex. mva.	9,6	10,7		15,5	7,3
28	Medlemsforlagenes gjennomsnitlig pris pr. bog incl. mva	11,9	11,6		15,5	7,8
29	Medlemsforlagenes omsättning fordelt på salgskanaler					
30	Boghandel	65%	32%		74%	28%
31	Grossister, varehuse, øvrige forhandlere	8%	41%		25%	38%
32	Bogklubber	10%	4%		1%	6%
33	Øvrige	0%	0%		0%	4%
34	Direkte salg til forbruker inkl. postordre	16%	23%		0%	22%
35	Salg i alt hjemmemarked	99%	100%		100%	98%
36	Eksport i alt	1%	0%		0%	3%
37	Totalt	100%	100%		100%	100%
38	Medlemsforlagenes omsättning fordelt på boggrupper					
39	Skolebøger (grundskole & gymnasium)	19%	25%		25%	26%
40	Lärebøger (videregående og høyere udd.)	10%	6%		9%	0%
41	Faglitteratur for voksne, leksika og oppslagsverk	25%	36%		23%	28%
42	Skönlitteratur for voksne	28%	14%		30%	29%
43	Börne- og ungdomsbøger	13%	14%		10%	11%
44	Lydbøker	3%	1%		3%	6%
45	Øvrige elektroniske udg. CD etc.	1%	1%		0%	1%
46	Elektroniske udg. online	0%	2%		0%	0%
47	Totalt	100%	100%		100%	100%

Part 1: Total market

		Denmark	Finland	Iceland	Norway	Sweden
	Demographics					
01	Number of inhabitants	5,51	5,30		4,80	9,26
02	Number of bookstores	430	288		640	400
03	Other retailers (estimate)	450	3000		1 300	5 000
04	Local currency in euros	0,134	1,000		0,122	0,092
05	Bogprisändring efter forbrugerprisindex	0,0 %	0		0%	0%
06	Value Added Tax, general	25,0 %	22%		25%	25%
07	Value Added Tax, books	25,0 %	8%		0%	6%
08	Number of Titles					
09	Total number och titles published per year	12 354	14 000		8 392	26 182
10	Active catalogue (number titles commercially available)	59 300	70 000		69 000	0,0
11	Number of published titles (minimum 48 pages)	9 202	13 419		10 070	18 971
12	- whereof original editions, %	62%	80%		0%	0%
13	Number of titles per inhabitant (minimum 48 pages)	1,7	2,5		2,1	2,0
14	Book Industry					
15	Number of employees in the book industry (expressed as full-ti	1 100	1 800		1 600	1 141
16	Total numer of publishers (estimate)	400	300		300	250
17	- whereof members of the publishers association	52	100		85	84
18	Total market for books, consumer prices, local currency in millions excl VAT					
19	Total market excl VAT	515	520		761	644
20	Total market per inhabitant excl VAT	94	98		159	70
21	Total market per inhabitant incl VAT	117	106		159	74

Part 2: Member publishers

22	Member publishers sales excl VAT and number of sold copies					
23	Member publishers share of total market	55%	80%		70%	63%
24	Publishers total gross sales excl VAT (estimate in consumer pr	285	0		531	406
25	Publishers net sales excl VAT	214	293		321	315
26	Publishers total number of sold copies, in million copies	24,4	25,7		26	47,8
27	Publisers average price per copy excl VAT	8,8	11,4		12,6	6,6
28	Publisers average price per copy incl VAT	10,9	12,3		12,6	7,0
29	Member publishers sales per sales channel					
30	Bookstores	65%	29%		68%	29%
31	Wholesalers, department stores and other retailers	7%	38%		29%	38%
32	Book clubs (sales to book clubs)	9%	4%		3%	6%
33	Other retailers	0%	7%		0%	3%
34	Direct sales incl from bookclubs, mail-order etc	18%	22%		0%	21%
35	Total sales in home market	99%	99%		100%	97%
36	Total export sales	1%	0%		0%	3%
37	Total	100%	100%		100%	100%
38	Member publishers sales per category					
39	Schoolbooks (compulsory and upper secondary school)	20%	24%		29%	27%
40	Textbooks for university and college	10%	5%		10%	0%
41	Non-fiction	27%	35%		18%	30%
42	Fiction	28%	14%		29%	27%
43	Children's and young adult books	12%	17%		8%	10%
44	Audio book	3%	0%		4%	6%
45	Other electronic editions, CD etc	0%	1%		2%	0%
46	Electronic editions online	0%	4%		0%	0%
47	Total	100%	100%		100%	100%

Part 1: Total market

		Denmark	Finland	Iceland	Norway	Sweden
	Demographics					
01	Number of inhabitants	5,53	5,30		4,89	9,34
02	Number of bookstores	430	287		630	400
03	Other retailers (estimate)	2 200	2600		1 300	5 000
04	Local currency in euros	0,134	1,000		0,127	0,097
05	Bogprisändring efter forbrugerprisindex	0,0 %	0,01		--	0%
06	Value Added Tax, general	25,0 %	22%		25%	25%
07	Value Added Tax, books	25,0 %	8%		0%	6%
08	Number of Titles					
09	Total number och titles published per year	13 669	13 500		8 000	19 829
10	Active catalogue (number titles commercially available)	0	70 000		69 000	0,0
11	Number of published titles (minimum 48 pages)	10 066	13 500		10 000	14 805
12	- whereof original editions, %	62%	85%		--	0%
13	Number of titles per inhabitant (minimum 48 pages)	1,8	2,5		2,0	1,6
14	Book Industry					
15	Number of employees in the book industry (expressed as full-ti	1 100	1 385		1 600	0
16	Total numer of publishers (estimate)	0	300		300	250
17	- whereof members of the publishers association	64	103		89	82
18	Total market for books, consumer prices, local currency in millions excl VAT					
19	Total market excl VAT	469	0		789	679
20	Total market per inhabitant excl VAT	85	99		161	73
21	Total market per inhabitant incl VAT	106	107		161	77

Part 2: Member publishers

22	Member publishers sales excl VAT and number of sold copies					
23	Member publishers share of total market	85%	80%		69%	61%
24	Publishers total gross sales excl VAT (estimate in consumer pr	271	410		548	417
25	Publishers net sales excl VAT	203	268		323	318
26	Publishers total number of sold copies, in million copies	21,5	25,0		25	45,1
27	Publisers average price per copy excl VAT	9,4	10,8		12,9	7,1
28	Publisers average price per copy incl VAT	11,8	11,6		12,9	7,5
29	Member publishers sales per sales channel					
30	Bookstores	57%	30%		68%	0%
31	Wholesalers, department stores and other retailers	10%	44%		30%	71%
32	Book clubs (sales to book clubs)	12%	3%		2%	6%
33	Other retailers	0%	0%		0%	0%
34	Direct sales incl from bookclubs, mail-order etc	21%	22%		0%	19%
35	Total sales in home market	0%	100%		100%	96%
36	Total export sales	0%	0%		0%	4%
37	Total	100%	100%		100%	100%
38	Member publishers sales per category					
39	Schoolbooks (compulsory and upper secondary school)	15%	25%		26%	27%
40	Textbooks for university and college	7%	6%		11%	0%
41	Non-fiction	31%	34%		19%	30%
42	Fiction	33%	16%		29%	26%
43	Children's and young adult books	12%	15%		9%	11%
44	Audio book	2%	0%		3%	5%
45	Other electronic editions, CD etc	0%	1%		2%	0%
46	Electronic editions online	0%	3%		0%	0%
47	Total	100%	100%		100%	100%

Part 1: Total market

		Denmark	Finland	Iceland	Norway	Sweden
	Demographics					
01	Number of inhabitants	5,56	5,40		4,92	9,42
02	Number of bookstores	418	273		630	400
03	Other retailers (estimate)	2 200	2600		1 300	5 000
04	Local currency in euros	0,130	1,000		0,125	0,112
05	Bogprisändring efter forbrugerprisindex	-	0		--	0%
06	Value Added Tax, general	25,0 %	23%		25%	25%
07	Value Added Tax, books	25,0 %	9%		0%	6%
08	Number of Titles					
09	Total number och titles published per year	12 593	12 700		8 000	21 631
10	Active catalogue (number titles commercially available)	0	70 000		70 000	0,0
11	Number of published titles (minimum 48 pages)	9 252	11 100		8 000	16 465
12	- whereof original editions, %	63%	83%		--	0%
13	Number of titles per inhabitant (minimum 48 pages)	1,7	2,0		1,6	1,7
14	Book Industry					
15	Number of employees in the book industry (expressed as full-ti	-	1 500		1 600	0
16	Total numer of publishers (estimate)	950	300		300	250
17	- whereof members of the publishers association	66	150		90	75
18	Total market for books, consumer prices, local currency in millions excl VAT					
19	Total market excl VAT	446	0		757	784
20	Total market per inhabitant excl VAT	80	96		154	83
21	Total market per inhabitant incl VAT	100	105		154	88

Part 2: Member publishers

22	Member publishers sales excl VAT and number of sold copies					
23	Member publishers share of total market	85%	80%		71%	61%
24	Publishers total gross sales excl VAT (estimate in consumer pr	324	415		535	476
25	Publishers net sales excl VAT	264	274		305	364
26	Publishers total number of sold copies, in million copies	26,3	25,0		25	39,9
27	Publisers average price per copy excl VAT	9,7	10,5		12,4	9,1
28	Publisers average price per copy incl VAT	12,2	11,4		12,4	9,7
29	Member publishers sales per sales channel					
30	Bookstores	55%	31%		68%	29%
31	Wholesalers, department stores and other retailers	12%	40%		30%	41%
32	Book clubs (sales to book clubs)	-	3%		1%	6%
33	Other retailers	0%	3%		0%	0%
34	Direct sales incl from bookclubs, mail-order etc	33%	26%		0%	19%
35	Total sales in home market	-	100%		99%	95%
36	Total export sales	-	0%		1%	5%
37	Total	-	100%		100%	100%
38	Member publishers sales per category					
39	Schoolbooks (compulsory and upper secondary school)	18%	25%		23%	29%
40	Textbooks for university and college	7%	5%		10%	0%
41	Non-fiction	31%	32%		21%	33%
42	Fiction	30%	20%		30%	21%
43	Children's and young adult books	12%	13%		11%	13%
44	Audio book	2%	0%		3%	4%
45	Other electronic editions, CD etc	0%	1%		3%	0%
46	Electronic editions online	0%	3%		0%	1%
47	Total	100%	100%		100%	100%

Danish Publishers Association
The Finnish Book Publishers Association
Icelandic Publishers Association
The Norwegian Publishers Association
The Swedish Publishers' Association &
The Swedish Association of Educational Publishers

This report has been finalized by The Swedish Publishers' Association