

Nordic
Book Statistics
Report
2011

Content

Introduction

- 1 Number of books published**
 - 1.1 Published titles
 - 1.2 Published titles per 1000 inhabitants
- 2 The book market**
 - 2.1 Total market sales in consumer prices excluding VAT
 - 2.2 Total market sales per inhabitant excluding VAT
 - 2.3 Member publishers average price per copy excluding VAT
- 3 Sales by channel**
 - 3.1 Bookstores
 - 3.2 Book clubs
 - 3.3 Wholesalers, department stores and other retailers
 - 3.4 Direct sales to consumer
- 4 Sales by literary category**
 - 4.1 Schoolbooks (compulsory and upper secondary school)
 - 4.2 Textbooks for university and college
 - 4.3 Non-fiction
 - 4.4 Fiction
 - 4.5 Children's and young adult books
 - 4.6 Audio books
- 5 Publishers**
 - 5.1 Number of member publishers in the association
 - 5.2 Total turnover excluding VAT of the members of the publishers association
 - 5.3 Member publishers share of total market
- 6 Bookstores**
 - 6.1 Number of bookstores
- 7 The digital markets**
- 8 Value added tax**

Appendix: Figures per year

Nordic Book Statistics Report 2011

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. The decrease for Sweden in 2011 is due to new standards for registration where some academic titles are no longer being registered.

Chart 1.1 Number of published titles (minimum 48 pages)

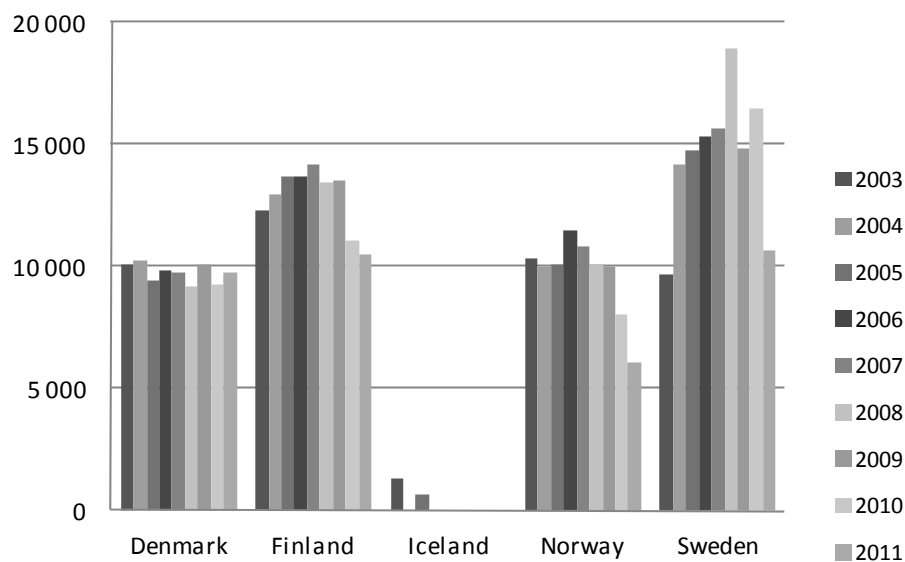
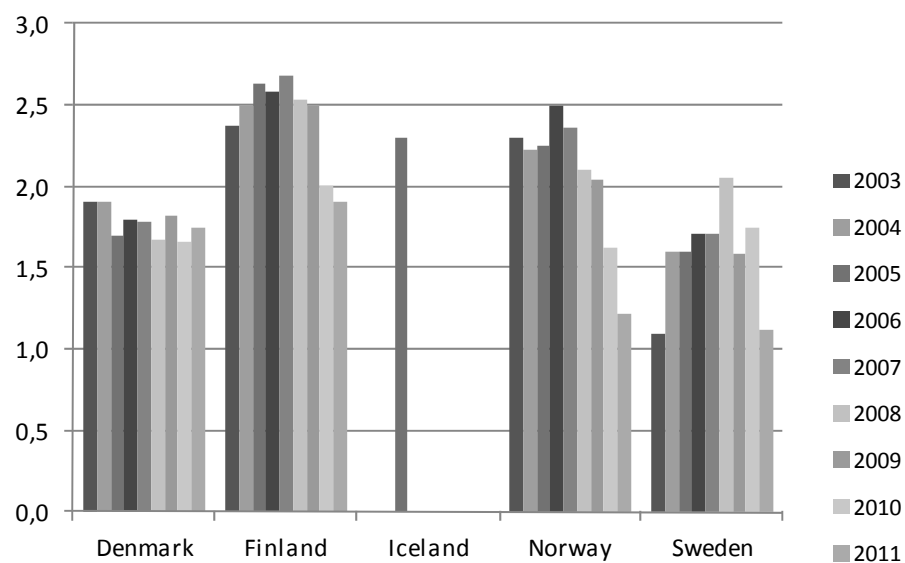


Chart 1.2 Number of published titles per 1000 inhabitants



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.

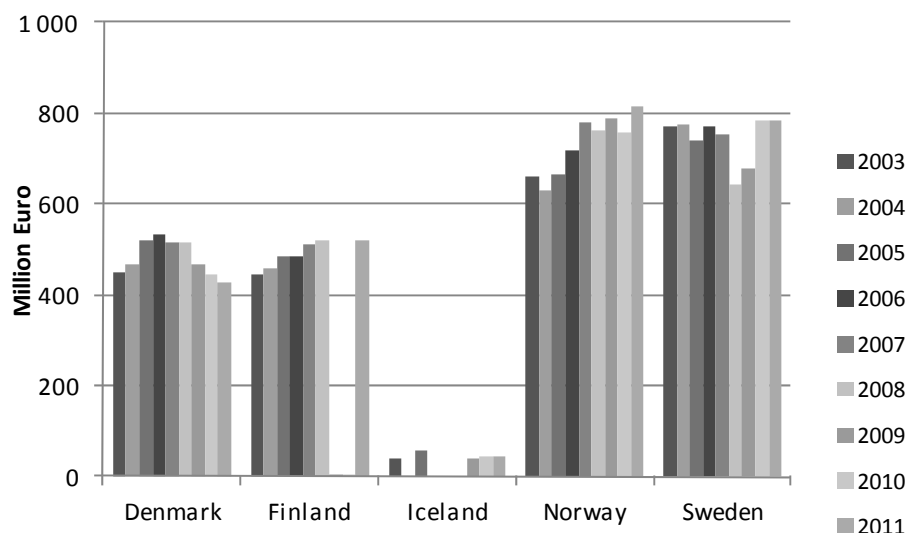
Imported books are included.

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.

The figure for Finland only includes printed books.

Chart 2.2 Total sales of books per inhabitant excluding VAT

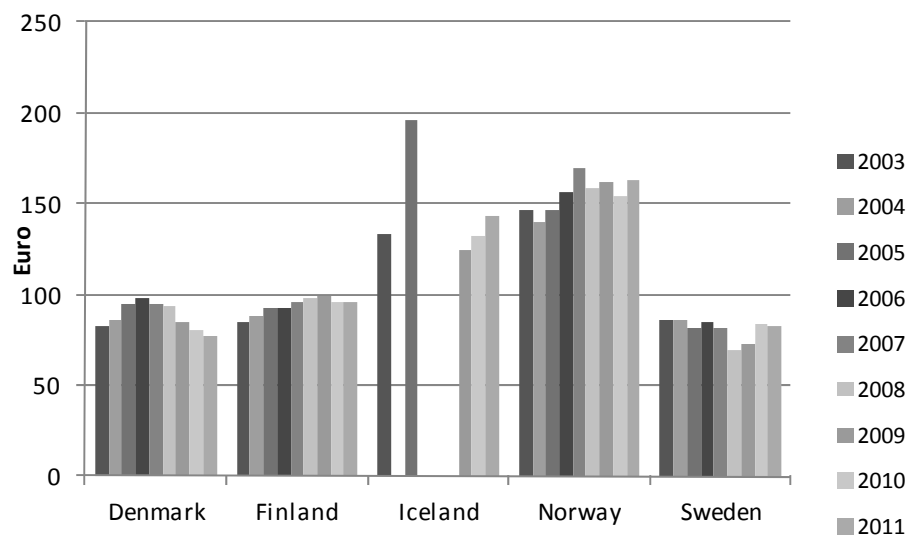
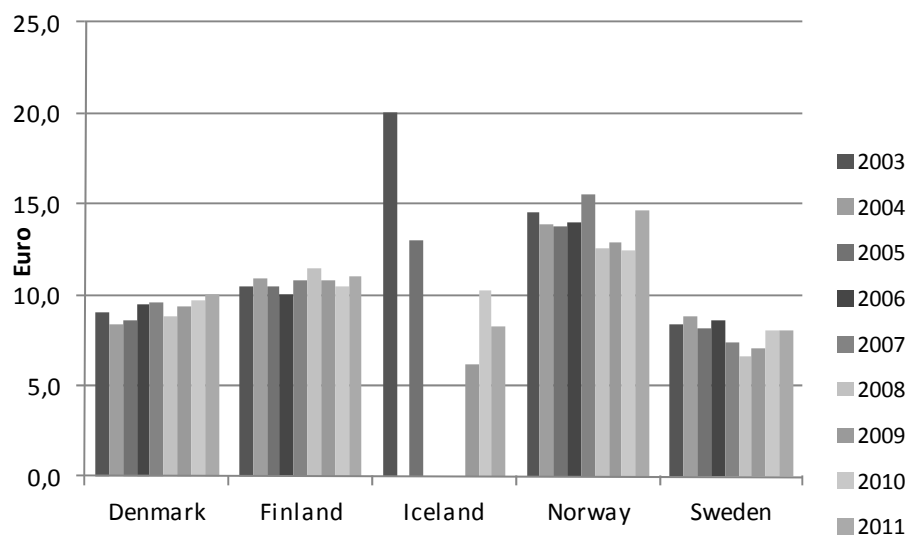


Chart 2.2 shows sales in consumer prices excluding VAT.

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.

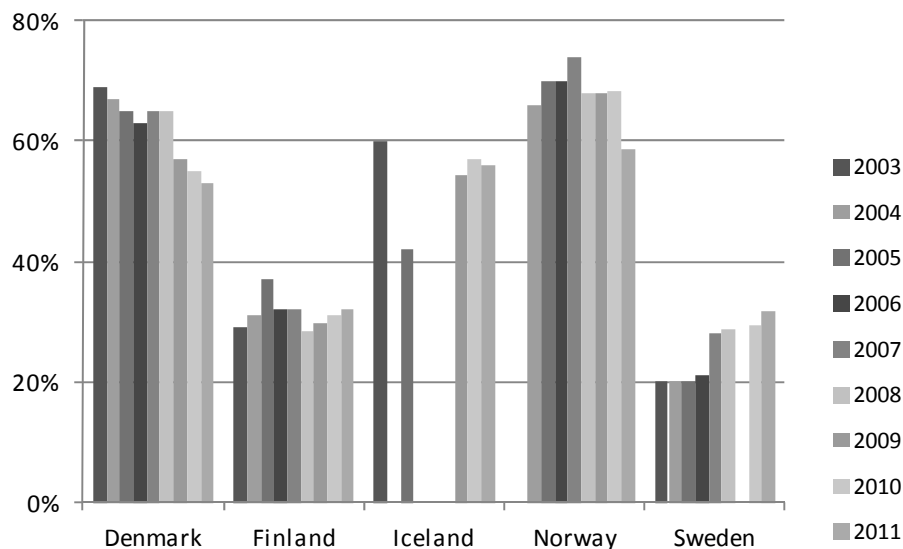
The average publishers' price per book increased in Sweden during 2010, but less than half of what is indicated in the chart.

Please note that the chart does not show consumer prices!

3. Sales by channel

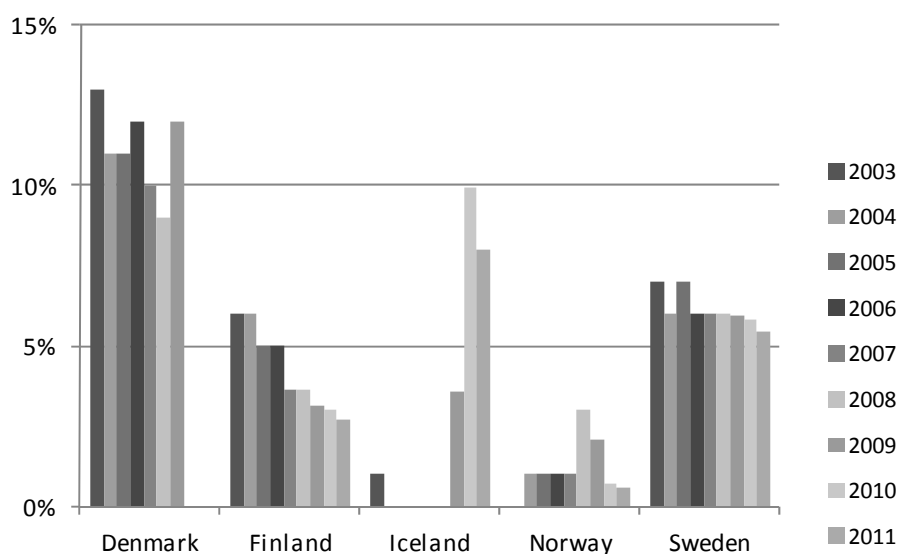
These charts show the proportion of publishers' sales to different sales channels. They do not show the market share of the different sales channels in terms of sales to consumers.

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



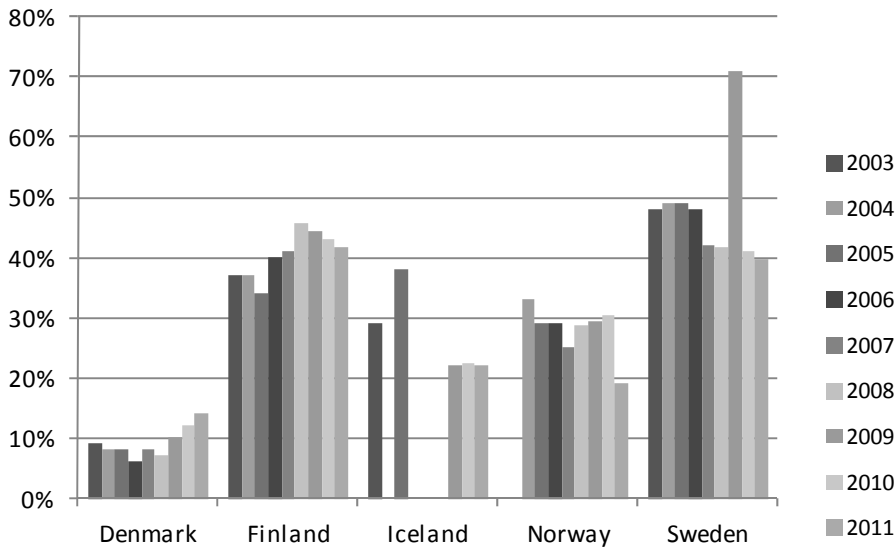
The sharp increase in the share for bookstores in Sweden in 2007 and 2008 is a reflection of the growth of internet bookshops. Sweden has no separate figure for sales to bookstores in 2009 because the sales to bookstores, department stores and supermarkets have been reported as one.

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



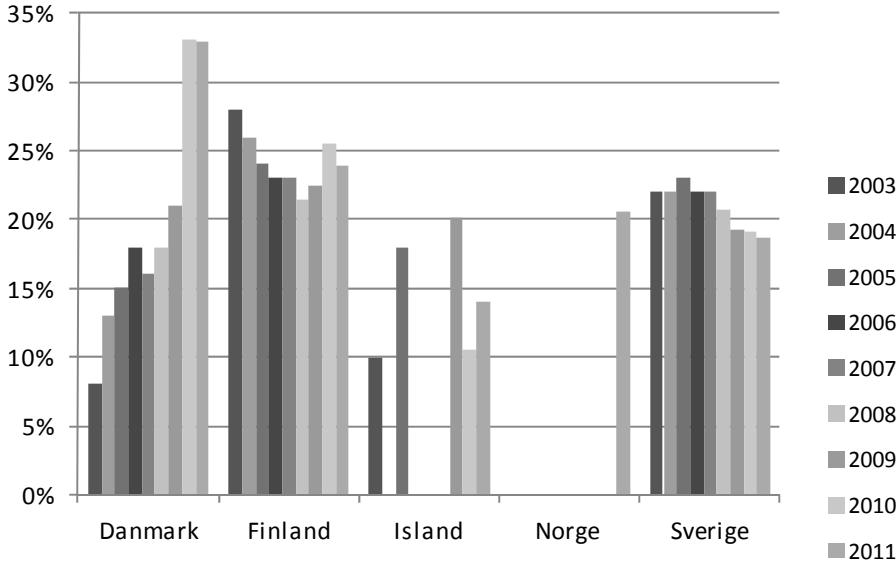
The figures for Finland before 2006 are an estimate. The book club's share as shown in this chart is somewhat underestimated, due to the fact the publishers sales through their owned book clubs is not included.

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

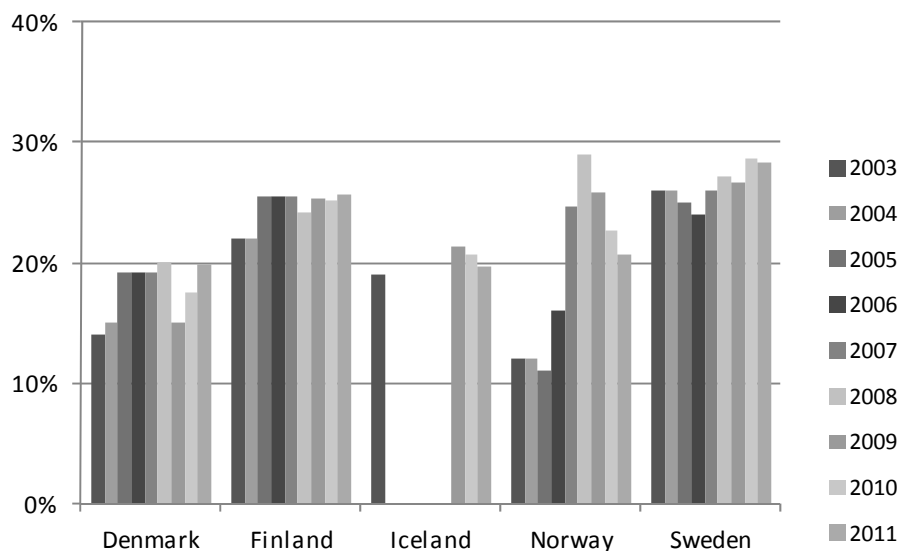


Direct sales to consumer are not reported separately in Norway.

4. Sales by literary category

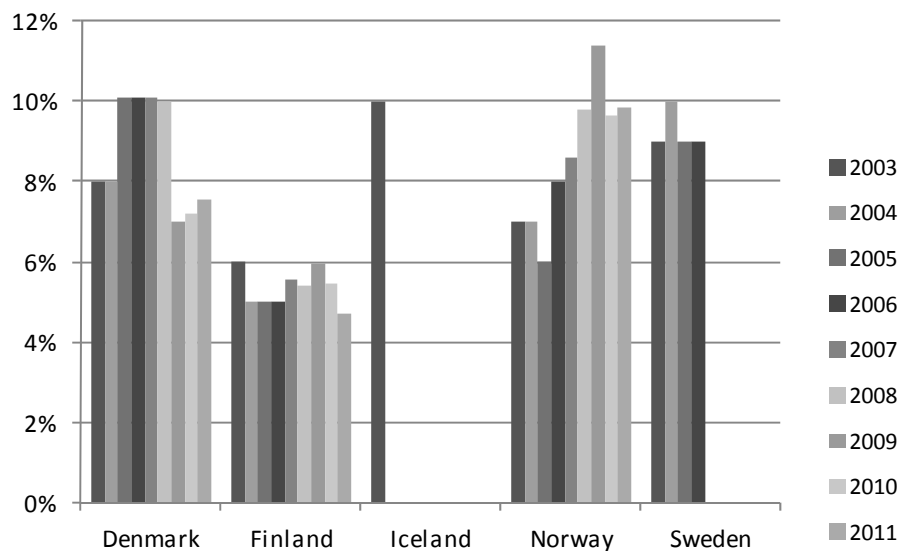
These charts show publishers' sales divided into literary categories as per cent of total sales.

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

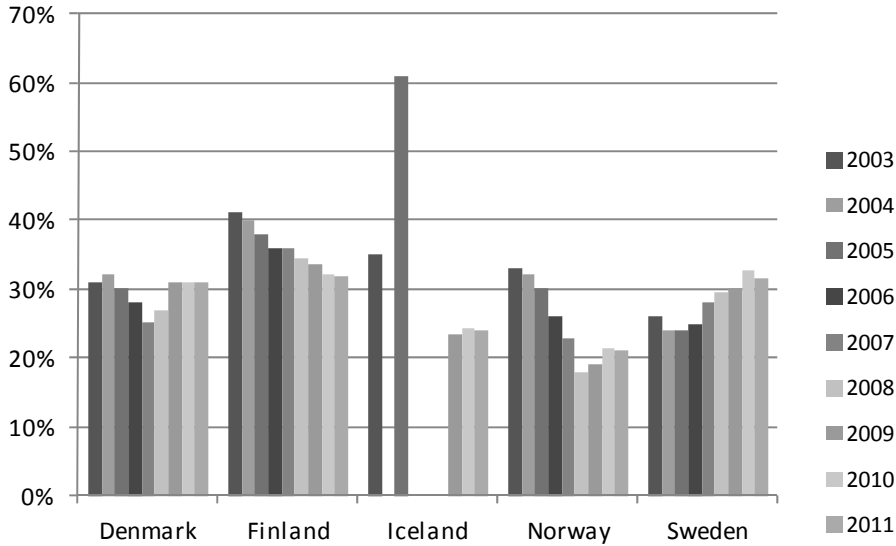
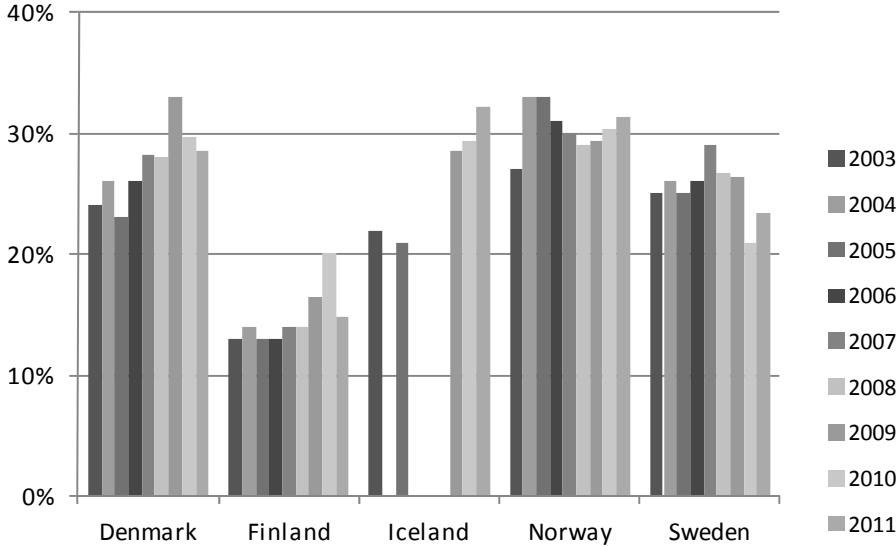


Chart 4.4 Fiction



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

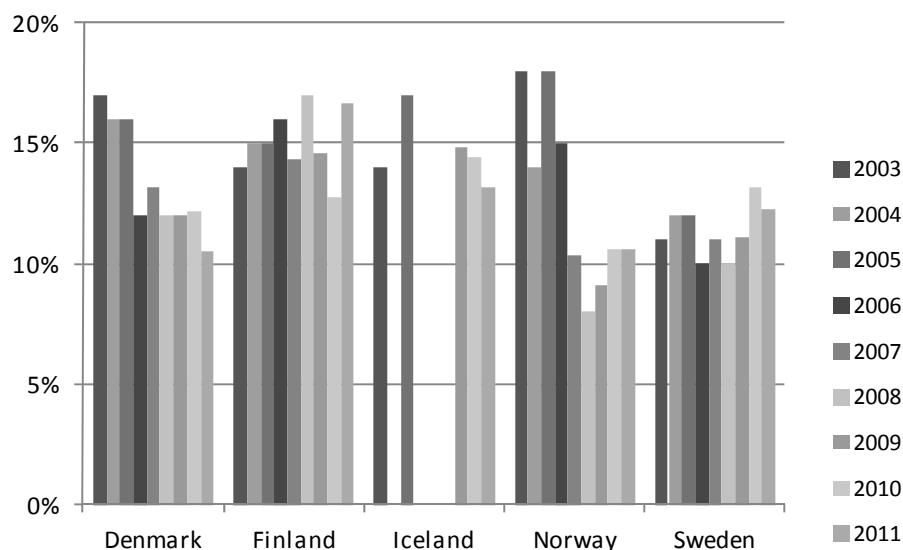
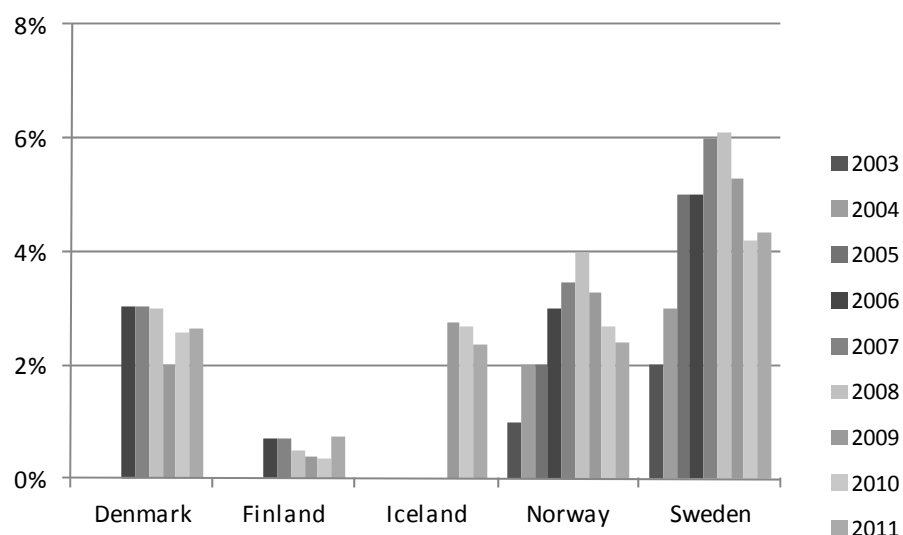


Chart 4.6 Audio books



The figure for Denmark includes Other electronic on physical media and Electronic on-line access and downloadable.

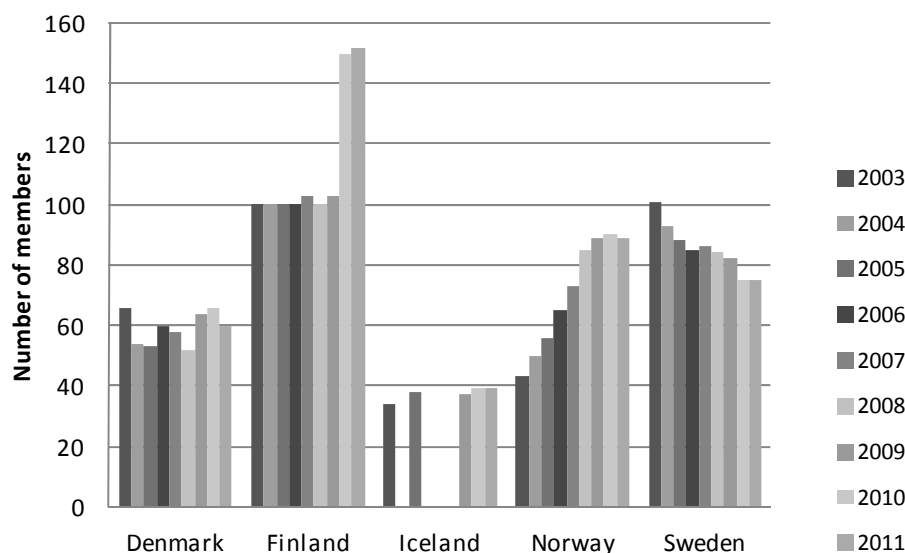
Please note that the figures for sales by category for Sweden for the years 2009 and 2010 are not comparable. Two major changes have been made to the statistics for 2010:

- 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 figure for Finland includes Finnish Small Publisher ry from 2010.

The chart above includes the following associations:

Denmark: Forlæggerforeningen (Danish Publishers Association)

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

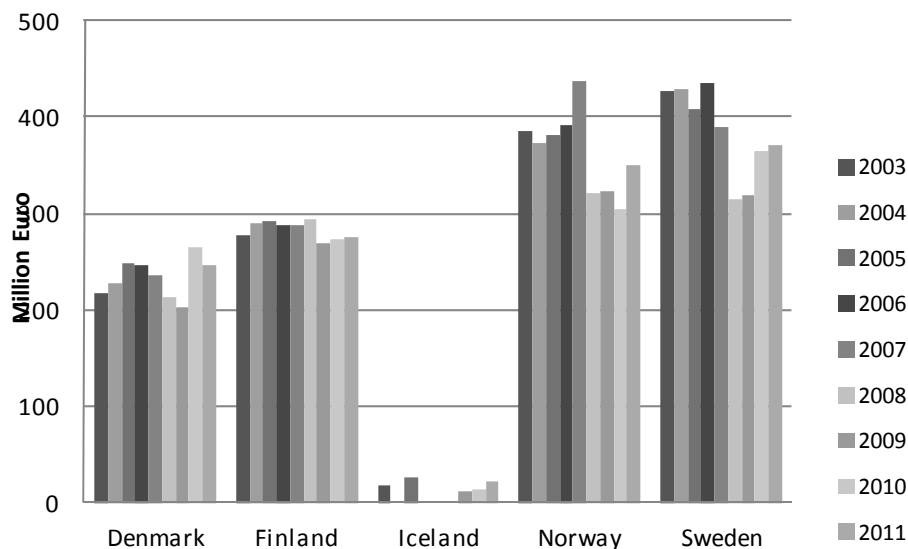
Iceland: Félag íslenskra bókaútgefenda (Icelandic Publishers Association)

Norway: Den norske Forleggerforening (The Norwegian Publishers Association)

Sweden: Svenska Förläggareföreningen (The Swedish Publishers Association)

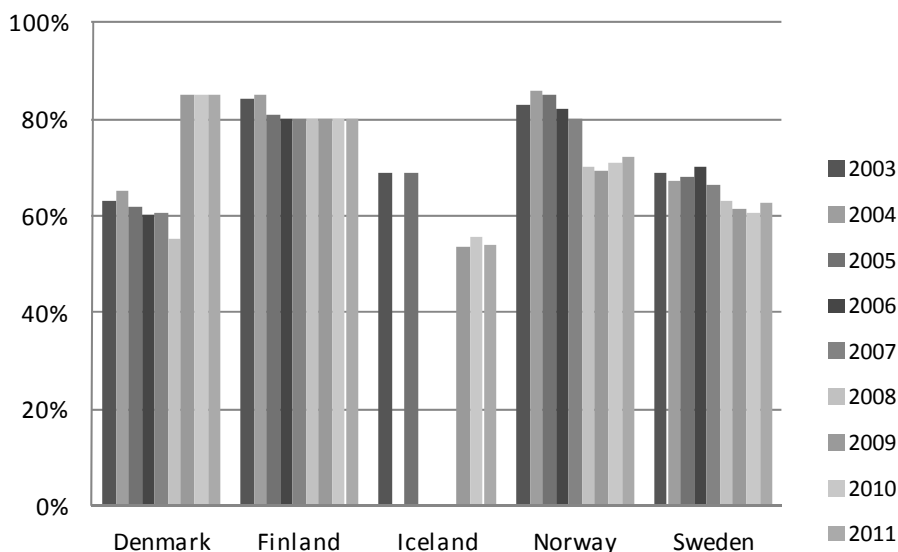
Föreningen Svenska Läromedel (The Swedish Association of Educational Publishers)

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. Denmark’s figures for the years from 2010 are Bogbarometrets share of total market.

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

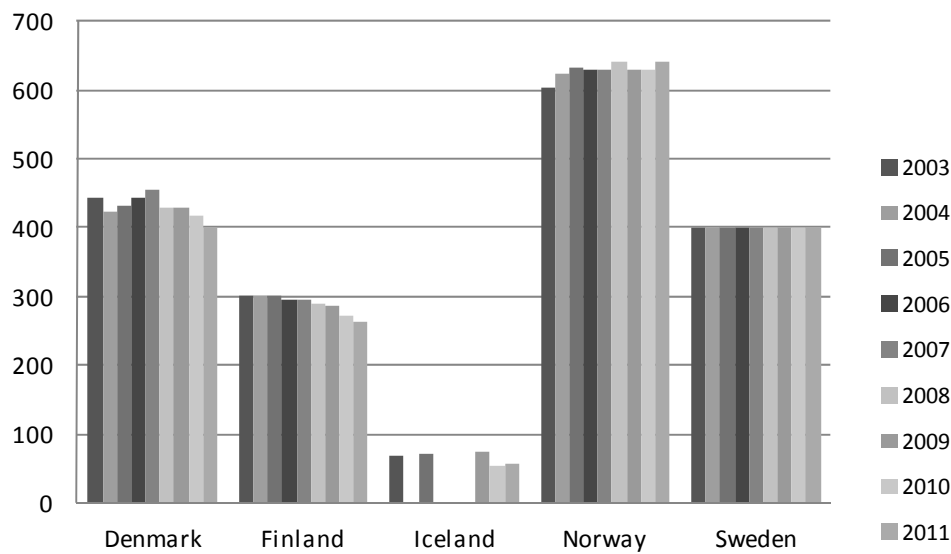
6. Bookstores

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 % | 25,5 % | 25 % | 25 % |
| Printed books | 25 % | 9 % | 7 % | 0 % | 6 % |
| Audio books | 25 % | 23 % | ? | 0 % | 6 % |
| Digital book files (downloads) | 25 % | 23 % | 25,5 % | 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 | Läreböcker (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 | Börne- og ungdomsböcker | 17% | 14% | 14% | 18% | 11% |
| 44 | Lydböcker | 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 | Lärebøger (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 ungdomsbøger | 16% | 15% | 14% | 12% |
| 44 | Lydbøker | 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 utsalgsteder (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 organisert 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 udsalgssteder (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 bøger | 25,0 % | 8% | | 0% | 6% |
| 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 |
| 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 |
| Totalmarked for bøger, 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 bøger 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 |
| 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% |
| Medlemsforlagenes omsättning fordelt på boggrupper | | | | | | |
| 39 | Skolebøger (grundskole & gymnasium) | 19% | 25% | | 16% | 24% |
| 40 | Lærebøger (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 | Børne- og ungdomsbøger | 12% | 16% | | 15% | 10% |
| 44 | Lydbøger | 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 gjennomsnittlig pris pr. bog ex. mva. | 9,6 | 10,7 | | 15,5 | 7,3 |
| 28 | Medlemsforlagenes gjennomsnittlig 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% |

| Nordic Book Statistics | | | | | År: | 2009 |
|---|---|---------|---------|---------|--------|--------|
| Part 1: Total market | | | | | | |
| | | Denmark | Finland | Iceland | Norway | Sweden |
| Demographics | | | | | | |
| 01 | Number of inhabitants | 5,53 | 5,30 | 0,32 | 4,89 | 9,34 |
| 02 | Number of bookstores | 430 | 287 | 73 | 630 | 400 |
| 03 | Other retailers (estimate) | 2 200 | 2600 | 170 | 1 300 | 5 000 |
| 04 | Local currency in euros | 0,134 | 1,000 | 0,006 | 0,127 | 0,097 |
| 05 | Bogprisändring efter förbrukerprisindex | 0,0 % | 0,01 | 6% | -- | 0% |
| 06 | Value Added Tax, general | 25,0 % | 22% | 26% | 25% | 25% |
| 07 | Value Added Tax, books | 25,0 % | 8% | 7% | 0% | 6% |
| Number of Titles | | | | | | |
| 09 | Total number och titles published per year | 13 669 | 13 500 | 1 701 | 8 000 | 19 829 |
| 10 | Active catalogue (number titles commercially available) | 0 | 70 000 | 0 | 69 000 | 0,0 |
| 11 | Number of published titles (minimum 48 pages) | 10 066 | 13 500 | 0 | 10 000 | 14 805 |
| 12 | - whereof original editions, % | 62% | 85% | 0% | -- | 0% |
| 13 | Number of titles per inhabitant (minimum 48 pages) | 1,8 | 2,5 | 0,0 | 2,0 | 1,6 |
| Book Industry | | | | | | |
| 15 | Number of employees in the book industry (expressed as full time) | 1 100 | 1 385 | 110 | 1 600 | 0 |
| 16 | Total number of publishers (estimate) | 0 | 300 | 80 | 300 | 250 |
| 17 | - whereof members of the publishers association | 64 | 103 | 37 | 89 | 82 |
| Total market for books, consumer prices, local currency in millions excl VAT | | | | | | |
| 19 | Total market excl VAT | 469 | 0 | 40 | 789 | 679 |
| 20 | Total market per inhabitant excl VAT | 85 | 99 | 125 | 161 | 73 |
| 21 | Total market per inhabitant incl VAT | 106 | 107 | 134 | 161 | 77 |
| Part 2: Member publishers | | | | | | |
| Member publishers sales excl VAT and number of sold copies | | | | | | |
| 23 | Member publishers share of total market | 85% | 80% | 53% | 69% | 61% |
| 24 | Publishers total gross sales excl VAT (estimate in consumer prices) | 271 | 410 | 21 | 548 | 417 |
| 25 | Publishers net sales excl VAT | 203 | 268 | 11 | 323 | 318 |
| 26 | Publishers total number of sold copies, in million copies | 21,5 | 25,0 | 1,8 | 25 | 45,1 |
| 27 | Publishers average price per copy excl VAT | 9,4 | 10,8 | 6,2 | 12,9 | 7,1 |
| 28 | Publishers average price per copy incl VAT | 11,8 | 11,6 | 6,6 | 12,9 | 7,5 |
| Member publishers sales per sales channel | | | | | | |
| 30 | Bookstores | 57% | 30% | 54% | 68% | 0% |
| 31 | Wholesalers, department stores and other retailers | 10% | 44% | 22% | 30% | 71% |
| 32 | Book clubs (sales to book clubs) | 12% | 3% | 4% | 2% | 6% |
| 33 | Other retailers | 0% | 0% | | 0% | 0% |
| 34 | Direct sales incl from bookclubs, mail-order etc | 21% | 22% | 20% | 0% | 19% |
| 35 | Total sales in home market | 0% | 100% | 100% | 100% | 96% |
| 36 | Total export sales | 0% | 0% | 0% | 0% | 4% |
| 37 | Total | 100% | 100% | 100% | 100% | 100% |
| Member publishers sales per category | | | | | | |
| 39 | Schoolbooks (compulsory and upper secondary school) | 15% | 25% | 21% | 26% | 27% |
| 40 | Textbooks for university and college | 7% | 6% | 0% | 11% | 0% |
| 41 | Non-fiction | 31% | 34% | 23% | 19% | 30% |
| 42 | Fiction | 33% | 16% | 29% | 29% | 26% |
| 43 | Children's and young adult books | 12% | 15% | 15% | 9% | 11% |
| 44 | Audio book | 2% | 0% | 3% | 3% | 5% |
| 45 | Other electronic editions, CD etc | 0% | 1% | 0% | 2% | 0% |
| 46 | Electronic editions online | 0% | 3% | 9% | 0% | 0% |
| 47 | Total | 100% | 100% | 100% | 100% | 100% |

| Nordic Book Statistics | | | | | År: | 2010 | | | |
|---|---|--------|--------|-------|---------|---------|---------|--------|--------|
| Part 1: Total market | | | | | Denmark | Finland | Iceland | Norway | Sweden |
| Demographics | | | | | | | | | |
| 01 | Number of inhabitants | 5,56 | 5,40 | 0,32 | 4,92 | 9,42 | | | |
| 02 | Number of bookstores | 418 | 273 | 55 | 630 | 400 | | | |
| 03 | Other retailers (estimate) | 2 200 | 2600 | 170 | 1 300 | 5 000 | | | |
| 04 | Local currency in euros | 0,130 | 1,000 | 0,006 | 0,125 | 0,112 | | | |
| 05 | Bogprisändring efter förbrukerprisindex | - | 0 | 8,4 % | -- | 0% | | | |
| 06 | Value Added Tax, general | 25,0 % | 23% | 26% | 25% | 25% | | | |
| 07 | Value Added Tax, books | 25,0 % | 9% | 7% | 0% | 6% | | | |
| Number of Titles | | | | | | | | | |
| 09 | Total number och titles published per year | 12 593 | 12 700 | 1 651 | 8 000 | 21 631 | | | |
| 10 | Active catalogue (number titles commercially available) | 0 | 70 000 | 0,0 | 70 000 | 0,0 | | | |
| 11 | Number of published titles (minimum 48 pages) | 9 252 | 11 100 | 0 | 8 000 | 16 465 | | | |
| 12 | - whereof original editions, % | 63% | 83% | 0% | -- | 0% | | | |
| 13 | Number of titles per inhabitant (minimum 48 pages) | 1,7 | 2,0 | 0,0 | 1,6 | 1,7 | | | |
| Book Industry | | | | | | | | | |
| 15 | Number of employees in the book industry (expressed as full-time) | - | 1 500 | 110 | 1 600 | 0 | | | |
| 16 | Total number of publishers (estimate) | 950 | 300 | 80 | 300 | 250 | | | |
| 17 | - whereof members of the publishers association | 66 | 150 | 39 | 90 | 75 | | | |
| Total market for books, consumer prices, local currency in millions excl VAT | | | | | | | | | |
| 19 | Total market excl VAT | 446 | 0 | 42 | 757 | 784 | | | |
| 20 | Total market per inhabitant excl VAT | 80 | 96 | 132 | 154 | 83 | | | |
| 21 | Total market per inhabitant incl VAT | 100 | 105 | 141 | 154 | 88 | | | |
| Part 2: Member publishers | | | | | | | | | |
| Member publishers sales excl VAT and number of sold copies | | | | | | | | | |
| 23 | Member publishers share of total market | 85% | 80% | 56% | 71% | 61% | | | |
| 24 | Publishers total gross sales excl VAT (estimate in consumer prices) | 324 | 415 | 23 | 535 | 476 | | | |
| 25 | Publishers net sales excl VAT | 264 | 274 | 14 | 305 | 364 | | | |
| 26 | Publishers total number of sold copies, in million copies | 26,3 | 25,0 | 1,4 | 25 | 45,5 | | | |
| 27 | Publishers average price per copy excl VAT | 9,7 | 10,5 | 10,2 | 12,4 | 8,0 | | | |
| 28 | Publishers average price per copy incl VAT | 12,2 | 11,4 | 10,9 | 12,4 | 8,5 | | | |
| Member publishers sales per sales channel | | | | | | | | | |
| 30 | Bookstores | 55% | 31% | 57% | 68% | 29% | | | |
| 31 | Wholesalers, department stores and other retailers | 12% | 40% | 22% | 30% | 41% | | | |
| 32 | Book clubs (sales to book clubs) | - | 3% | 10% | 1% | 6% | | | |
| 33 | Other retailers | 0% | 3% | | 0% | 0% | | | |
| 34 | Direct sales incl from bookclubs, mail-order etc | 33% | 26% | 11% | 0% | 19% | | | |
| 35 | Total sales in home market | - | 100% | 100% | 99% | 95% | | | |
| 36 | Total export sales | - | 0% | 0% | 1% | 5% | | | |
| 37 | Total | - | 100% | 100% | 100% | 100% | | | |
| Member publishers sales per category | | | | | | | | | |
| 39 | Schoolbooks (compulsory and upper secondary school) | 18% | 25% | 21% | 23% | 29% | | | |
| 40 | Textbooks for university and college | 7% | 5% | 0% | 10% | 0% | | | |
| 41 | Non-fiction | 31% | 32% | 24% | 21% | 33% | | | |
| 42 | Fiction | 30% | 20% | 29% | 30% | 21% | | | |
| 43 | Children's and young adult books | 12% | 13% | 14% | 11% | 13% | | | |
| 44 | Audio book | 3% | 0% | 3% | 3% | 4% | | | |
| 45 | Other electronic editions, CD etc | 0% | 1% | 0% | 3% | 0% | | | |
| 46 | Electronic editions online | 0% | 3% | 9% | 0% | 1% | | | |
| 47 | Total | 100% | 100% | 100% | 100% | 100% | | | |

| Nordic Book Statistics | | | | | År: | 2011 | | | |
|---|---|--------|--------|-------|---------|---------|---------|--------|--------|
| Part 1: Total market | | | | | Denmark | Finland | Iceland | Norway | Sweden |
| Demographics | | | | | | | | | |
| 01 | Number of inhabitants | 5,56 | 5,40 | 0,32 | 5,02 | 9,48 | | | |
| 02 | Number of bookstores | 400 | 263 | 57 | 640 | 400 | | | |
| 03 | Other retailers (estimate) | 2 200 | 2500 | 170 | 1 300 | 5 000 | | | |
| 04 | Local currency in euros | 0,130 | 1,000 | 0,006 | 0,136 | 0,112 | | | |
| 05 | Bogprisändring efter förbrukerprisindex | - | 0 | 5% | 1% | 0% | | | |
| 06 | Value Added Tax, general | 25,0 % | 23% | 26% | 25% | 25% | | | |
| 07 | Value Added Tax, books | 25,0 % | 9% | 7% | 0% | 6% | | | |
| Number of Titles | | | | | | | | | |
| 09 | Total number och titles published per year | 12 859 | 12 017 | 1 646 | 6 010 | 12 515 | | | |
| 10 | Active catalogue (number titles commercially available) | - | 70 000 | 0,0 | 45 596 | 0,0 | | | |
| 11 | Number of published titles (minimum 48 pages) | 9 734 | 10 451 | 0 | 6 100 | 10 650 | | | |
| 12 | - whereof original editions, % | 66% | 5% | 0% | 0% | 0% | | | |
| 13 | Number of titles per inhabitant (minimum 48 pages) | 1,8 | 1,9 | 0,0 | 1,2 | 1,1 | | | |
| Book Industry | | | | | | | | | |
| 15 | Number of employees in the book industry (expressed as full-time) | - | 1 400 | 120 | 1 600 | 0 | | | |
| 16 | Total number of publishers (estimate) | 950 | 300 | 80 | 300 | 250 | | | |
| 17 | - whereof members of the publishers association | 60 | 152 | 39 | 89 | 75 | | | |
| Total market for books, consumer prices, local currency in millions excl VAT | | | | | | | | | |
| 19 | Total market excl VAT | 427 | 518 | 46 | 817 | 784 | | | |
| 20 | Total market per inhabitant excl VAT | 77 | 96 | 143 | 163 | 83 | | | |
| 21 | Total market per inhabitant incl VAT | 96 | 105 | 153 | 163 | 88 | | | |
| Part 2: Member publishers | | | | | | | | | |
| Member publishers sales excl VAT and number of sold copies | | | | | | | | | |
| 23 | Member publishers share of total market | 85% | 80% | 54% | 72% | 63% | | | |
| 24 | Publishers total gross sales excl VAT (estimate in consumer prices) | 302 | 417 | 25 | 588 | 490 | | | |
| 25 | Publishers net sales excl VAT | 246 | 276 | 22 | 349 | 370 | | | |
| 26 | Publishers total number of sold copies, in million copies | 24,6 | 25,0 | 2,6 | 24 | 45,8 | | | |
| 27 | Publishers average price per copy excl VAT | 10,0 | 11,0 | 8,2 | 14,6 | 8,1 | | | |
| 28 | Publishers average price per copy incl VAT | 12,5 | 12,0 | 8,8 | 14,6 | 8,6 | | | |
| Member publishers sales per sales channel | | | | | | | | | |
| 30 | Bookstores | 53% | 32% | 56% | 59% | 32% | | | |
| 31 | Wholesalers, department stores and other retailers | 14% | 42% | 22% | 19% | 40% | | | |
| 32 | Book clubs (sales to book clubs) | - | 3% | 8% | 1% | 5% | | | |
| 33 | Other retailers | 0% | 0% | 0% | 0% | 0% | | | |
| 34 | Direct sales incl from bookclubs, mail-order etc | 33% | 24% | 14% | 21% | 19% | | | |
| 35 | Total sales in home market | 100% | 100% | 100% | 99% | 95% | | | |
| 36 | Total export sales | 0% | 0% | 0% | 1% | 5% | | | |
| 37 | Total | 100% | 100% | 100% | 100% | 100% | | | |
| Member publishers sales per category | | | | | | | | | |
| 39 | Schoolbooks (compulsory and upper secondary school) | 20% | 26% | 20% | 21% | 28% | | | |
| 40 | Textbooks for university and college | 8% | 5% | 0% | 10% | 0% | | | |
| 41 | Non-fiction | 31% | 32% | 24% | 21% | 31% | | | |
| 42 | Fiction | 29% | 15% | 32% | 31% | 23% | | | |
| 43 | Children's and young adult books | 11% | 17% | 13% | 11% | 12% | | | |
| 44 | Audio book | 3% | 1% | 2% | 2% | 4% | | | |
| 45 | Other electronic editions, CD etc | 0% | 0% | 0% | 4% | 0% | | | |
| 46 | Electronic editions online | 0% | 5% | 9% | 0% | 0% | | | |
| 47 | Total | 100% | 100% | 100% | 100% | 100% | | | |