

*Nordic*  
*Book Statistics*  
*Report*  
*2012*

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# *Nordic Book Statistics Report 2012*

## **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.

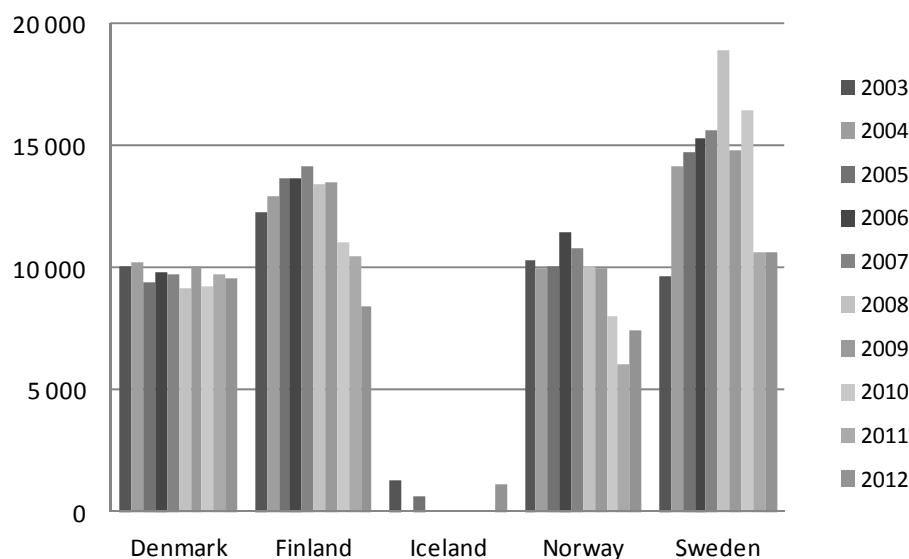
The Publishers' Associations of Denmark, Finland, Iceland, Norway and Sweden.

# 1. Number of books published

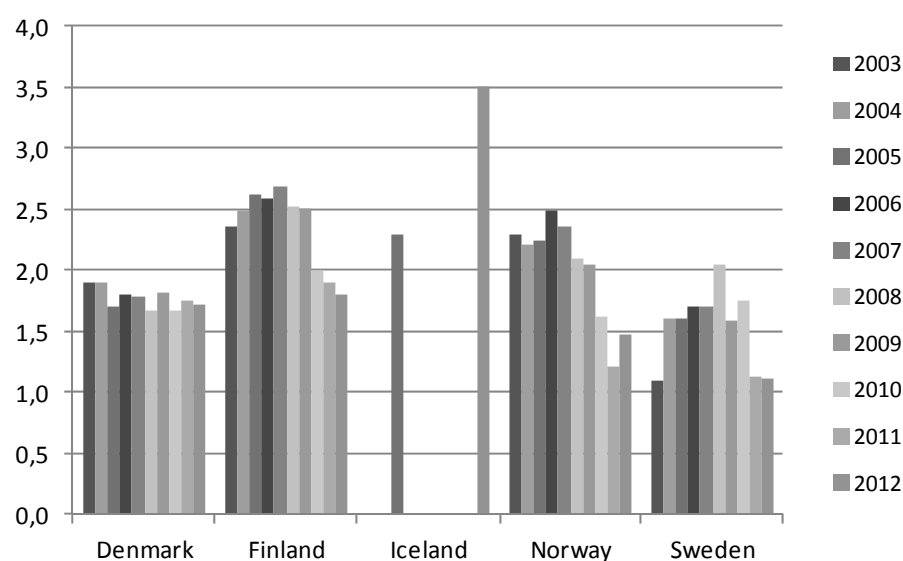
The charts in this section show the number of books registered by the national libraries in each country. Only books with 48 pages or more are included.

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. Similar changes are behind the decrease in new titles in Norway and Finland.

**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.

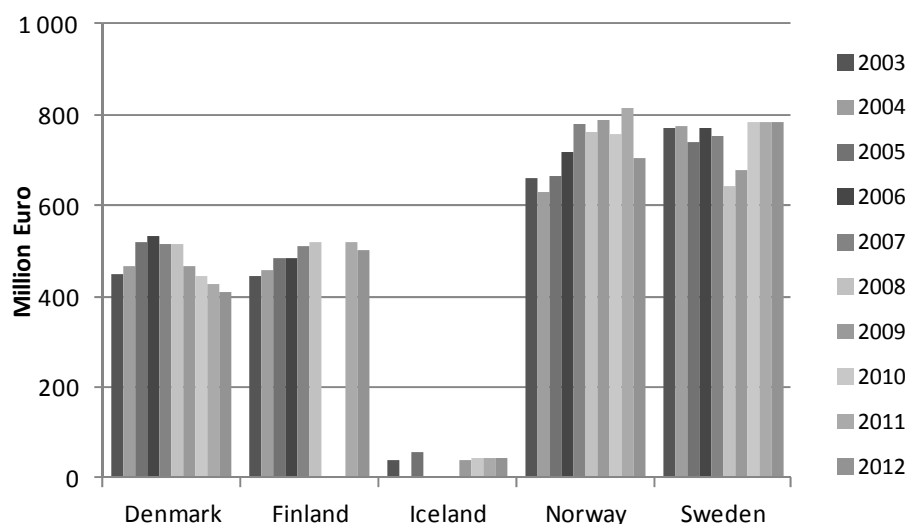
Imported books are included.

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 Danish Crown, however, has a fixed exchange rate against the Euro. 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. The Norwegian Crown also hit a high in 2011 and increased by 9 percent. In 2012 the Norwegian Crown fell by almost 6 percent, the Swedish Crown increased its value by more than 4 percent.

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 for 2010 indicated in the chart is entirely due to a stronger Swedish Crown. See comment above about a weaker Norwegian and a stronger Swedish currency in 2012.

The figure for Finland only includes printed books.

**Chart 2.2 Total sales of books per inhabitant excluding VAT**

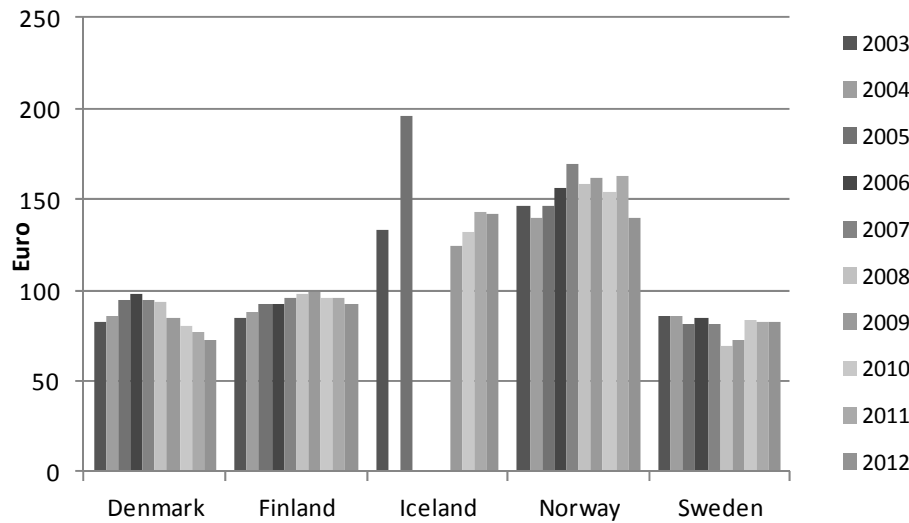
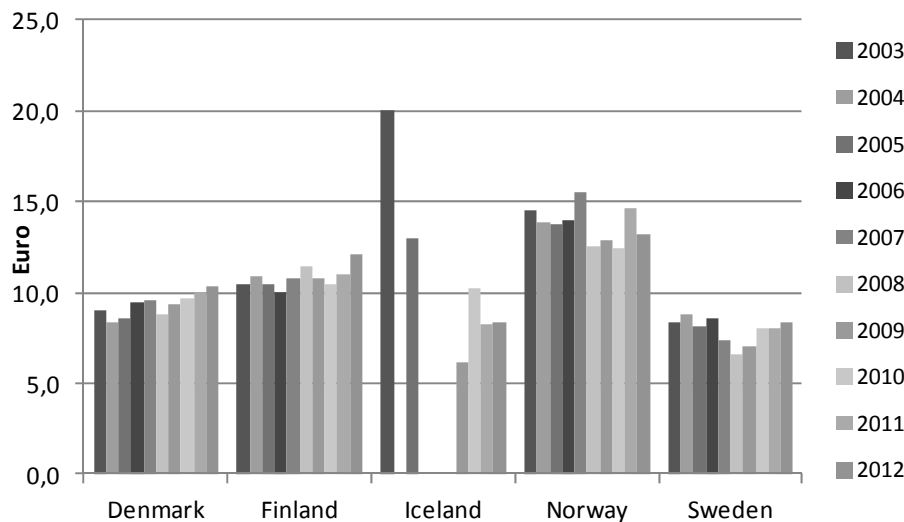


Chart 2.2 shows sales in consumer prices excluding VAT.

**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.

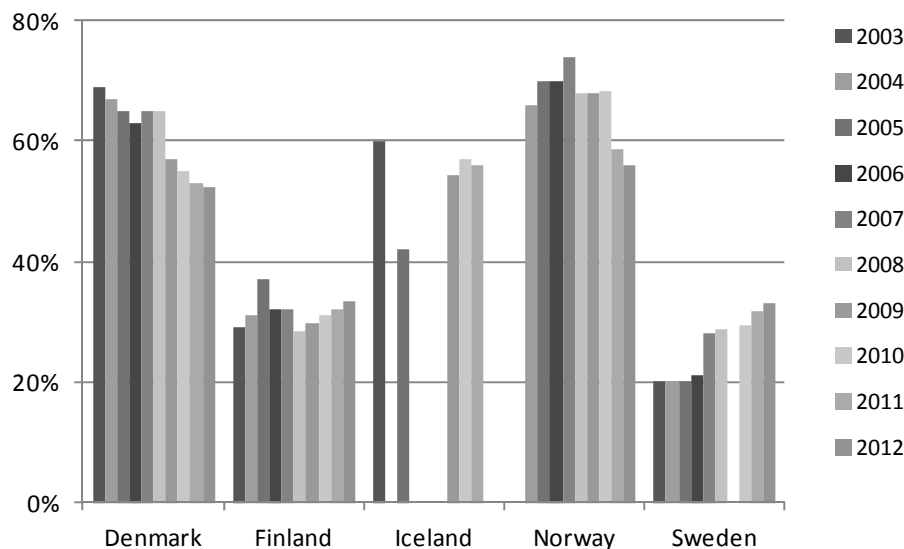
See comment above about a weaker Norwegian and a stronger Swedish currency in 2012.

Please note that the chart does not show consumer prices!

### 3. Sales by channel

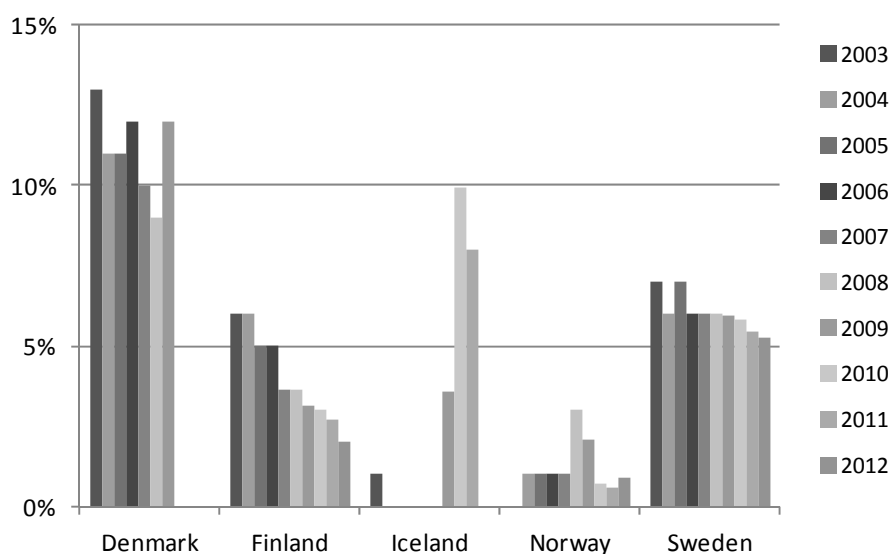
These charts show the proportion of publishers' sales to different sales channels. They do not show the market share of the different sales channels in terms of sales to consumers.

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



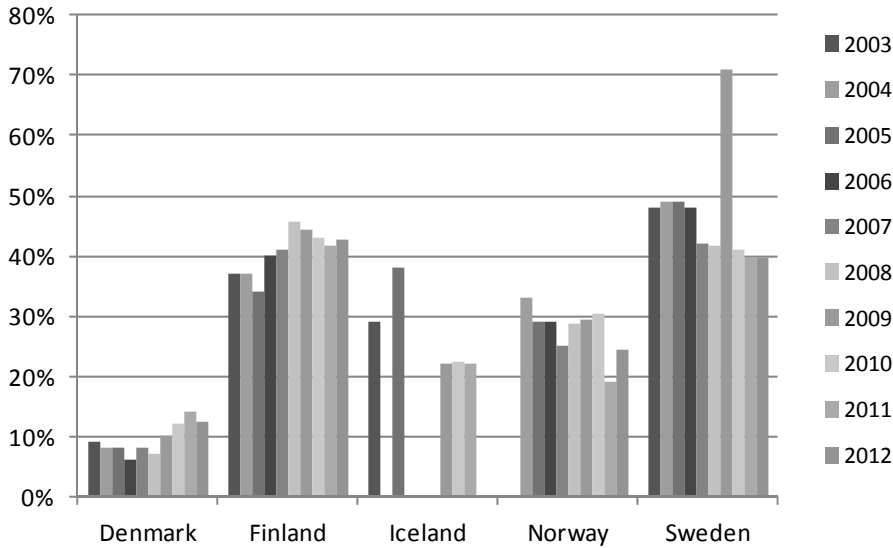
The sharp increase in the share for bookstores in Sweden in 2007 and 2008 is a reflection of the growth of internet bookshops. Sweden has no separate figure for sales to bookstores in 2009 because the sales to bookstores, department stores and supermarkets have been reported as one.

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



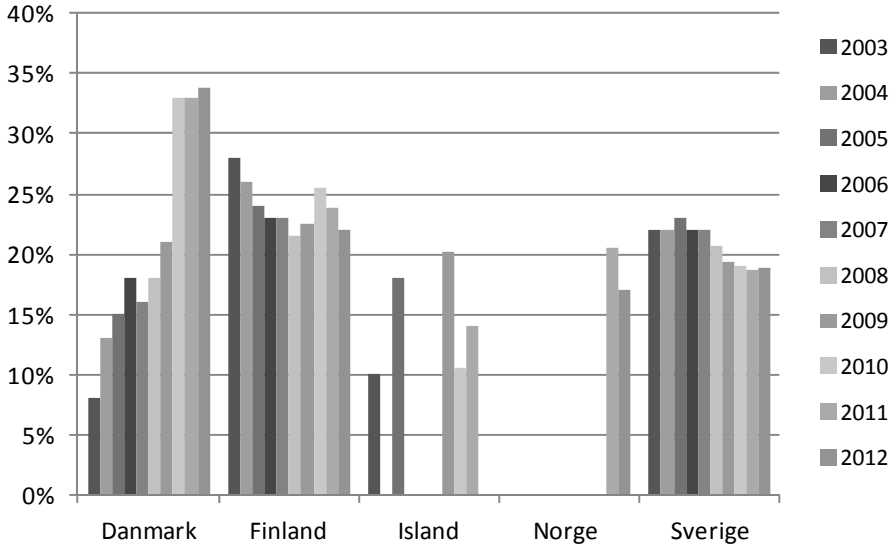
The figures for Finland before 2006 are an estimate. The book club's share as shown in this chart is somewhat underestimated, due to the fact the publishers sales through their owned book clubs is not included.

**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**



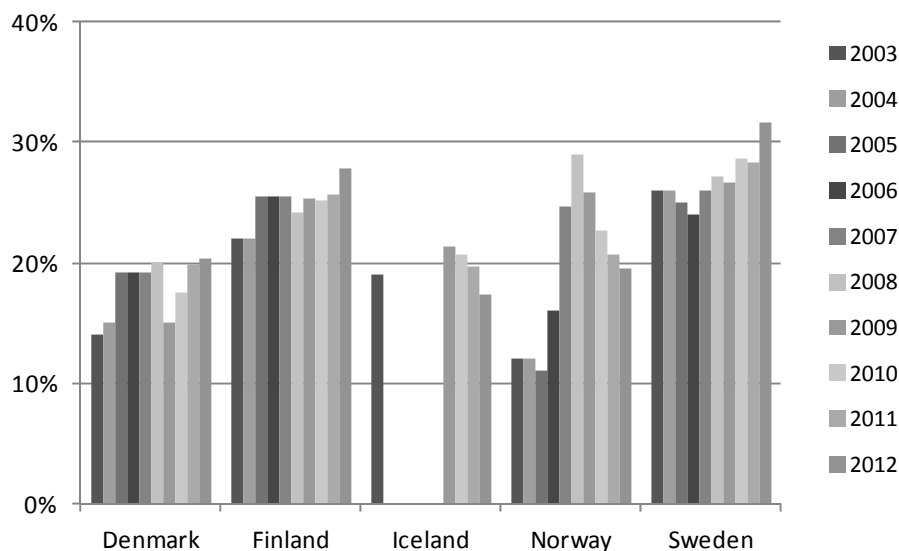
Direct sales to consumer are not reported separately in Norway.



## 4. Sales by literary category

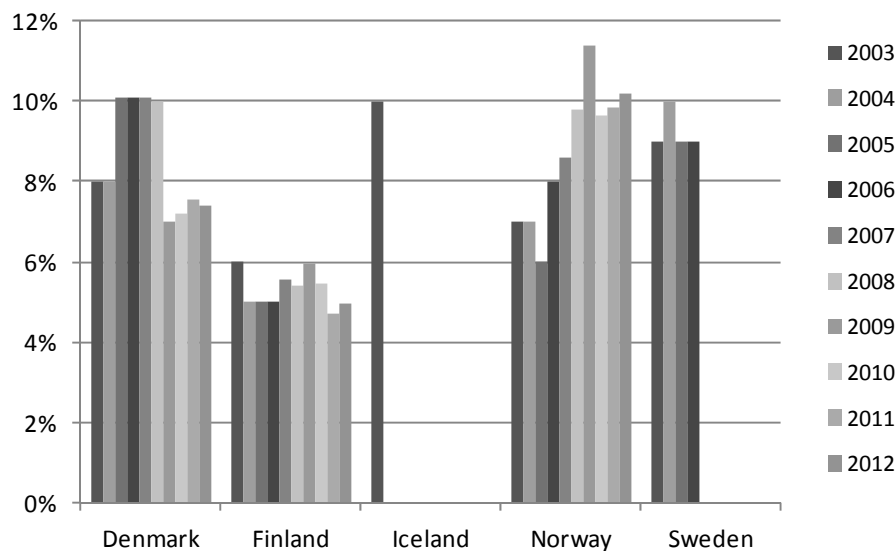
These charts show publishers' sales divided into literary categories as per cent of total sales.

**Chart 4.1 Textbooks for compulsory school and upper secondary school**



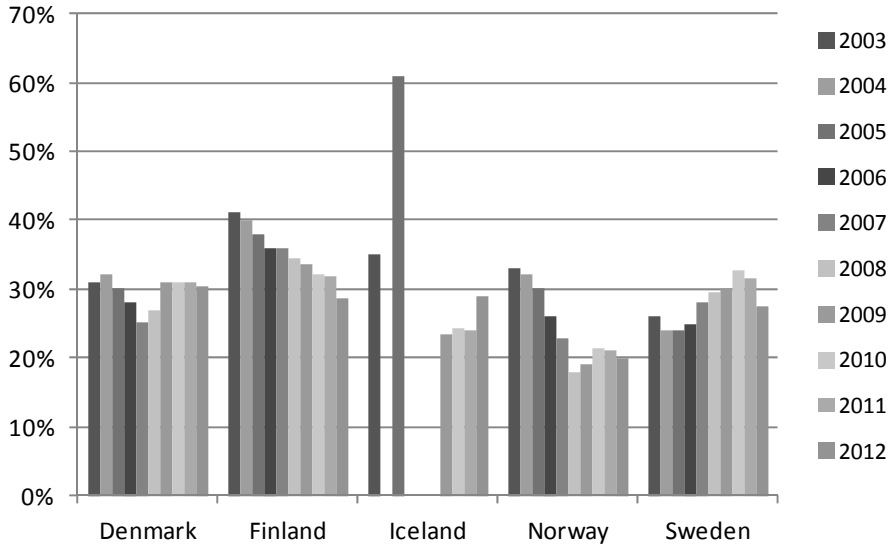
The dramatic increase of sales in Norway in 2007 and 2008 is related to the national educational reforms. The sales in Sweden actually decreased slightly in 2010.

**Chart 4.2 Books for postgraduate studies, universities and colleges**

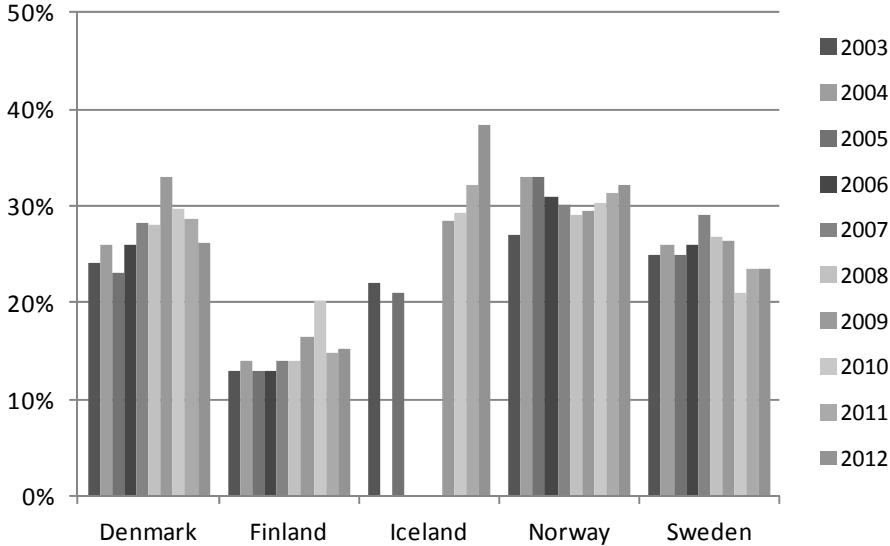


Statistics on sales for postgraduate studies in Sweden are not available for 2007 and onwards.

**Chart 4.3 General nonfiction**

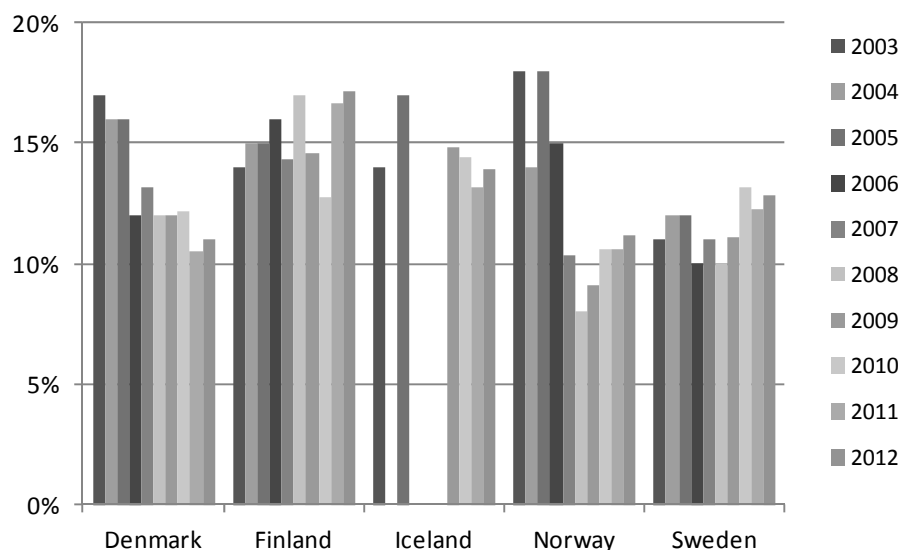


**Chart 4.4 Fiction**

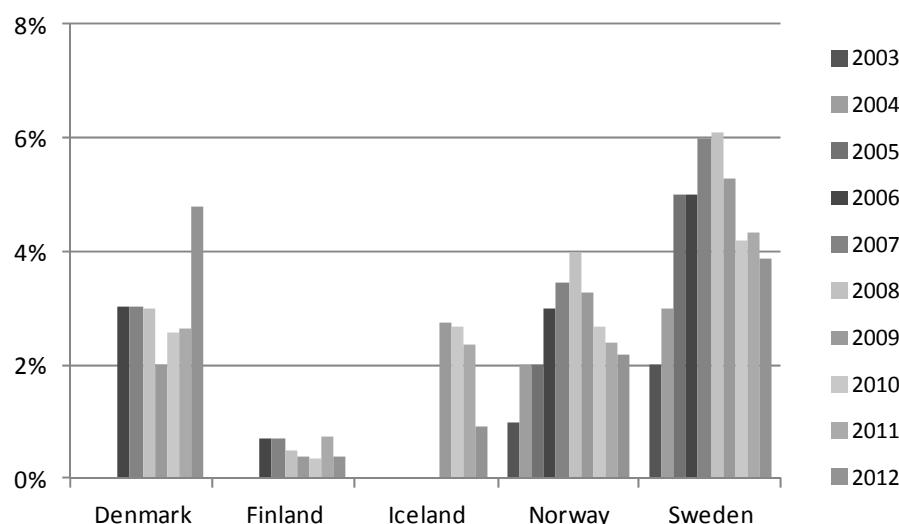


The dramatic change between 2009 and 2010 for Sweden is probably due to a new reporting method (se explanation below chart 4.6).

**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.

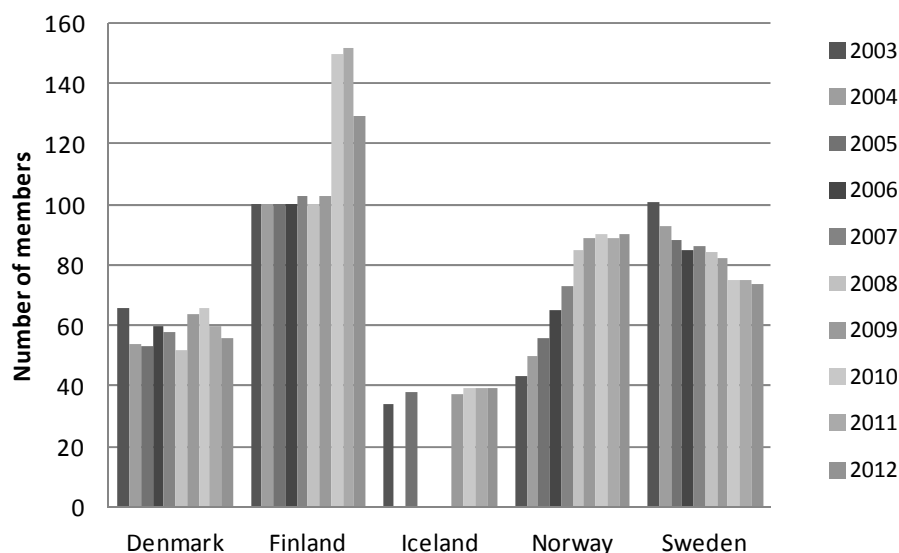
*Please note that the figures for sales by category for Sweden for the years 2009 and 2010 are not comparable. Two major changes have been made to the statistics for 2010:*

- 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)

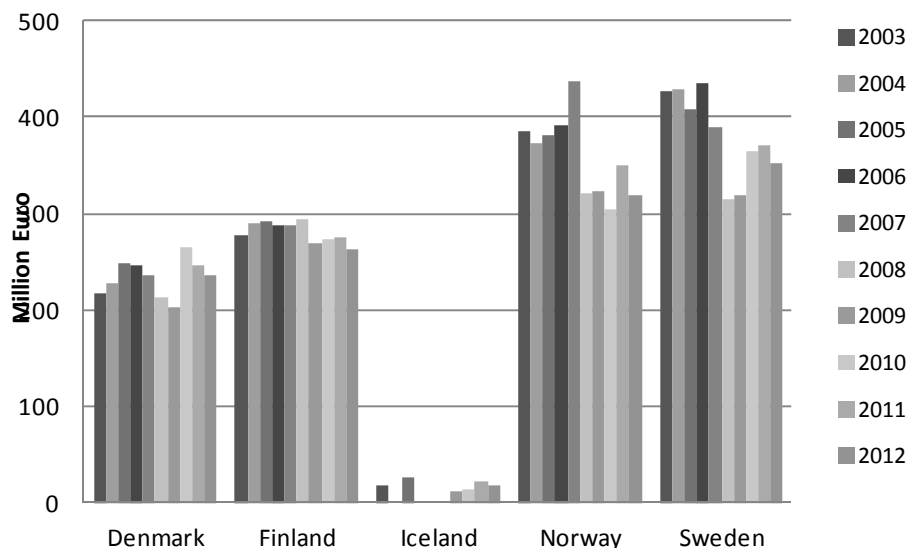
Iceland: Félag íslenskra bókaútgefenda (Icelandic Publishers Association)

Norway: Den norske Forleggerforening (The Norwegian Publishers Association)

Sweden: Svenska Förläggareföreningen (The Swedish Publishers Association)

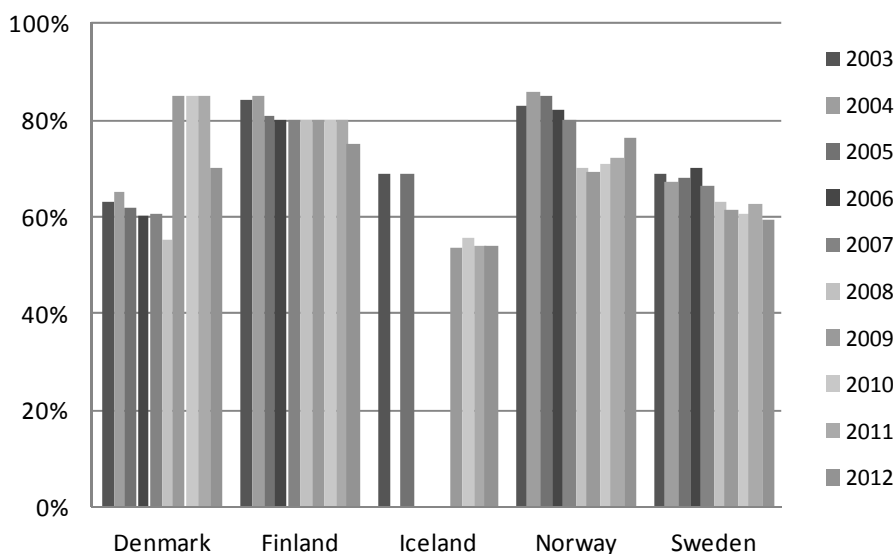
Föreningen Svenska Läromedel (The Swedish Association of Educational Publishers)

**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. 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. In 2012 the Norwegian Crown fell by almost 6 percent, the Swedish Crown increased by more than 4 percent.

**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 and forward are Bogbarometrets share of total market and the figures include non-members.

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

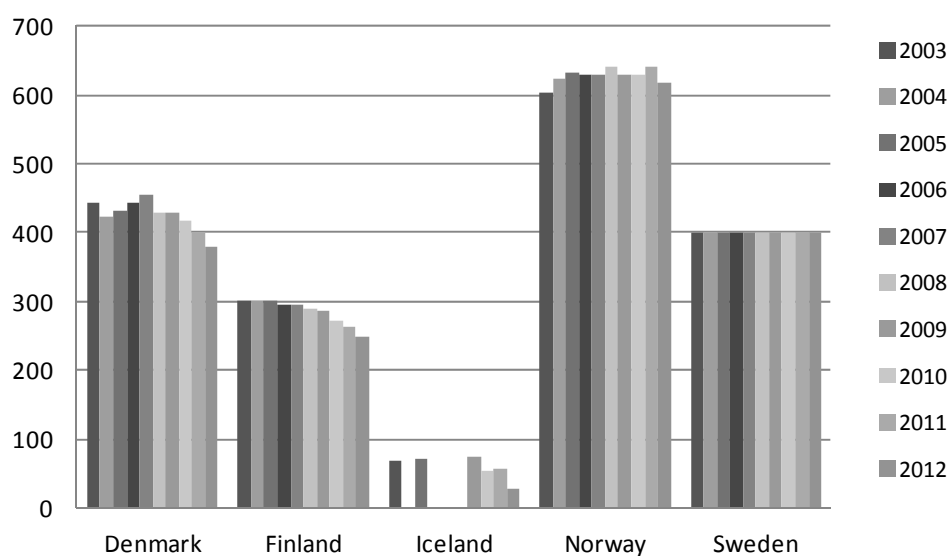
## 6. Bookstores

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 increasing. The latest figures based on interviews with 1,200 people show that 17 percent bought their latest book on the internet in 2011. In 2010 the share was 15 percent and in 2009 12 percent. The largest internet book store as concerns Danish books is saxo.dk.

#### **2. E-books and digital audio books**

The digital market is slowly increasing and to some extent driven by public money, i.e. the governments digital agenda for schools and the library audio book- and e-lending schemes that especially in 2012 boosted e-book sales. In 2012 the digital market share of the publishers' turnover was just below 5 %. Denmark has seen its first subscription models for both audio- and e-books.

### **FINLAND**

#### **1. Internet sales**

We know, that In 2012 sales of books through internet (internet bookstores, internet-sales of traditional bookstores and publishers direct sales through internet) was 7 % of the total book sales in consumer prices and 18 % of book sales through bookstores (internet bookstores and traditional bookstores together). These sales do not contain sales to libraries and sales of schoolbooks to comprehensive school (18 % of total book sales), which are made the way like internet sales but are based on competitive bidding and year agreement. We do not know the sales of foreign bookstores (for instance Amazon) to Finland. The share of Sales through internet is growing slowly.

#### **2. E-books and digital audio books**

Value of audio book sales is 0.4 percent of publishers' total sales and 6 percent of all digital products. The value is growing varyingly. Sales of digital audio books are just starting.

Sales of digital products are 7 percent of publishers' total sales and growing slowly. 80 percent of sales of digital products are online-products. Just over 20 percent of sales of digital products are for studying and 80 percent is general nonfiction.

### **ICELAND**

#### **1. Internet sales**

We have three main internet bookstores in Iceland; the university bookstore, boksala.is, an independent bookstore, eymondsson.is and the bookstore of our biggest publishing house, forlagid.is. These three stores all offer a wide range of old and new books from all Icelandic publishers as well as e-books and imported books. Then there are several smaller internet bookstores with a more restricted range. These online stores serve a great role in supplying information on Icelandic books to readers. We do not have exact facts on sale figures at the internet stores but the sale is always increasing and we estimate it's about 1-2% of the Icelandic book publishing market.

## **2. E-books and digital audio books**

The market in Iceland for digital audio books is facing difficulties, one of the reasons is the fact that too many people seem to have access to the Audio library that at first was only meant for blind people. The Audio library gives an outstanding service, you can simply download all the books you want and then keep them forever. In a small country like Iceland, it almost seems to be easier to borrow somebody's access to the Audio library than to buy a download or MP3 at a bookstore. There are two main publishing houses for audio books in Iceland and their market share is about 0.9% of the Icelandic book publishing market, physical CD's / MP3 included.

In Iceland, e-book publishing started in 2011. Today, two years later, there are around 3-400 Icelandic E-books on the market and new books are more often arriving at the same time in paper as in a digital version. We might be expecting the total amount of available titles to double within a year. There is no E-book lending program at the moment in the libraries, but talks about solutions for textbooks have started. Sale figures are picking up but are still well below 1% of the Icelandic book publishing market.

## **NORWAY**

### **1. Internet sales**

The Norwegian booksellers do not report internet sales separately. According to a June 2013 survey through an independent market research firm on behalf of the Booksellers Association, 16 % reported that they bought their last book on the internet. This is down from 17 % in 2012, but higher than all previous years. 30 % expect to make most of their purchases on the internet in future. This figure is also down from 2012's 32 %, but higher than all years in the past. This survey is conducted on a regular basis, and is available at [Bokhandlerforeningen.no](http://Bokhandlerforeningen.no) under the category "Statistikk", subcategory "Bokundersøkelser".

### **2.1. E-books**

The sale of e-books account for approximately 1,5 % of total sales, school books and academic books excluded. Although their economic significance currently is small, this is rapidly changing, as the sales have more than quadrupled from August 2012 to August 2013. The supply has increased tremendously, so the crucial question is whether demand will keep up. The PA has worked out a recommendation of terms for libraries to acquire licenses for lending, which will be used for a trial period until the end of 2015. Each publisher ultimately decides for themselves whether to follow the recommendations, but the model is generally accepted by both publishers and libraries.

### **2.2. Digital learning resources**

The sales of electronic learning resources are not reported separately. The publishers are challenged by the public competitor NDLA (Norwegian Digital Learning Arena), which has received state funding as well as a large cut (20 % last year) of the counties' budgets for school books. Two counties, Oslo and Akershus, have opted out of NDLA.

### **2.3. Audio books**

Sales of audio books in physical format and for download have decreased steadily from 2008. These numbers are not reported separately, so we cannot say for sure whether the physical formats account for the entire decrease or even more.



## 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 more than 40 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 close to 50 percent.

### 2. E-books and digital audio books

So far, the market is limited. Digital audio books (MP 3 books) account for about 20 percent of total audio book sales. The e-book market in general publishing is so far mainly a library market. The turnover in 2012 was less than one percent of total sales. However, the number of published e-books grew to more than 20 percent of all new published titles in 2012 and is expected to continue to grow. As of today about 3 percent of total book sales are digital.

## 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 %	7 %	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 1<sup>st</sup> 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
<b>Demografi m.v.</b>						
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	<b>Titelantal (i stk)</b>					
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	<b>Forlagsbranche</b>					
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	<b>Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva</b>					
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	<b>Medl.forlagsomsättning ex. mva og antal solgte eks.</b>					
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	<b>Medlemsforlagenes omsättning fordelt på salgskanaler</b>					
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	<b>Medlemsforlagenes omsättning fordelt på boggrupper</b>					
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
<b>Demografi m.v.</b>					
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	<b>Titelantal (i stk)</b>				
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	<b>Forlagsbranche</b>				
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	<b>Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva</b>				
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	<b>Medl.forlagsomsättning ex. mva og antal solgte eks.</b>				
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	<b>Medlemsforlagenes omsättning fordelt på salgskanaler</b>				
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	<b>Medlemsforlagenes omsättning fordelt på boggrupper</b>				
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	Børne- 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
<b>Demografi m.v.</b>					
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 f.t. €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%
<b>08 Titelantal (i stk)</b>					
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
<b>14 Forlagsbranche</b>					
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
<b>18 Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva</b>					
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**

<b>22 Medl.forlagsomsättning ex. mva og antal solgte eks.</b>					
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 gjennomsnittlig pris pr. bog ex. mva.	8,6	10,4	13,0	13,8	8,2
28 Medlemsforlagenes gjennomsnittlig pris pr. bog incl. mva	10,7	11,3	14,8	13,8	8,7
<b>29 Medlemsforlagenes omsättning fordelt på salgskanaler</b>					
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%
<b>38 Medlemsforlagenes omsättning fordelt på boggrupper</b>					
39 Skolebøger (grundskole & gymnasium)	19%	25%	0%	11%	25%
40 Lærebøger (videregående og høyere 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
<b>Demografi m.v.</b>						
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%
<b>Titelantal (i stk)</b>						
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
<b>Forlagsbranche</b>						
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
<b>Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva</b>						
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	<b>Medl.forlagsomsättning ex. mva og antal solgte eks.</b>					
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
<b>Medlemsforlagenes omsättning fordelt på salgskanaler</b>						
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%
<b>Medlemsforlagenes omsättning fordelt på boggrupper</b>						
39	Skolebøger (grundskole & gymnasium)	19%	25%		16%	24%
40	Lärebøger (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	Lydbøker	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
	<b>Demografi m.v.</b>					
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	<b>Titelantal (i stk)</b>					
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	<b>Forlagsbranche</b>					
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 organiseret i bransjeforening	58	103		73	86
18	<b>Totalmarked for bøker, konsumentverdi, millioner nasjonal valuta ex. mva</b>					
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	<b>Medl.forlagsomsättning ex. mva og antal solgte eks.</b>					
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 gennemsnitlig pris pr. bog ex. mva.	9,6	10,7		15,5	7,3
28	Medlemsforlagenes gennemsnitlig pris pr. bog incl. mva	11,9	11,6		15,5	7,8
29	<b>Medlemsforlagenes omsättning fordelt på salgskanaler</b>					
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 forbruger inkl. postordre	16%	23%		0%	22%
35	Salg i alt hjemmemarked	99%	100%		100%	98%
36	Eksport i alt	1%	0%		0%	3%
37	<b>Totalt</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>
38	<b>Medlemsforlagenes omsättning fordelt på boggrupper</b>					
39	Skolebøger (grundskole & gymnasium)	19%	25%		25%	26%
40	Lärebøger (videregående og højere 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	Børne- 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	<b>Totalt</b>	<b>100%</b>	<b>100%</b>		<b>100%</b>	<b>100%</b>

**Part 1: Total market**

		Denmark	Finland	Iceland	Norway	Sweden
	<b>Demographics</b>					
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	<b>Number of Titles</b>					
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	<b>Book Industry</b>					
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	<b>Total market for books, consumer prices, local currency in millions excl VAT</b>					
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	<b>Member publishers sales excl VAT and number of sold copies</b>					
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	<b>Member publishers sales per sales channel</b>					
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	<b>Member publishers sales per category</b>					
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%



<b>Nordic Book Statistics</b>					År:	2009			
<b>Part 1: Total market</b>					Denmark	Finland	Iceland	Norway	Sweden
<b>Demographics</b>									
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%			
<b>Number of Titles</b>									
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			
<b>Book Industry</b>									
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			
<b>Total market for books, consumer prices, local currency in millions excl VAT</b>									
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			
<b>Part 2: Member publishers</b>									
<b>Member publishers sales excl VAT and number of sold copies</b>									
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			
<b>Member publishers sales per sales channel</b>									
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%			
<b>Member publishers sales per category</b>									
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%			



<b>Nordic Book Statistics</b>					År:	2010			
<b>Part 1: Total market</b>					Denmark	Finland	Iceland	Norway	Sweden
<b>Demographics</b>									
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%			
<b>Number of Titles</b>									
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			
<b>Book Industry</b>									
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			
<b>Total market for books, consumer prices, local currency in millions excl VAT</b>									
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			
<b>Part 2: Member publishers</b>									
<b>Member publishers sales excl VAT and number of sold copies</b>									
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			
<b>Member publishers sales per sales channel</b>									
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%			
<b>Member publishers sales per category</b>									
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%			

<b>Nordic Book Statistics</b>					År:	2011			
<b>Part 1: Total market</b>					Denmark	Finland	Iceland	Norway	Sweden
<b>Demographics</b>									
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%			
<b>Number of Titles</b>									
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			
<b>Book Industry</b>									
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			
<b>Total market for books, consumer prices, local currency in millions excl VAT</b>									
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			
<b>Part 2: Member publishers</b>									
<b>Member publishers sales excl VAT and number of sold copies</b>									
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			
<b>Member publishers sales per sales channel</b>									
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%			
<b>Member publishers sales per category</b>									
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%			

Nordic Book Statistics					År:	2012			
Part 1: Total market					Denmark	Finland	Iceland	Norway	Sweden
<b>Demographics</b>									
01	Number of inhabitants	5,60	5,40	0,32	5,05	9,55			
02	Number of bookstores	379	249	28	618	400			
03	Other retailers (estimate)	2 200	2500	124	1 300	5 000			
04	Local currency in euros	0,130	1,000	0,006	0,128	0,117			
05	Bogprisändring efter förbrukerprisindex	-	0	4%	1%	0%			
06	Value Added Tax, general	25,0 %	23%	26%	25%	25%			
07	Value Added Tax, books	25,0 %	9%	7%	0%	6%			
<b>Number of Titles</b>									
09	Total number och titles published per year	12 423	11 404	1 214	7 428	12 491			
10	Active catalogue (number titles commercially available)	-	72 000	1 007,0	44 826	0,0			
11	Number of published titles (minimum 48 pages)	9 619	8 457	1 129	7 428	10 648			
12	- whereof original editions, %	64%	84%	0%	0%	0%			
13	Number of titles per inhabitant (minimum 48 pages)	1,7	1,8	3,5	1,5	1,1			
<b>Book Industry</b>									
15	Number of employees in the book industry (expressed as full-time)	-	1 300	145	1 600	0			
16	Total number of publishers (estimate)	950	250	100	300	250			
17	- whereof members of the publishers association	56	129	39	90	74			
<b>Total market for books, consumer prices, local currency in millions excl VAT</b>									
19	Total market excl VAT	409	501	46	705	784			
20	Total market per inhabitant excl VAT	73	93	142	140	82			
21	Total market per inhabitant incl VAT	91	546	152	140	87			
<b>Part 2: Member publishers</b>									
<b>Member publishers sales excl VAT and number of sold copies</b>									
23	Member publishers share of total market	70%	75%	54%	76%	59%			
24	Publishers total gross sales excl VAT (estimate in consumer prices)	287	368	25	538	465			
25	Publishers net sales excl VAT	235	263	17	319	352			
26	Publishers total number of sold copies, in million copies	22,7	22,8	2,0	24	42,2			
27	Publishers average price per copy excl VAT	10,3	12,1	8,4	13,2	8,4			
28	Publishers average price per copy incl VAT	12,9	13,2	9,0	13,2	8,9			
<b>Member publishers sales per sales channel</b>									
30	Bookstores	52%	33%	0%	56%	33%			
31	Wholesalers, department stores and other retailers	13%	43%	0%	24%	40%			
32	Book clubs (sales to book clubs)	-	2%	0%	1%	5%			
33	Other retailers	0%	0%	0%	0%	0%			
34	Direct sales incl from bookclubs, mail-order etc	34%	22%	0%	17%	19%			
35	Total sales in home market	99%	100%	0%	98%	97%			
36	Total export sales	1%	0%	0%	2%	3%			
37	Total	100%	100%	100%	100%	100%			
<b>Member publishers sales per category</b>									
39	Schoolbooks (compulsory and upper secondary school)	20%	28%	17%	19%	32%			
40	Textbooks for university and college	7%	5%	0%	10%	0%			
41	Non-fiction	30%	29%	29%	20%	27%			
42	Fiction	26%	15%	38%	32%	24%			
43	Children's and young adult books	11%	17%	14%	11%	13%			
44	Audio book	5%	0%	1%	2%	4%			
45	Other electronic editions, CD etc	0%	0%	0%	5%	0%			
46	Electronic editions online	0%	6%	1%	0%	1%			
47	Total	100%	100%	100%	100%	100%			