

PUBLISHING STATISTICS 2018

THE SWEDISH PUBLISHERS' ASSOCIATION

Publishing Statistics 2018

CONTENTS

I. Statistical highlights	3
II. Background and Method	5
A. Sales by Sales Channel	6
B. Sales by Category	9
C. Publishing by Title, and Sales by Volume and by Category	13
III. Participating Publishers	22
Glossary	23

I. Statistical highlights

Book sales up by 5% overall

The Swedish Publishers' Association is pleased to present these statistics on publication and sales of general literature by our member businesses in 2018¹. Total sales revenue increased by 5%, but if new members are excluded, the increase in sales revenue was just over 3%.

Bestsellers played a big part

Much of the increase in sales was attributable to high-selling titles by a number of authors, including Lars Kepler, Hans Rosling, Ola Rosling and Anna Rosling Rönnholm, Thomas Erikson, Niklas Natt och Dag, Anders Hansen, and Agnes Våhlund and Elias Våhlund.

Digital sales continue to grow

Digital sales increased markedly in 2018. The shift from print to digital format seen in recent years continues and can be attributed almost exclusively to audiobooks. Overall, digital books now account for 23% of total sales revenue, and print books for 77%. Digital formats generate less revenue for publishers than print editions, so although sales of new releases rose by 15% in volume terms, revenue did not grow to the same extent.

Literary categories

Sales of literary fiction increased across the board, and especially in digital formats. Digital sales of children's and young adult titles likewise increased and were almost double the 2017 figure. Sales of new non-fiction titles, mainly in print format, were also up.

Strongest growth in digital channels

Sales to digital channels rose by 33% in 2018, while sales to the book trade were largely unchanged from 2017. Sales to online book retailers, which consist mainly of print editions, increased by 13%.

Discounting remains an important sales tool for the book industry. As a percentage of total sales, discount sales have remained fairly stable over the past 4–5 years, accounting for 3.7% of the total in 2018, slightly less than the previous year.

The statistics issued by the Swedish Publishers' Association cover the publishing activities of member businesses only. As publishing statistics, the figures relate solely to publications and trade sales to various categories of retailers, but not to retail sales.

¹ Members of the Swedish Publishers' Association account for about 70% of the book publishing industry in financial terms.

About these publishing statistics

Since 1973/74 the Swedish Publishers' Association has produced detailed statistics on the publishing of general literature by its member businesses and sales of these publications to various categories of retailers and direct from publishers to consumers.

As these statistics are confined to general literature and to publishers that are members of the association, they do not provide a complete picture. However, we believe they give a good idea of the overall trends in the Swedish book market over time.

The publishing statistics can be downloaded in PDF format from the Swedish Publishers' Association website at forlaggare.se.

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2018 IN BRIEF	
Overall revenue	
Book sales	+ 5 %
Publishing	
Number of new titles	+ 1,7 %
Copies sold	
New digital copies	+ 15 %
New printed copies	- 1 %
Total, new titles	+ 2,8 %
Total, all titles	+ 10,8 %

II. Background and Method

Since 1973/1974, it has been the practice of the Swedish Publishers' Association to produce detailed statistical reports covering the member publishers' publications and sales. Thus, in this report the Association presents Swedish book market statistics for the 46th consecutive year. For the year 2018, 66 member publishers have contributed complete data sets for the report. These publishers, which are noted in the back of the report, make up 99.9 % of the total invoiced sales for general publishing for all the members. In addition to these member publishers, three publishers who are not members have contributed data for the year 2018.

This market statistics report gives an account of the members' publishing and sales of general literature.

Since the basic data for this report comes only from the members of the Swedish Publishers' Association, new members entering and old members leaving the Association might influence the data somewhat.

The aim of Section I is to highlight some of the more important trends in the data, presented in a more detailed fashion in Section II.

Table/Chart A.1.–C.5. show the totals for the member publishers participating for each year. Any comparisons made between the years in this report, or made by the reader based on the figures herein, should take into account that no weighting of the data is made for publishers joining or leaving the Association over the years. Since 1993 the data refers to calendar years. Before that, figures were accounted for according to the so called bookseller year (i.e. April 1 – March 31).

This report is, of course, not a complete picture of the Swedish book market, and nor is it intended to be. This is partly because the basic data only comes from members of the Association, and partly since it only concerns general publishing. However, we still feel that it gives a good picture of the developments of the Swedish market as a whole over time.

By being a report made up by publishers' data, sales values reported for retail are quoted in publisher's net, while figures reported for direct sales are quoted in consumer prices excluding VAT.

Except where otherwise noted, all monetary amounts are expressed in current prices and excluding VAT.

In some cases, there might be a slight discrepancy between the rounded figures and the total for a certain chart or table. Rounding is used only for graphical presentation. No calculations are made using rounded figures.

Finally, the reader should note that all the data in this report concern net results after any returns. Before 1993, the report also included a separate account of the returns from retailers. This has been discontinued since many publishers no longer differentiate between different kinds of returns, but instead report a slightly lower turnover, i.e. subtracting the returns.

A. Sales by Sales Channel

A.1. Sales by Channel (MSEK)

	Change 2017- 2018	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	73/74
Sales from Publisher (less returns, excl. VAT)																	
Bookstores	0%	478,4	480,1	509,4	562,8	568,4	608,9	603,1	617,4	602,5		663,9	734,5	838,0	759,2	776,2	100,7
Internet retailers	13%	441,1	389,2	356,7	348,7	327,6	329,3	363,4	401,6	351,5		322,8	284,5				
Wholesalers* and department stores	-23%	215,6	279,4	295,4	367,5	377,3	398,4	361,2	506,4	479,9		497,4	551,9	637,7	620,8	544,1	34,6
<i>Total Bookstores, Wholesalers, Internet retailers and Department stores</i>	-1%	1 135,1	1 148,7	1 161,5	1 279,1	1 273,3	1 336,5	1 327,7	1 525,4	1 434,0	1 425,7	1 484,2	1 570,9	1 475,7	1 380,1	1 320,4	135,3
Book clubs	-10%	80,8	90,1	97,9	113,0	121,5	138,1	154,4	175,6	190,4	194,7	206,3	228,6	249,9	254,8	248,4	
Digital retailers**	33%	430,7	322,8	228,7	162,4												
Other retailers	-13%	41,9	48,1	37,1	45,2	125,7	112,8	87,9	77,4	69,4	102,9	117,9	129,4	135,4	117,2	152,7	9,8
Direct Sales to consumers***	21%	41,1	34,0	39,8	51,6	63,0	66,2	80,7	65,8	65,4	62,2	89,5	115,3	99,6	83,9	72,0	22,5
Direct Sales to companies and institutions	1%	122,8	121,4	131,8	115,3	105,6	92,9	104,9	127,1	131,0	139,7	119,1	137,5	118,0	110,5	111,9	12,9
Printed books in Swedish. Foreign language editions	6%	23,0	21,7	33,8	35,2	32,4	37,4	38,6	39,8	49,3	47,9	55,6	58,5	50,0	46,4	52,2	
Total Sales from Publisher	5%	1 875,5	1 786,7	1 730,5	1 801,8	1 721,6	1 784,0	1 794,2	2 011,2	1 939,3	1 973,1	2 072,5	2 240,1	2 128,6	1 992,9	1 957,5	180,5

The 2018 sales figures reflect the addition of several new publishers. Taking this into account, the total increase in sales revenue was around 3%. The volume figures also reflect the corrections made in respect of digital publishing.

The 2017 figures reflect the addition of about ten new publishers. Excluding joining and departing members, the total increase in sales revenue was around 1%.

Owing to a change in purchasing strategies, some sales to department stores in 2012 were instead included in the wholesale or book trade figures.

The 2011 figures reflect the addition of several new publishers.

Sales to Internet retailers were included under 'Bookstores' until the end of 2006.

* Also includes sales to Bibliotekstjänst (library services company).

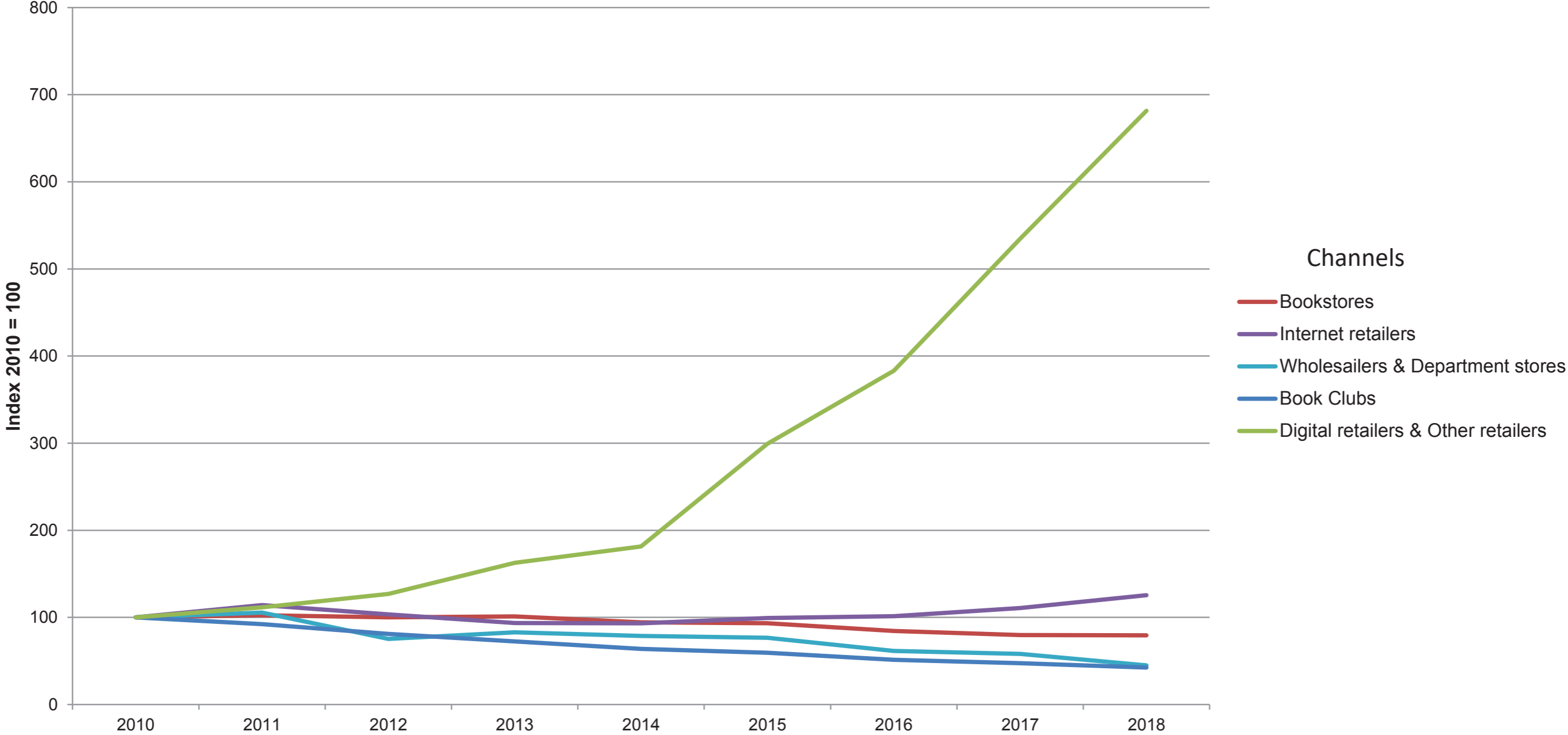
** These sales were previously included under 'Other retailers'.

*** Excludes general book club sales.

A.2. Sales Trends in Current Prices, by Channel

Based on Tabel A.1.

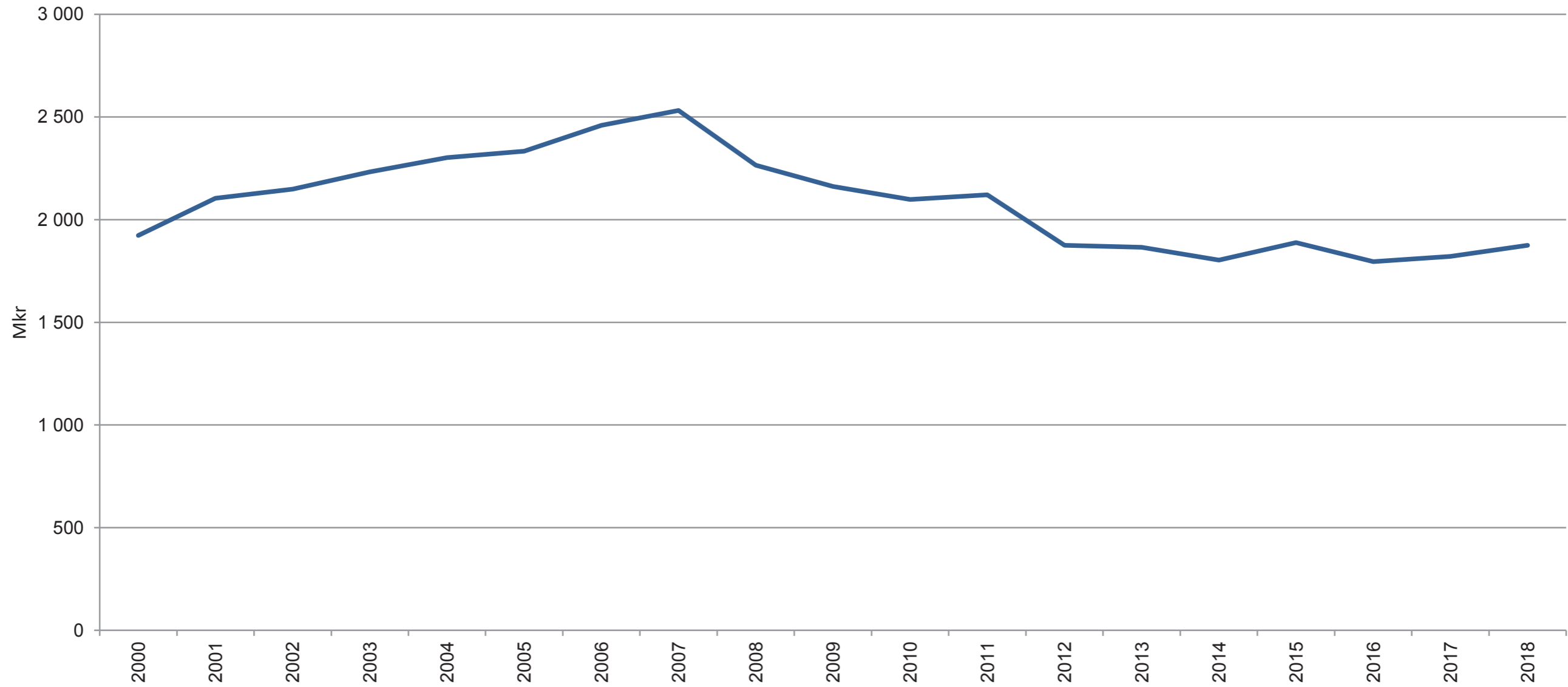
The chart begins with the year 2010 as that is the first year sales are divided into Book stores, Internet retailers and Wholesalers and Department stores.



Sales to Digital retailers used to be included in the category Other retailers. Sales to digital retailers are reported separately as of 2015.

A.3. Invoiced Sales Adjusted for the General Price Trend

Member publishers' invoiced sales excluding VAT, adjusted for the general price trend according to CPI (Consumer Price Index), in the money value of 2018. The chart is based on Table A.1.



B. Sales by Category

B.1. Invoiced Sales, Total and New Titles (MSEK)

MSEK = Million Swedish Crowns. The publishers report net prices for retail sales and consumer prices for direct sales. The totals in this table are not directly comparable with the figures in section A, primarily because some of the publishers have not been able to distribute earnings between different categories.

Fiction	2018		2017		2016		2015		2014		2013		2012		2011		2010	
	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK	New Titles	Total MSEK
Bound and other formats* Swedish	153,3	174,9	175,3	188,5	180,3	198,1	231,7	259,4	228,2	251,6	247,2	267,6	205,7	224,2	274,6	303,1	199,9	231,1
Bound and other formats* Translated	84,0	97,1	126,9	145,3	112,5	123,0	102,6	129,4	96,0	117,8	124,9	154,5	146,0	159,3	91,1	108,6	118,8	132,2
<i>Total Bound and other formats</i>	<i>237,4</i>	<i>272,0</i>	<i>302,2</i>	<i>333,9</i>	<i>292,8</i>	<i>321,1</i>	<i>334,3</i>	<i>388,9</i>	<i>324,3</i>	<i>369,4</i>	<i>372,1</i>	<i>422,1</i>	<i>351,7</i>	<i>383,5</i>	<i>365,7</i>	<i>411,7</i>	<i>318,7</i>	<i>363,3</i>
Paperback, Swedish	59,3	90,3	57,2	87,9	65,3	100,9	74,5	118,3	64,0	113,4	80,9	121,0						
Paperback, Translated	48,6	73,2	49,5	74,8	52,2	79,5	47,4	82,4	47,7	80,3	59,9	95,9						
<i>Total Paperback</i>	<i>108,0</i>	<i>163,6</i>	<i>106,7</i>	<i>162,8</i>	<i>117,5</i>	<i>180,4</i>	<i>122,0</i>	<i>200,8</i>	<i>111,7</i>	<i>193,7</i>	<i>140,7</i>	<i>216,8</i>	<i>143,1</i>	<i>215,0</i>	<i>153,3</i>	<i>231,1</i>	<i>129,9</i>	<i>191,2</i>
Audio books physical, Swedish	7,0	8,4	8,2	10,1	13,3	15,0	20,1	22,3	25,6	28,6	34,9	34,7	37,9	45,2	54,0	64,7	42,5	60,6
Audio books physical, Translated	1,8	2,2	4,1	4,9	3,6	4,5	4,6	6,3	7,2	8,4	13,6	13,5	22,1	22,3	19,3	24,3	22,3	29,5
<i>Total Audio Books physical</i>	<i>8,8</i>	<i>10,6</i>	<i>12,4</i>	<i>14,9</i>	<i>16,9</i>	<i>19,5</i>	<i>24,7</i>	<i>28,6</i>	<i>32,7</i>	<i>37,0</i>	<i>48,4</i>	<i>48,2</i>	<i>60,1</i>	<i>67,5</i>	<i>73,3</i>	<i>88,9</i>	<i>64,8</i>	<i>90,1</i>
Audio books downloadable/streaming, Swedish	60,6	193,9	60,0	155,1	36,9	113,9	28,4	72,8	18,0	42,0	8,1	21,3						
Audio books downloadable/streaming, Translated	30,3	80,4	29,9	51,4	17,1	46,5	10,4	23,9	4,4	10,9	1,8	7,0						
<i>Total Audio Books downloadable/streaming</i>	<i>90,9</i>	<i>274,2</i>	<i>90,0</i>	<i>206,5</i>	<i>54,0</i>	<i>160,3</i>	<i>38,8</i>	<i>96,7</i>	<i>22,4</i>	<i>52,9</i>	<i>9,9</i>	<i>28,3</i>	<i>5,4</i>	<i>17,1</i>	<i>3,5</i>	<i>9,1</i>	<i>4,8</i>	<i>10,3</i>
E-books downloadable/streaming, Swedish	7,4	24,1	7,6	22,7	7,2	21,3	6,4	17,7	4,3	13,8	4,5	12,7						
E-books downloadable/streaming, Translated	5,5	15,0	5,4	14,2	3,8	11,2	3,5	10,1	2,6	6,0	2,6	5,9						
<i>Total E-books downloadable/streaming</i>	<i>13,0</i>	<i>39,0</i>	<i>13,0</i>	<i>37,0</i>	<i>11,0</i>	<i>32,4</i>	<i>9,9</i>	<i>27,8</i>	<i>6,8</i>	<i>19,9</i>	<i>7,1</i>	<i>18,5</i>	<i>4,9</i>	<i>12,0</i>	<i>2,1</i>	<i>3,8</i>	<i>0,6</i>	<i>1,3</i>
Total Fiction	458,0	759,4	524,2	755,1	492,3	713,7	529,7	742,8	497,9	673,0	578,2	734,0	565,2	695,1	598,0	744,7	518,8	656,2
Share of total: printed/physical books	345,3	435,5	408,9	496,6	410,4	501,5	456,3	589,6	435,9	563,2	512,9	638,9	494,8	598,5	519,0	642,8	448,6	554,5
Share of total: physical audio books	8,8	10,6	12,4	14,9	16,9	19,5	24,7	28,6	32,7	37,0	48,4	48,2	60,1	67,5	73,3	88,9	64,8	90,1
Share of total: downloadable- /streaming audio books	90,9	274,2	90,0	206,5	54,0	160,3	38,8	96,7	22,4	52,9	9,9	28,3	5,4	17,1	3,5	9,1	4,8	10,3
Share of total: downloadable- /streaming e-books	13,0	39,0	13,0	37,0	11,0	32,4	9,9	27,8	6,8	19,9	7,1	18,5	4,9	12,0	2,1	3,8	0,6	1,3

* Printed, bound paper book in all formats except paperback.

B.1. Invoiced Sales, Total and New Titles (MSEK) (cont.)

Children's and Young Adult Books	2018		2017		2016		2015		2014		2013		2012		2011		2010	
	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK	New Titles MSEK	Total MSEK
Bound and other formats* Swedish	131,2	251,0	125,9	245,0	119,0	222,7	116,9	242,0	127,5	239,6	116,7	230,5	124,9	222,5	110,8	215,8	115,7	214,9
Bound and other formats* Translated	29,2	77,9	54,9	97,5	67,2	110,3	57,2	98,2	43,4	85,4	46,2	84,1	52,9	88,8	58,4	108,3	71,2	119,3
<i>Total Bound and other formats</i>	<i>160,4</i>	<i>328,9</i>	<i>180,9</i>	<i>342,4</i>	<i>186,2</i>	<i>333,0</i>	<i>174,1</i>	<i>340,2</i>	<i>170,9</i>	<i>324,9</i>	<i>162,9</i>	<i>314,7</i>	<i>177,7</i>	<i>311,4</i>	<i>169,3</i>	<i>324,1</i>	<i>186,9</i>	<i>334,2</i>
Paperback, Swedish	1,0	3,8	0,8	3,7	0,9	3,6	1,7	5,4	2,3	4,6	1,2	4,5						
Paperback, Swedish	1,8	4,0	1,8	3,9	1,4	3,3	1,1	4,0	1,5	5,7	1,7	4,7						
<i>Total Paperback</i>	<i>2,8</i>	<i>7,8</i>	<i>2,6</i>	<i>7,6</i>	<i>2,2</i>	<i>6,9</i>	<i>2,8</i>	<i>9,4</i>	<i>3,8</i>	<i>10,3</i>	<i>2,9</i>	<i>9,2</i>	<i>6,2</i>	<i>15,6</i>	<i>5,0</i>	<i>12,6</i>	<i>6,7</i>	<i>14,9</i>
Audio books physical, Swedish	0,3	1,5	0,5	2,3	0,5	2,6	1,1	3,6	0,6	4,0	0,9	5,8	2,1	6,6	2,9	6,7	3,2	8,5
Audio books physical, Translated	0,0	0,1	0,0	0,1	0,0	0,2	0,1	0,3	0,0	0,4	0,2	0,5	1,0	1,7	0,1	1,2	0,7	3,3
<i>Total Audio Books physical</i>	<i>0,3</i>	<i>1,5</i>	<i>0,5</i>	<i>2,4</i>	<i>0,5</i>	<i>2,7</i>	<i>1,2</i>	<i>3,9</i>	<i>0,6</i>	<i>4,5</i>	<i>1,1</i>	<i>6,3</i>	<i>3,1</i>	<i>8,3</i>	<i>3,0</i>	<i>7,9</i>	<i>3,9</i>	<i>11,8</i>
Audio books downloadable/streaming, Swedish	13,1	47,1	5,7	23,9	2,1	9,4	1,1	6,9	0,8	2,4	0,1	0,8						
Audio books downloadable/streaming, Translated	0,9	6,7	1,2	3,2	1,2	3,5	1,4	3,5	0,5	1,6	0,1	0,3						
<i>Total Audio Books downloadable/streaming</i>	<i>14,0</i>	<i>53,8</i>	<i>6,8</i>	<i>27,1</i>	<i>3,2</i>	<i>12,9</i>	<i>2,5</i>	<i>10,4</i>	<i>1,3</i>	<i>4,0</i>	<i>0,2</i>	<i>1,1</i>	<i>0,1</i>	<i>0,5</i>	<i>0,0</i>	<i>0,2</i>	<i>0</i>	<i>0,1</i>
E-books downloadable/streaming, Swedish	1,0	7,1	1,4	5,7	0,5	3,5	0,4	2,7	0,2	2,0	0,2	1,3						
E-books downloadable/streaming, Translated	0,1	1,2	0,4	1,5	0,3	1,0	0,2	0,8	0,1	0,6	0,1	0,3						
<i>Total E-books downloadable/streaming</i>	<i>1,1</i>	<i>8,3</i>	<i>1,7</i>	<i>7,2</i>	<i>0,8</i>	<i>4,5</i>	<i>0,6</i>	<i>3,5</i>	<i>0,3</i>	<i>2,6</i>	<i>0,3</i>	<i>1,6</i>	<i>0,1</i>	<i>0,1</i>	<i>0,1</i>	<i>0,2</i>	<i>0</i>	<i>0,1</i>
Total Children's and Young Adult Books	178,5	400,3	192,5	386,7	193,0	359,9	181,1	367,4	176,8	346,3	167,4	332,9	187,2	335,9	177,4	344,9	197,5	361,1
Share of total: printed/physical books	163,1	336,7	183,5	350,0	188,4	339,8	176,9	349,6	174,6	335,2	165,8	323,9	183,9	327,0	174,3	336,7	193,6	349,1
Share of total: physical audio books	0,3	1,5	0,5	2,4	0,5	2,7	1,2	3,9	0,6	4,5	1,1	6,3	3,1	8,3	3,0	7,9	3,9	11,8
Share of total: downloadable- /streaming audio books	14,0	53,8	6,8	27,1	3,2	12,9	2,5	10,4	1,3	4,0	0,2	1,1	0,1	0,5	0,0	0,2	0,0	0,1
Share of total: downloadable- /streaming e-books	1,1	8,3	1,7	7,2	0,8	4,5	0,6	3,5	0,3	2,6	0,3	1,6	0,1	0,1	0,1	0,2	0,0	0,1

* Printed, bound paper book in all formats except paperback.

B.1. Invoiced Sales, Total and New Titles (MSEK) (cont.)

Non-fiction	2018		2017		2016		2015		2014		2013		2012		2011		2010	
	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total	New Titles	Total
	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK	MSEK
Bound and other formats* Swedish	309,5	512,4	243,2	454,3	273,7	480,6	278,8	467,6	314,2	531,8	320,0	515,8	355,8	556,4	418,7	681,4	399,7	685,2
Bound and other formats* Translated	57,6	93,1	44,1	80,4	49,7	78,4	61,7	107,1	40,9	67,5	52,0	88,0	76,3	105,2	92,3	141,4	79,0	132,9
<i>Total Bound and other formats</i>	<i>367,2</i>	<i>605,5</i>	<i>287,3</i>	<i>534,7</i>	<i>323,4</i>	<i>559,0</i>	<i>340,5</i>	<i>574,7</i>	<i>355,1</i>	<i>599,3</i>	<i>372,0</i>	<i>603,8</i>	<i>432,0</i>	<i>661,5</i>	<i>511,0</i>	<i>822,8</i>	<i>478,7</i>	<i>818,1</i>
Paperback, Swedish	17,8	31,4	16,5	28,2	9,7	20,7	8,1	21,0	10,4	21,1	16,7	26,9						
Paperback, Swedish	2,4	7,2	5,0	11,4	3,7	10,1	4,7	8,6	3,7	6,4	4,6	8,5						
<i>Total Paperback</i>	<i>20,2</i>	<i>38,6</i>	<i>21,5</i>	<i>39,6</i>	<i>13,4</i>	<i>30,8</i>	<i>12,8</i>	<i>29,6</i>	<i>14,1</i>	<i>27,5</i>	<i>21,3</i>	<i>35,3</i>	<i>20,4</i>	<i>35,6</i>	<i>24,3</i>	<i>39,7</i>	<i>24,8</i>	<i>46,4</i>
Audio books physical, Swedish	1,3	1,6	0,4	0,7	1,2	1,4	1,7	2,0	1,4	1,7	1,4	1,2	2,7	2,6	10,2	11,2	6,8	9,3
Audio books physical, Translated	0,1	0,1	0,1	0,1	0,1	0,2	0,0	0,0	0,4	0,5	0,1	0,2	0,0	0,0	0,1	0,1	0	0,3
<i>Total Audio Books physical</i>	<i>1,4</i>	<i>1,7</i>	<i>0,4</i>	<i>0,9</i>	<i>1,3</i>	<i>1,6</i>	<i>1,7</i>	<i>1,9</i>	<i>1,8</i>	<i>2,2</i>	<i>1,6</i>	<i>1,3</i>	<i>2,7</i>	<i>2,6</i>	<i>10,3</i>	<i>11,4</i>	<i>6,8</i>	<i>9,6</i>
Audio books downloadable/streaming, Swedish	16,1	40,4	13,1	33,7	5,0	12,3	2,6	9,3	1,3	4,2	0,1	2,1						
Audio books downloadable/streaming, Translated	1,6	5,1	0,4	3,7	1,0	3,2	0,1	1,7	0,1	0,8	0,1	0,2						
<i>Total Audio Books downloadable/streaming</i>	<i>17,7</i>	<i>45,5</i>	<i>13,5</i>	<i>37,4</i>	<i>6,0</i>	<i>15,4</i>	<i>2,7</i>	<i>11,0</i>	<i>1,4</i>	<i>5,0</i>	<i>0,2</i>	<i>2,4</i>	<i>0,3</i>	<i>2,3</i>	<i>0,6</i>	<i>1,5</i>	<i>0</i>	<i>0,8</i>
E-books downloadable/streaming, Swedish	3,7	10,7	1,6	6,4	1,1	5,0	6,6	10,0	6,7	10,8	6,0	8,8						
E-books downloadable/streaming, Translated	0,3	1,4	0,7	2,1	0,3	1,2	0,4	1,1	0,2	0,8	0,5	0,8						
<i>Total E-books downloadable/streaming</i>	<i>4,1</i>	<i>12,1</i>	<i>2,3</i>	<i>8,5</i>	<i>1,3</i>	<i>6,2</i>	<i>7,0</i>	<i>11,1</i>	<i>6,9</i>	<i>11,6</i>	<i>6,5</i>	<i>9,6</i>	<i>4,0</i>	<i>5,0</i>	<i>2,2</i>	<i>3,3</i>	<i>1,5</i>	<i>1,9</i>
Total Non-fiction	410,5	703,4	325,1	621,1	345,5	613,1	364,8	628,3	379,4	645,6	401,5	652,4	459,4	707,1	548,4	878,7	511,8	876,8
Share of total: printed/physical books	387,4	644,1	308,9	574,3	336,8	589,9	353,4	604,3	369,3	626,7	393,3	639,1	452,4	697,2	535,3	862,5	503,5	864,5
Share of total: physical audio books	1,4	1,7	0,4	0,9	1,3	1,6	1,7	1,9	1,8	2,2	1,6	1,3	2,7	2,6	10,3	11,4	6,8	9,6
Share of total: downloadable- /streaming audio books	17,7	45,5	13,5	37,4	6,0	15,4	2,7	11,0	1,4	5,0	0,2	2,4	0,3	2,3	0,6	1,5	0,0	0,8
Share of total: downloadable- /streaming e-books	4,1	12,1	2,3	8,5	1,3	6,2	7,0	11,1	6,9	11,6	6,5	9,6	4,0	5,0	2,2	3,3	1,5	1,9

* Printed, bound paper book in all formats except paperback.

TOTAL Fiction, Children's and Young Adult and Non-fiction	1 047,0	1 863,2	1 041,8	1 762,9	1 030,7	1 686,7	1 075,6	1 738,5	1 054,1	1 664,9	1 147,1	1 719,3	1 211,8	1 738,1	1 323,8	1 968,3	1 228,1	1 894,1
Share of total: printed/physical books	895,8	1 416,3	901,3	1 420,9	935,6	1 431,2	986,6	1 543,5	979,8	1 525,2	1 072,0	1 602,0	1 131,1	1 622,7	1 228,6	1 842,1	1 145,7	1 768,1
Share of total: physical audio books	10,5	13,9	13,3	18,2	18,7	23,8	27,7	34,4	35,1	43,7	51,1	55,8	65,9	78,4	86,6	108,2	75,5	111,5
Share of total: downloadable- /streaming audio books	122,6	373,5	110,3	271,1	63,3	188,7	43,9	118,1	25,1	62,0	10,2	31,8	5,8	19,9	4,1	10,7	4,8	11,2
Share of total: downloadable- /streaming e-books	18,1	59,5	17,0	52,7	13,2	43,1	17,5	42,4	14,0	34,1	13,9	29,7	9,0	17,1	4,4	7,3	2,1	3,3

The figures for 2017 are influenced by the inclusion of about ten new members

The figures for 2011 are influenced by the inclusion of several new members.

B.2. Invoiced Sales from Special Discount Sales*
(Publisher's net price excl. VAT)

	MSEK	Change %	Share of total sales. %
1973/74	16,2		6,7
1974/75	19,2	19	6,4
1975/76	21,7	13	6,0
1976/77	25,8	19	5,9
1977/78	36,6	42	7,2
1978/79	40,8	11	7,0
1979/80	44,6	9	6,9
1980/81	44,3	-1	6,8
1981/82	64,6	46	9,4
1982/83	65,8	2	8,9
1983/84	72,0	9	9,1
1984/85	80,9	12	8,6
1985/86	74,7	-8	7,2
1986/87	62,8	-16	5,4
1987/88	61,1	-3	4,9
1988/89	66,2	8	5,0
1989/90	80,9	22	5,5
1990/91	88,8	10	6,0
1991/92	97,0	9	6,2
1992/93	105,5	9	6,7
1993	96,5	-9	6,0
1994	130,1	35	7,7
1995	140,9	8	8,2
1996	117,5	-17	7,0
1997	115,3	-2	6,5
1998	129,5	12	7,3
1999	151,1	17	8,2
2000	132,4	-12	7,4
2001	167,7	27	8,6
2002	182,7	9	8,6
2003	202,3	11	8,5
2004	201,9	0	8,6
2005	180,6	-11	7,6
2006	182,5	1	7,2
2007	167,4	-8	6,5
2008	131,7	-21	5,7
2009	107,0	-19	4,8
2010	91,2	-15	4,8
2011	92,0	1	4,7
2012	91,1	-1	5,2
2013	84,1	-8	4,9
2014	87,0	3	5,2
2015	82,7	-5	4,8
2016	75,6	-9	4,5
2017	68,1	-10	3,9
2018	68,3	0	3,7

The major part of the members' reported sales for the special saleconcern stocks that are actually delivered to the book stores thefollowing year

*Temporary cut-price sales occurring once a year during a couple weeks starting at the end of Februari.

In the 1930's the book trade in Sweden agreed on a date to start the temporary cut-price sales for the fist time.

C. Publishing by Title, and Sales by Volume and by Category

C.1. New Titles and New Editions, and Copies Sold

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	73/74
Total New Titles and New Editions*	7 452 1,7%	7 326 23,3%	5 941 11,3%	5 336 7,6%	4 957 4,6%	4 737 -4,6%	4 965 23,8%	4 010 -1,6%	4 074 -5,3%	4 301 -4,3%	4 494 -5,0%	4 730 13,2%	4 178 -3,9%	4 347 3,0%	4 219 4,7%	4 030 15,9%	3 476 5,2%	3 303 -7,9%	3 588 -1,2%	1 893
Number of Copies Sold in thousands	19 812 2,8%	19 281 12,4%	17 157 -1,2%	17 358 5,4%	16 474 -13,6%	19 071 -3,9%	19 854 -6,5%	21 240 -0,5%	21 347 5,5%	20 238 -11,7%	22 920 -17,7%	27 845 22,5%	22 730 3,9%	21 886 -0,1%	21 915 -1,4%	22 232 15,9%	19 184 7,6%	17 831 0,8%	17 682 18,6%	12 589
Number of Copies Sold per Title in thousands	2,7 1,0%	2,6 -8,9%	2,9 -11,2%	3,3 -2,1%	3,3 -17,5%	4,0 0,7%	4,0 -24,5%	5,3 1,1%	5,2 11,4%	4,7 -7,7%	5,1 -13,4%	5,9 8,2%	5,4 8,1%	5,0 -3,1%	5,2 -5,8%	5,5 0,0%	5,5 2,2%	5,4 9,5%	4,9 20,1%	6,7

The figures for 2017 are influenced by the inclusion of about ten new members..
The figures for 2003 and 2001 are also influenced by the inclusion of several new members .

* Includes printed books, audio books and digital books with new ISBNs (International Standard Book Numbers). ISBNs are assigned to every never before published book as well as to new editions which have undergone real change, for example new typesetting, new format or revision. Note that the number of printed copies per title refers to arithmetical mean, and should not be confused with the median print-run.

C.2. New Titles and New Editions

Fiction	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Bound and other formats* Swedish	459	430	372	306	401	326	373	304	341	345	379	365	373	379	365	369	391	395
Bound and other formats* Translated	353	308	266	344	248	264	322	272	295	350	429	524	464	475	484	498	445	454
<i>Total Bound and other formats</i>	<i>812</i>	<i>738</i>	<i>638</i>	<i>650</i>	<i>649</i>	<i>590</i>	<i>695</i>	<i>576</i>	<i>636</i>	<i>695</i>	<i>808</i>	<i>889</i>	<i>837</i>	<i>854</i>	<i>849</i>	<i>867</i>	<i>836</i>	<i>849</i>
Paperback, Swedish	247	264	213	222	211	190												
Paperback, Translated	247	218	212	171	169	231												
<i>Total Paperback</i>	<i>494</i>	<i>482</i>	<i>425</i>	<i>393</i>	<i>380</i>	<i>421</i>	<i>437</i>	<i>368</i>	<i>282</i>	<i>309</i>	<i>362</i>	<i>480</i>	<i>396</i>	<i>427</i>	<i>423</i>	<i>415</i>	<i>393</i>	<i>338</i>
Audio books physical, Swedish	117	79	83	119	97	110	100	124	92	109	167	164	140	92	85	43	30	
Audio books physical, Translated	38	38	32	42	35	62	70	52	54	74	91	75	65	52	41	32	31	
<i>Total Audio Books physical</i>	<i>155</i>	<i>117</i>	<i>115</i>	<i>161</i>	<i>132</i>	<i>172</i>	<i>170</i>	<i>176</i>	<i>146</i>	<i>183</i>	<i>258</i>	<i>239</i>	<i>205</i>	<i>144</i>	<i>126</i>	<i>75</i>	<i>61</i>	
Audio books downloadable/streaming, Swedish	478	420	260	136	151	153												
Audio books downloadable/streaming, Translated	319	299	227	116	67	48												
<i>Total Audio Books downloadable/streaming</i>	<i>797</i>	<i>719</i>	<i>487</i>	<i>252</i>	<i>218</i>	<i>201</i>	<i>171</i>	<i>104</i>	<i>170</i>									
E-books downloadable/streaming, Swedish	423	733	591	836	371	507												
E-books downloadable/streaming, Translated	306	302	357	319	236	228												
<i>Total E-books downloadable/streaming</i>	<i>729</i>	<i>1 035</i>	<i>948</i>	<i>1 155</i>	<i>607</i>	<i>735</i>	<i>974</i>	<i>292</i>	<i>193</i>									
Total Fiction	2 987	3 091	2 613	2 611	1 986	2 119	2 447	1 516	1 427	1 187	1 428	1 608	1 438	1 425	1 398	1 357	1 290	1 187
Share of total: printed/physical books	1 306	1 220	1 063	1 043	1 029	1 011	1 132	944	918	1 004	1 170	1 369	1 233	1 281	1 272	1 282	1 229	1 187
Share of total: physical audio books	155	117	115	161	132	172	170	176	146	183	258	239	205	144	126	75	61	
Share of total: downloadable- /streaming audio books	797	719	487	252	218	201	171	104	170									
Share of total: downloadable- /streaming e-books	729	1 035	948	1 155	607	735	974	292	193									

* Printed, bound paper book in all formats except paperback.

C.2. New Titles and New Editions (cont.)

Children's and Young Adult Books	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Bound and other formats* Swedish	616	527	495	441	468	498	503	457	435	426	418	483	416	386	519	461	441	435
Bound and other formats* Translated	287	349	342	282	280	270	334	296	414	505	510	542	569	633	587	648	305	372
<i>Total Bound and other formats</i>	<i>903</i>	<i>876</i>	<i>837</i>	<i>723</i>	<i>748</i>	<i>768</i>	<i>837</i>	<i>753</i>	<i>849</i>	<i>931</i>	<i>928</i>	<i>1 025</i>	<i>985</i>	<i>1 019</i>	<i>1 106</i>	<i>1 109</i>	<i>746</i>	<i>807</i>
Paperback, Swedish	30	20	14	14	31	27												
Paperback, Translated	38	23	19	11	12	19												
<i>Total Paperback</i>	<i>68</i>	<i>43</i>	<i>33</i>	<i>25</i>	<i>43</i>	<i>46</i>	<i>50</i>	<i>51</i>	<i>43</i>	<i>67</i>	<i>78</i>	<i>119</i>	<i>96</i>	<i>83</i>	<i>72</i>	<i>43</i>	<i>35</i>	<i>30</i>
Audio books physical, Swedish	30	30	11	15	12	15	32	49	27	55	49	58	32	20	14	22	10	
Audio books physical, Translated	6	0	0	1	2	3	4	1	6	18	14	16	8	7	22	2	1	
<i>Total Audio Books physical</i>	<i>36</i>	<i>30</i>	<i>11</i>	<i>16</i>	<i>14</i>	<i>18</i>	<i>36</i>	<i>50</i>	<i>33</i>	<i>73</i>	<i>63</i>	<i>74</i>	<i>40</i>	<i>27</i>	<i>36</i>	<i>24</i>	<i>11</i>	
Audio books downloadable/streaming, Swedish	273	388	159	69	134	27												
Audio books downloadable/streaming, Translated	52	41	70	33	17	5												
<i>Total Audio Books downloadable/streaming</i>	<i>325</i>	<i>429</i>	<i>229</i>	<i>102</i>	<i>151</i>	<i>32</i>	<i>13</i>	<i>10</i>	<i>8</i>									
E-books downloadable/streaming, Swedish	393	549	488	238	358	168												
E-books downloadable/streaming, Translated	86	77	148	42	44	32												
<i>Total E-books downloadable/streaming</i>	<i>479</i>	<i>626</i>	<i>636</i>	<i>280</i>	<i>402</i>	<i>200</i>	<i>30</i>	<i>105</i>	<i>48</i>									
Total Children's and Young Adult Books	1 811	2 004	1 746	1 146	1 358	1 064	966	969	981	1 071	1 069	1 218	1 121	1 129	1 214	1 176	792	837
Share of total: printed/physical books	971	919	870	748	791	814	887	804	892	998	1 006	1 144	1 081	1 102	1 178	1 152	781	837
Share of total: physical audio books	36	30	11	16	14	18	36	50	33	73	63	74	40	27	36	24	11	
Share of total: downloadable- /streaming audio books	325	429	229	102	151	32	13	10	8									
Share of total: downloadable- /streaming e-books	479	626	636	280	402	200	30	105	48									

* Printed, bound paper book in all formats except paperback.

C.2. New Titles and New Editions (cont.)

Non-fiction	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Bound and other formats* Swedish	931	938	869	848	983	903	1 026	949	956	1 054	1 055	1 065	996	1 035	1 043	981	940	928
Bound and other formats* Translated	249	202	222	234	174	170	258	318	300	349	482	477	471	622	463	428	390	312
<i>Total Bound and other formats</i>	<i>1 180</i>	<i>1 140</i>	<i>1 091</i>	<i>1 082</i>	<i>1 157</i>	<i>1 073</i>	<i>1 284</i>	<i>1 267</i>	<i>1 256</i>	<i>1 403</i>	<i>1 537</i>	<i>1 542</i>	<i>1 467</i>	<i>1 657</i>	<i>1 506</i>	<i>1 409</i>	<i>1 330</i>	<i>1 240</i>
Paperback, Swedish	109	99	81	70	76	89												
Paperback, Translated	28	41	43	42	37	29												
<i>Total Paperback</i>	<i>137</i>	<i>140</i>	<i>124</i>	<i>112</i>	<i>113</i>	<i>118</i>	<i>108</i>	<i>117</i>	<i>129</i>	<i>132</i>	<i>152</i>	<i>119</i>	<i>133</i>	<i>117</i>	<i>95</i>	<i>78</i>	<i>54</i>	<i>39</i>
Audio books physical, Swedish	33	33	19	15	15	6	22	29	33	24	29	31	15	17	5	10	10	
Audio books physical, Translated	6	6	2	2	2	2	0	1	0	3	4	0	4	2	1	0	0	
<i>Total Audio Books physical**</i>	<i>39</i>	<i>39</i>	<i>21</i>	<i>17</i>	<i>17</i>	<i>8</i>	<i>22</i>	<i>30</i>	<i>33</i>	<i>27</i>	<i>33</i>	<i>31</i>	<i>19</i>	<i>19</i>	<i>6</i>	<i>10</i>	<i>10</i>	
Audio books downloadable/streaming, Swedish	536	396	54	54	29	10												
Audio books downloadable/streaming, Translated	57	18	16	10	35	3												
<i>Total Audio Books downloadable/streaming</i>	<i>593</i>	<i>414</i>	<i>70</i>	<i>64</i>	<i>64</i>	<i>13</i>	<i>11</i>	<i>9</i>	<i>20</i>									
E-books downloadable/streaming, Swedish	612	407	226	260	211	275												
E-books downloadable/streaming, Translated	93	91	50	44	51	67												
<i>Total E-books downloadable/streaming</i>	<i>705</i>	<i>498</i>	<i>276</i>	<i>304</i>	<i>262</i>	<i>342</i>	<i>127</i>	<i>102</i>	<i>228</i>									
Total Non-fiction	2 654	2 231	1 582	1 579	1 613	1 554	1 552	1 525	1 666	1 562	1 722	1 692	1 619	1 793	1 607	1 497	1 394	1 279
Share of total: printed/physical books	1 317	1 280	1 215	1 194	1 270	1 191	1 392	1 384	1 385	1 535	1 689	1 661	1 600	1 774	1 601	1 487	1 384	1 279
Share of total: physical audio books	39	39	21	17	17	8	22	30	33	27	33	31	19	19	6	10	10	
Share of total: downloadable- /streaming audio books	593	414	70	64	64	13	11	9	20									
Share of total: downloadable- /streaming e-books	705	498	276	304	262	342	127	102	228									
* Printed, bound paper book in all formats except paperback.																		
Digital editions not divided into categories																		
Audio books downloadable/streaming										256	218	159						
E-books										225	57	53						
TOTAL Fiction, Children's and Young Adult and Non-fiction	7 452	7 326	5 941	5 336	4 957	4 737	4 965	4 010	4 074	4 301	4 494	4 730	4 178	4 347	4 219	4 030	3 476	3 303
Share of total: printed/physical books	3 594	3 419	3 148	2 985	3 090	3 016	3 411	3 132	3 195	3 537	3 865	4 174	3 914	4 157	4 051	3 921	3 394	3 303
Share of total: physical audio books	230	186	147	194	163	198	228	256	212	283	354	344	264	190	168	109	82	
Share of total: downloadable- /streaming audio books	1 715	1 562	786	418	433	246	195	123	198	256	218	159						
Share of total: downloadable- /streaming e-books	1 913	2 159	1 860	1 739	1 271	1 277	1 131	499	469	225	57	53						
** Includes downloadable books for 2009 and earlier years.																		

C.3. Sales, New Titles

Fiction	Number of Copies Sold, in thousands									Number of Copies Sold per Title, in thousands								
	2018	2017	2016	2015	2014	2013	2012	2011	2010	2018	2017	2016	2015	2014	2013	2012	2011	2010
Bound and other formats* Swedish	1 733	1 955	2 072	2 430	2 455	2 729	2 156	2 985	2 409	3,8	4,5	5,6	7,9	6,1	8,4	5,8	9,8	7,1
Bound and other formats* Translated	1 014	1 473	1 172	1 281	1 036	1 405	1 685	1 022	1 514	2,9	4,8	4,4	3,7	4,2	5,3	5,2	3,8	5,1
<i>Total Bound and other formats</i>	<i>2 747</i>	<i>3 428</i>	<i>3 244</i>	<i>3 711</i>	<i>3 491</i>	<i>4 134</i>	<i>3 841</i>	<i>4 007</i>	<i>3 923</i>	<i>3,4</i>	<i>4,6</i>	<i>5,1</i>	<i>5,7</i>	<i>5,4</i>	<i>7,0</i>	<i>5,5</i>	<i>7,0</i>	<i>6,2</i>
Paperback, Swedish	2 317	2 368	2 733	3 140	2 557	3 393	----	----		9,4	9,0	12,8	14,1	12,1	17,9			
Paperback, Translated	1 988	1 711	2 106	1 839	2 047	2 420	----	----		8,0	7,8	9,9	10,8	12,1	10,5			
<i>Total Paperback</i>	<i>4 305</i>	<i>4 078</i>	<i>4 839</i>	<i>4 979</i>	<i>4 604</i>	<i>5 814</i>	<i>6 221</i>	<i>6 589</i>	<i>5 581</i>	<i>8,7</i>	<i>8,5</i>	<i>11,4</i>	<i>12,7</i>	<i>12,1</i>	<i>13,8</i>	<i>14,2</i>	<i>17,9</i>	<i>19,8</i>
Audio books physical, Swedish	66	70	116	186	225	318	348	472	390	0,6	0,9	1,4	1,6	2,3	2,9	3,5	3,8	4,2
Audio books physical, Translated	18	41	34	45	62	122	192	180	206	0,5	1,1	1,1	1,1	1,8	2,0	2,7	3,5	3,8
<i>Total Audio Books physical**</i>	<i>84</i>	<i>111</i>	<i>150</i>	<i>231</i>	<i>288</i>	<i>440</i>	<i>540</i>	<i>651</i>	<i>596</i>	<i>0,5</i>	<i>0,9</i>	<i>1,3</i>	<i>1,4</i>	<i>2,2</i>	<i>2,6</i>	<i>3,2</i>	<i>3,7</i>	<i>4,1</i>
Audio books downloadable/streaming, Swedish	2 366	2 509	1 038	680	359	130				4,9	6,0	4,0	5,0	2,4	0,8			
Audio books downloadable/streaming, Translated	1 084	1 078	585	221	93	29				3,4	3,6	2,6	1,9	1,4	0,6			
<i>Total Audio Books downloadable/streaming</i>	<i>3 450</i>	<i>3 587</i>	<i>1 623</i>	<i>901</i>	<i>452</i>	<i>159</i>	<i>83</i>	<i>78</i>	<i>64</i>	<i>4,3</i>	<i>5,0</i>	<i>3,3</i>	<i>3,6</i>	<i>2,1</i>	<i>0,8</i>	<i>0,5</i>	<i>0,7</i>	<i>0,4</i>
E-books downloadable/streaming, Swedish	217	207	168	160	129	207				0,5	0,3	0,3	0,2	0,3	0,4			
E-books downloadable/streaming, Translated	151	135	97	91	106	141				0,5	0,4	0,3	0,3	0,4	0,6			
<i>Total E-books downloadable/streaming</i>	<i>368</i>	<i>342</i>	<i>265</i>	<i>251</i>	<i>235</i>	<i>347</i>	<i>263</i>	<i>118</i>	<i>27</i>	<i>0,5</i>	<i>0,3</i>	<i>0,3</i>	<i>0,2</i>	<i>0,4</i>	<i>0,5</i>	<i>0,3</i>	<i>0,4</i>	<i>0,1</i>
Total Fiction	10 953	11 546	10 121	10 073	9 069	10 894	10 948	11 443	10 192	3,7	3,7	3,9	3,9	4,6	5,1	4,5	7,5	7,1
Share of total: printed/physical books	7 052	7 506	8 083	8 690	8 094	9 948	10 061	10 596	9 504	5,4	6,2	7,6	8,3	7,9	9,8	8,9	11,2	10,4
Share of total: physical audio books	84	111	150	231	288	440	540	651	596	0,5	0,9	1,3	1,4	2,2	2,6	3,2	3,7	4,1
Share of total: downloadable- /streaming audio books	3 450	3 587	1 623	901	452	159	83	78	64	4,3	5,0	3,3	3,6	2,1	0,8	0,5	0,7	0,4
Share of total: downloadable- /streaming e-books	368	342	265	251	235	347	263	118	27	0,5	0,3	0,3	0,2	0,4	0,5	0,3	0,4	0,1

* Printed, bound paper book in all formats except paperback.

C.3. Sales, New Titles (cont.)

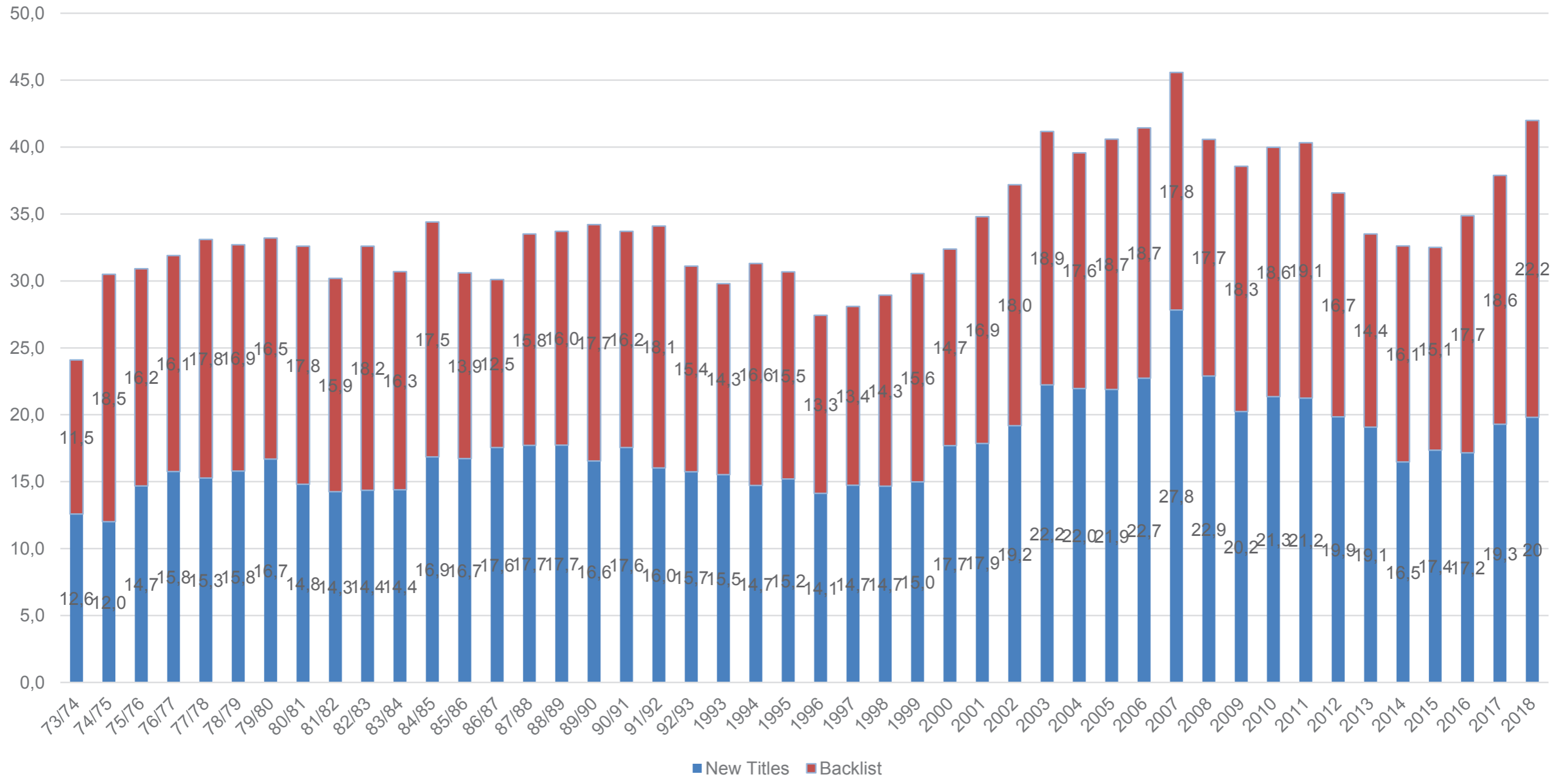
Children's and Young Adult Books	Number of Copies Sold, in thousands									Number of Copies Sold per Title, in thousands								
	2018	2017	2016	2015	2014	2013	2012	2011	2010	2018	2017	2016	2015	2014	2013	2012	2011	2010
Bound and other formats* Swedish	2 682	2 250	2 150	2 049	2 182	2 049	2 178	2 400	2 720	4,4	4,3	4,3	4,6	4,7	4,1	4,3	5,2	6,2
Bound and other formats* Translated	549	858	953	896	734	794	1 150	1 021	1 756	1,9	2,5	2,8	3,2	2,6	2,9	3,4	3,5	4,2
<i>Total Bound and other formats</i>	<i>3 231</i>	<i>3 108</i>	<i>3 102</i>	<i>2 946</i>	<i>2 916</i>	<i>2 843</i>	<i>3 328</i>	<i>3 421</i>	<i>4 477</i>	<i>3,6</i>	<i>3,5</i>	<i>3,7</i>	<i>4,1</i>	<i>3,9</i>	<i>3,7</i>	<i>4,0</i>	<i>4,5</i>	<i>5,3</i>
Paperback, Swedish	36	30	32	65	40	46				1,2	1,5	2,3	4,6	1,3	1,7			
Paperback, Translated	63	66	52	41	57	67				1,6	2,9	2,7	3,7	4,8	3,5			
<i>Total Paperback</i>	<i>98</i>	<i>96</i>	<i>84</i>	<i>106</i>	<i>98</i>	<i>113</i>	<i>251</i>	<i>202</i>	<i>268</i>	<i>1,4</i>	<i>2,2</i>	<i>2,5</i>	<i>4,2</i>	<i>2,3</i>	<i>2,5</i>	<i>5,0</i>	<i>4,0</i>	<i>6,2</i>
Audio books physical, Swedish	3	5	12	31	18	27	53	58	46	0,1	0,2	1,1	2,1	1,5	1,8	1,6	1,2	1,7
Audio books physical, Translated	0	0	0	1	0	2	10	1	10				1,5	0,1	0,7	2,4	1,2	1,6
<i>Total Audio Books physical**</i>	<i>3</i>	<i>5</i>	<i>12</i>	<i>33</i>	<i>19</i>	<i>29</i>	<i>62</i>	<i>60</i>	<i>56</i>	<i>0,1</i>	<i>0,2</i>	<i>1,1</i>	<i>2,0</i>	<i>1,3</i>	<i>1,6</i>	<i>1,7</i>	<i>1,2</i>	<i>1,7</i>
Audio books downloadable/streaming, Swedish	683	228	60	34	19	1				2,5	0,6	0,4	0,5	0,1	0,1			
Audio books downloadable/streaming, Translated	42	4	28	39	6	2				0,8	0,1	0,4	1,2	0,3	0,5			
<i>Total Audio Books downloadable/streaming</i>	<i>725</i>	<i>232</i>	<i>88</i>	<i>73</i>	<i>25</i>	<i>4</i>	<i>2</i>	<i>1</i>	<i>0</i>	<i>2,2</i>	<i>0,5</i>	<i>0,4</i>	<i>0,7</i>	<i>0,2</i>	<i>0,1</i>	<i>0,2</i>	<i>0,1</i>	<i>0,0</i>
E-books downloadable/streaming, Swedish	39	25	19	9	7	10				0,1	0,0	0,0	0,0	0,0	0,1			
E-books downloadable/streaming, Translated	5	3	3	4	5	6				0,1	0,0	0,0	0,1	0,1	0,2			
<i>Total E-books downloadable/streaming</i>	<i>44</i>	<i>27</i>	<i>22</i>	<i>14</i>	<i>11</i>	<i>16</i>	<i>4</i>	<i>5</i>	<i>1</i>	<i>0,1</i>	<i>0,0</i>	<i>0,0</i>	<i>0,0</i>	<i>0,0</i>	<i>0,1</i>	<i>0,1</i>	<i>0,0</i>	<i>0,0</i>
Total Children's and Young Adult Books	4 101	3 469	3 308	3 171	3 069	3 005	3 647	3 689	4 802	2,3	1,7	1,9	2,8	2,3	2,8	3,8	3,8	4,9
Share of total: printed/physical books	3 329	3 204	3 187	3 051	3 013	2 956	3 579	3 623	4 745	3,4	3,5	3,7	4,1	3,8	3,6	4,0	4,5	5,3
Share of total: physical audio books	3	5	12	33	19	29	62	60	56	0,1	0,2	1,1	2,0	1,3	1,6	1,7	1,2	1,7
Share of total: downloadable- /streaming audio books	725	232	88	73	25	4	2	1	0	2,2	0,5	0,4	0,7	0,2	0,1	0,2	0,1	0,0
Share of total: downloadable- /streaming e-books	44	27	22	14	11	16	4	5	1	0,1	0,0	0,0	0,0	0,0	0,1	0,1	0,0	0,0

* Printed, bound paper book in all formats except paperback.

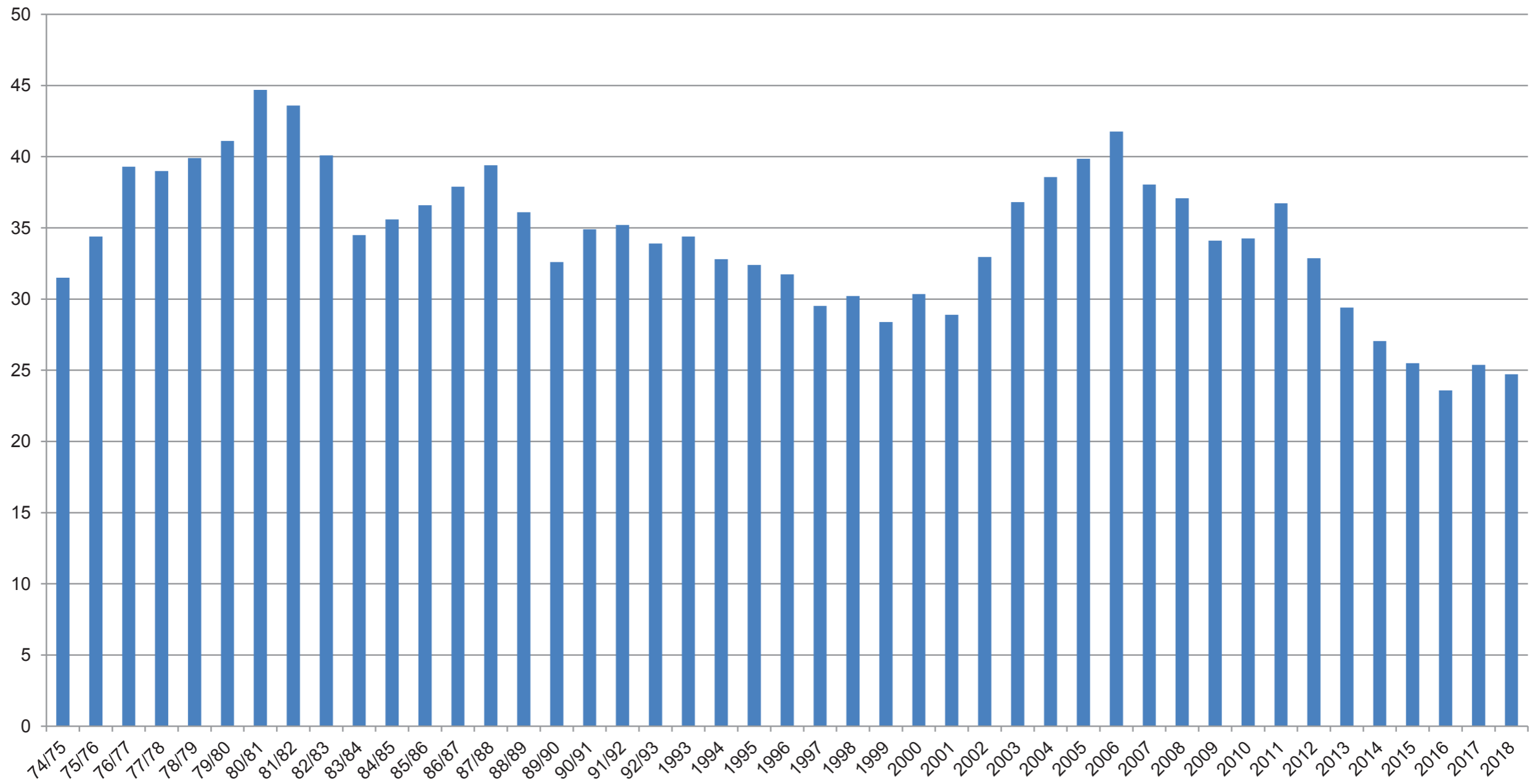
C.3. Sales, New Titles (cont.)

Non-fiction	Number of Copies Sold, in thousands									Number of Copies Sold per Title, in thousands								
	2018	2017	2016	2015	2014	2013	2012	2011	2010	2018	2017	2016	2015	2014	2013	2012	2011	2010
Bound and other formats* Swedish	2 633	2 367	2 422	2 818	3 246	3 583	3 383	3 847	4 161	2,8	2,5	2,8	3,3	3,3	4,0	3,3	4,1	4,4
Bound and other formats* Translated	570	460	575	654	430	566	885	1 128	926	2,3	2,3	2,6	2,8	2,5	3,3	3,4	3,5	3,1
<i>Total Bound and other formats</i>	<i>3 203</i>	<i>2 827</i>	<i>2 997</i>	<i>3 472</i>	<i>3 677</i>	<i>4 148</i>	<i>4 268</i>	<i>4 974</i>	<i>5 086</i>	<i>2,7</i>	<i>2,5</i>	<i>2,7</i>	<i>3,2</i>	<i>3,2</i>	<i>3,9</i>	<i>3,3</i>	<i>3,9</i>	<i>4,0</i>
Paperback, Swedish	646	684	440	363	449	771				5,9	6,9	5,4	5,2	5,9	8,7			
Paperback, Translated	75	222	134	169	141	176				2,7	5,4	3,1	4,0	3,8	6,1			
<i>Total Paperback</i>	<i>721</i>	<i>906</i>	<i>575</i>	<i>532</i>	<i>590</i>	<i>948</i>	<i>915</i>	<i>1 004</i>	<i>1 188</i>	<i>5,3</i>	<i>6,5</i>	<i>4,6</i>	<i>4,7</i>	<i>5,2</i>	<i>8,0</i>	<i>8,5</i>	<i>8,6</i>	<i>9,2</i>
Audio books physical, Swedish	11	3	10	14	14	11	28	94	69	0,3	0,1	0,6	0,9	0,9	1,9	1,3	3,2	2,1
Audio books physical, Translated	1	1	1	0	3	1	0	1	0	0,1	0,1	0,4	0,2	1,6	0,5		1,4	
<i>Total Audio Books physical**</i>	<i>12</i>	<i>4</i>	<i>11</i>	<i>14</i>	<i>17</i>	<i>12</i>	<i>28</i>	<i>95</i>	<i>69</i>	<i>0,3</i>	<i>0,1</i>	<i>0,5</i>	<i>0,8</i>	<i>1,0</i>	<i>1,5</i>	<i>1,3</i>	<i>3,2</i>	<i>2,1</i>
Audio books downloadable/streaming, Swedish	630	464	91	61	22	2				1,2	1,2	1,7	1,1	0,8	0,2			
Audio books downloadable/streaming, Translated	112	17	23	3	3	1				2,0	0,9	1,4	0,3	0,1	0,3			
<i>Total Audio Books downloadable/streaming</i>	<i>742</i>	<i>481</i>	<i>113</i>	<i>64</i>	<i>25</i>	<i>3</i>	<i>7</i>	<i>19</i>	<i>1</i>	<i>1,3</i>	<i>1,2</i>	<i>1,6</i>	<i>1,0</i>	<i>0,4</i>	<i>0,2</i>	<i>0,6</i>	<i>2,1</i>	<i>0,0</i>
E-books downloadable/streaming, Swedish	69	33	23	21	23	45				0,1	0,1	0,1	0,1	0,1	0,2			
E-books downloadable/streaming, Translated	11	16	8	11	4	16				0,1	0,2	0,2	0,3	0,1	0,2			
<i>Total E-books downloadable/streaming</i>	<i>80</i>	<i>49</i>	<i>31</i>	<i>32</i>	<i>27</i>	<i>61</i>	<i>41</i>	<i>17</i>	<i>9</i>	<i>0,1</i>	<i>0,1</i>	<i>0,1</i>	<i>0,1</i>	<i>0,1</i>	<i>0,2</i>	<i>0,3</i>	<i>0,2</i>	<i>0,0</i>
Total Non-fiction	4 758	4 266	3 727	4 115	4 336	5 173	5 259	6 108	6 354	1,8	1,9	2,4	2,6	2,7	3,3	3,4	4,0	3,8
Share of total: printed/physical books	3 924	3 733	3 572	4 004	4 267	5 096	5 183	5 978	6 275	3,0	2,9	2,9	3,4	3,4	4,3	3,7	4,3	4,5
Share of total: physical audio books	12	4	11	14	17	12	28	95	69	0,3	0,1	0,5	0,8	1,0	1,5	1,3	3,2	2,1
Share of total: downloadable- /streaming audio books	742	481	113	64	25	3	7	19	1	1,3	1,2	1,6	1,0	0,4	0,2	0,6	2,1	0,0
Share of total: downloadable- /streaming e-books	80	49	31	32	27	61	41	17	9	0,1	0,1	0,1	0,1	0,1	0,2	0,3	0,2	0,0
* Printed, bound paper book in all formats except paperback																		
TOTAL Fiction, Children's and Young Adult and Non-fiction	19 812	19 281	17 157	17 358	16 474	19 071	19 854	21 240	21 347	2,7	2,6	2,9	3,3	3,3	4,0	4,0	5,3	5,2
Share of total: printed/physical books	14 305	14 443	14 842	15 745	15 374	18 000	18 824	20 197	20524	4,0	4,2	4,7	5,3	5,0	6,0	5,5	6,4	6,4
Share of total: physical audio books	99	120	173	278	323	481	630	806	721	0,4	0,6	1,2	1,4	2,0	2,4	2,8	3,1	3,4
Share of total: downloadable- /streaming audio books	4 917	4 300	1 824	1 038	502	165	93	97	65	2,9	2,8	2,3	2,5	1,2	0,7	0,5	0,8	0,3
Share of total: downloadable- /streaming e-books	491	418	318	297	274	425	308	140	37	0,3	0,2	0,2	0,2	0,2	0,3	0,3	0,3	0,1
** For 2009 and the years before, downloadable audio books are also included.																		

C.4. Total Number of Copies Sold



C.5. Total Number of Copies in Stock



III. Participating Publishers in 2018, 66

A Nice Noise	Gothia Fortbildning	Pocketförlaget (non member)
Alfabetta Bokförlag	Harper Collins	Bokförlaget Polaris
Bokförlaget Arena	Historiska Media	Prevent
Bokförlaget Atlas	Hoi Förlag	Printz Publishing
Atlantis	LL-förlaget/MTM	Rabén & Sjögren
Axiell Media	Leopard förlag	Roos & Tegnér
Berghs Förlag	Libris Media	Salikon Förlag
Bilda Förlag	Bokförlaget Lind & Co	Santérus Förlag
Albert Bonniers Förlag	Läraryörlaget	Semic
Bonnier Bookery	Bokförlaget Max Ström	Sekwa förlag
Bonnier Carlsen Bokförlag	Mondial	SISU Idrottsböcker
Bonnier Fakta	Månadens Bok (non member)	Storyside
Brombergs Bokförlag	Natur & Kultur	Storytel Publishing
Carlsson Bokförlag	Bokförlaget NoNa	Svensk Byggtjänst
Dialogos Förlag	Norstedts	Svenskt Militärhistoriskt Biblioteks Förlag
Earbooks (non member)	Novellix	Timbro
Ehrlin Publishing	Offside Press	Verbum
Ekerlids Förlag	Bokförlaget Opal	Volante
Elisabeth Grate	Ordalaget Bokförlag	Weyler
Bokförlag Ersatz	Ordberoende Förlag	Östlings Bokförlag Symposion
Bokförlaget Fischer & Co	Ordfront Förlag	
Fri Tanke Förlag	Pedagogkonsult	
Förlaget M	Piratförlaget	

GLOSSARY

Bound and other formats Printed, bound paper books in all formats except paperback.

Backlist Books sold after the year of publication.

Fiction Books classified as category H in the classification system used by Swedish libraries.

Children's and Young Adult Books Books produced specifically for children or young adults, classification category Hcf, Hcg or with the letter "u" added to the classification.

Non-fiction Books with a classification other than H or Children's and Young Adult.

Audio Books physical Work rendered as sound (recorded readings) distributed on CD/DVD or other physical carrier.

Audio Books downloadable/streaming Work rendered as sound (recorded readings) that is downloaded or streamed without physical carrier.

E-books Works rendered digitally as text and/or images.

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