

PUBLISHING STATISTICS 2019

THE SWEDISH PUBLISHERS' ASSOCIATION

Publishing Statistics 2019

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I. Statistical highlights

Member companies' sales largely unchanged in 2019 compared with 2018

Total sales for the publishing companies shrank by 0.2% (table 1).

Digital sales continue to rise in both volume and monetary terms

Digital sales continue to increase. The format shift from print to digital has been apparent for many years, relating primarily to audio books but also increasingly to e-books. It is worth noting that sales of backlist titles remain significant in the digital format. In total, digital books now account for around 28.8% (2018: 23.4%) of total sales in financial terms and printed books thus around 71.2% (2018: 76.6%).

Literature categories

Sales of fiction rose overall, with a particularly steep increase in digital formats. Both bound and paperback fiction are losing sales. It should be noted that no Nobel Prize in Literature was awarded in 2018 and two prizes were awarded in 2019, which has impacted on bound fiction sales. An increase can also be seen in digital books for children and young adults, both audio books and e-books. Printed children's and young adult books, however, fell back in financial terms. This is despite the Government's investment in initiatives to promote reading through a special grant of SEK 50 million for the purchase of fiction for preschools, administered by the Swedish Arts Council. On the non-fiction front, a loss in sales for printed books can also be noted, while the digital formats are growing in both number and sales revenue.

Digital channels strongest

The single strongest sales channel is digital retailers, with physical bookstores and internet retailers losing ground. Discounting remains important to the book industry. As a percentage of total sales, discount sales have remained fairly stable over the past five years, at a little over 5%. In 2019, discounting accounted for 4.9% (2018: 5.7%) of publishers' sales of bound books.

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 sales¹ of these publications to various categories of retailers and direct from publishers to consumers. This is thus the 47th presentation of the statistics covering the members' publishing and sales of general literature. 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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2019 IN BRIEF	
Total sales in SEK	- 0.2 %
New titles published	
Total no.	+ 3.9 %
Copies sold	
New digital copies	+ 5.9 %
New printed copies	- 4.0 %
Total, new titles	- 1.3 %
Total, all titles	+ 8.2 %

¹ The Swedish Publishers' Association's members cover around 70% of the book publishing industry in financial terms.

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 47th consecutive year. For the year 2019, 60 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, one company which is not a member has contributed data for the year 2019.

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 broken down by customer group

A.1. Sales in SEK million

	Change 2018- 2019	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
Sales to different customer groups (in publisher net prices, after returns, excluding VAT)																
Bookstores	-8%	439,4	478,0	480,1	509,4	562,8	568,4	608,9	603,1	617,4	602,5		663,9	734,5	838,0	759,2
Online bookstores	-7%	410,8	440,8	389,2	356,7	348,7	327,6	329,3	363,4	401,6	351,5		322,8	284,5		
Wholesalers* and department stores	-20%	172,7	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
<i>Total bookstores, wholesalers, online bookstores, and department stores</i>	<i>-10%</i>	<i>1 022,8</i>	<i>1 134,4</i>	<i>1 148,7</i>	<i>1 161,5</i>	<i>1 279,1</i>	<i>1 273,3</i>	<i>1 336,5</i>	<i>1 327,7</i>	<i>1 525,4</i>	<i>1 434,0</i>	<i>1 425,7</i>	<i>1 484,2</i>	<i>1 570,9</i>	<i>1 475,7</i>	<i>1 380,1</i>
Book clubs	-3%	78,2	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
Digital retailers**	21%	520,8	430,7	322,8	228,7	162,4										
Other retailers	11%	46,6	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
Direct sales to consumers***	2%	30,7	30,3	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
Direct sales to companies and institutions (Swedish partial editions, etc.)	9%	133,7	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
Finished books in Swedish, partial editions in foreign languages	17%	26,9	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
Publishers' total sales	0%	1 859,9	1 863,9	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

The figures for 2018 are affected by a number of additional publishers. Taking this into account, the total increase in sales is around 3%.

The figures for 2017 are affected by around ten additional member publishers. Taking the new and removed publishers into account, the increase in publishers' total sales is around 1%.

Changed purchasing strategies mean that some of the sales to department stores for 2012 are instead reported on the lines for wholesalers and bookstores.

The figures for 2011 are affected by the addition of several publishers.

Sales to online bookstores are reported on the line "Bookstores" up to and including 2006.

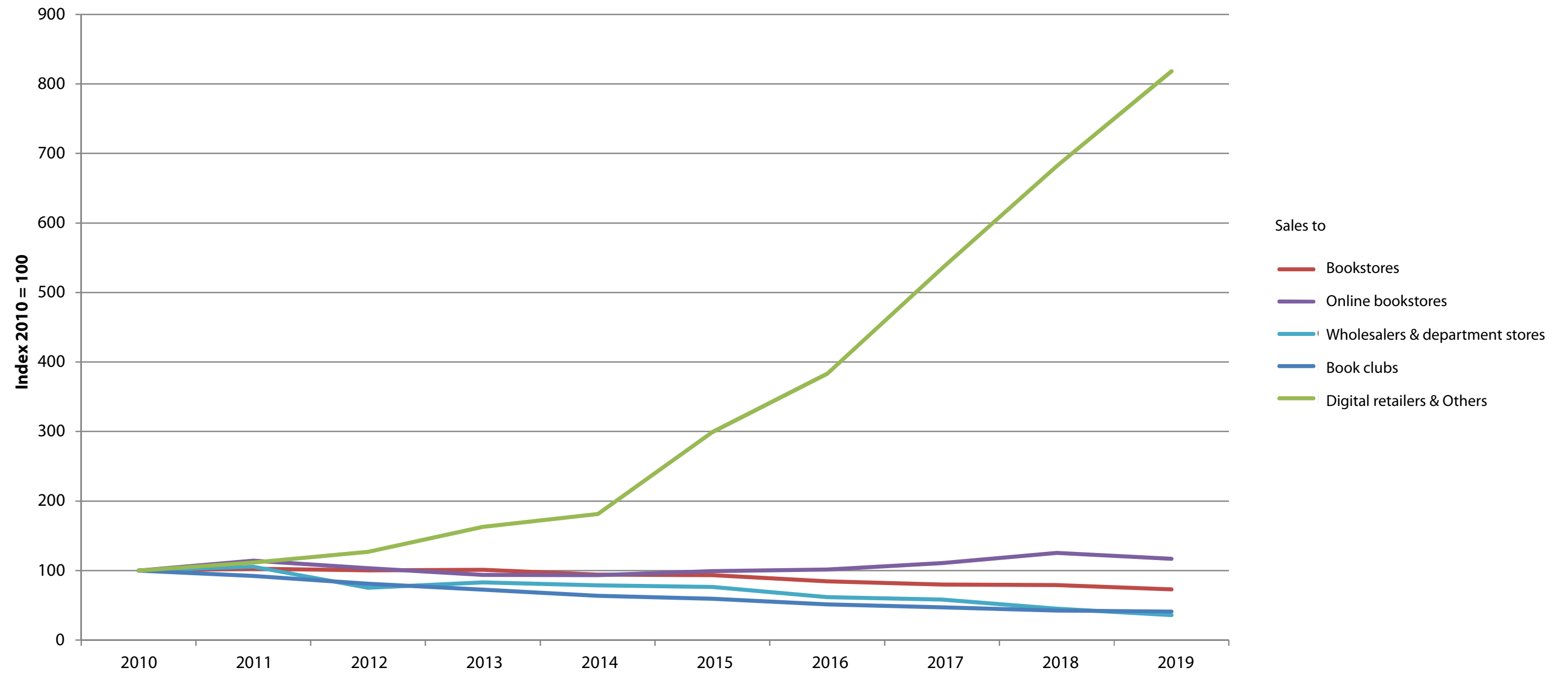
* Also includes sales to the library service.

** Sales previously reported under "Other retailers".

*** Does not include sales from general book clubs.

A.2. Index of publishers' sales to retailers at current prices
Based on table A.1.

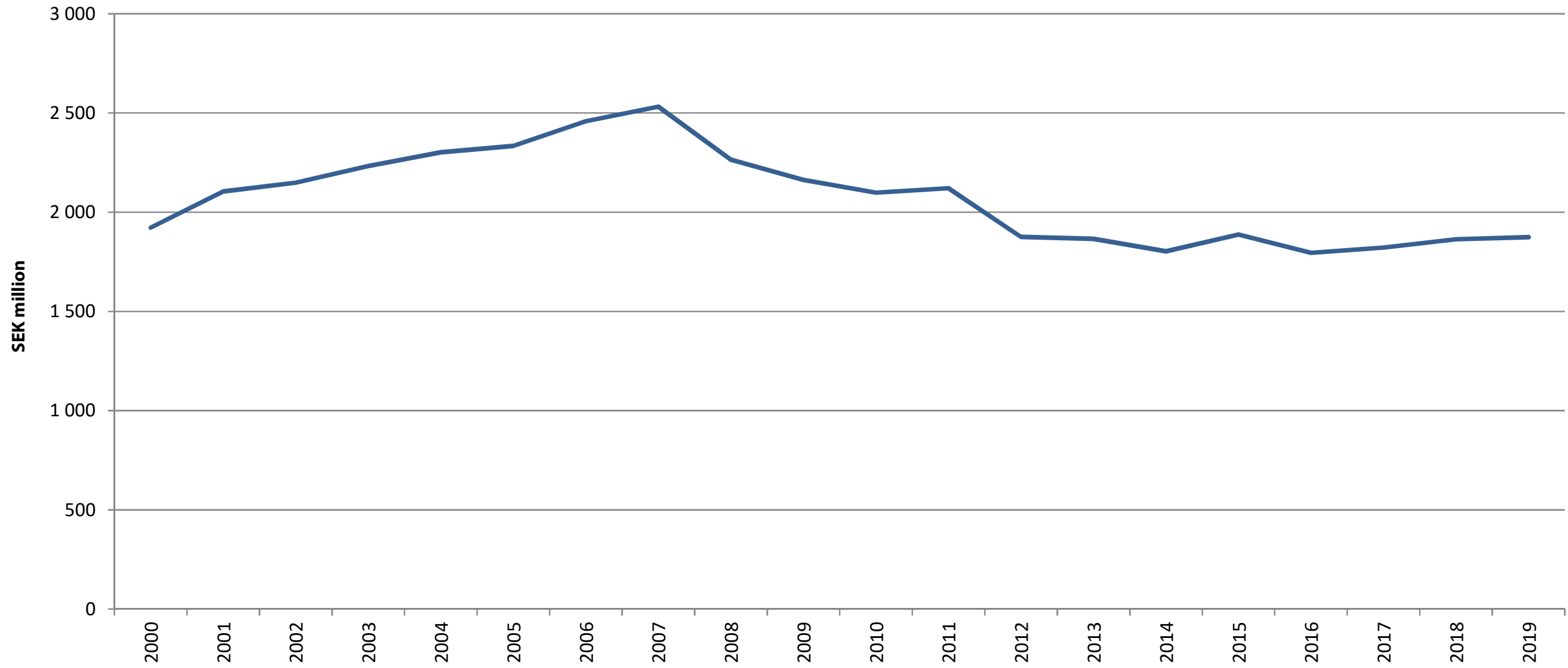
The chart starts in 2010 as this is the first year that sales were broken down into Bookstores, Online bookstores, and Wholesalers and department stores.



A.3. Invoice sales adjusted for general price trend

Based on table A.1.

Publishers' invoiced sales excluding VAT adjusted for general price trend according to CPI (2019 values). The chart is based on table A.1.



B. Sales broken down by literature category

B.1. Total invoiced sales and current new releases in SEK million

The table shows the publishers' sales to retailers and direct sales to end consumers, but it does not include sales from general book clubs.

The totals in this section are not entirely comparable with the totals reported in section A, primarily because not all publishers have been able to report their revenues in such detail.

Fiction	2019		2018		2017		2016		2015		2014		2013		2012		2011		2010	
	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million	New release SEK million
Hardcover and other formats* Swedish	141,9	154,2	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
Hardcover and other formats* translated	105,1	113,6	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 hardcover and other formats</i>	<i>247,0</i>	<i>267,8</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>
Pocket, Swedish	48,1	81,2	59,3	90,3	57,2	87,9	65,3	100,9	74,5	118,3	64,0	113,4	80,9	121,0						
Pocket, translated	35,5	59,9	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 pocket</i>	<i>83,6</i>	<i>141,0</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>
Audiobooks, physical, Swedish	4,4	5,4	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
Audiobooks, physical, translated	1,9	2,4	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 audiobooks, physical</i>	<i>6,4</i>	<i>7,8</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>
Audiobooks, downloadable/streamed, Swedish	62,6	244,3	60,6	193,9	60,0	155,1	36,9	113,9	28,4	72,8	18,0	42,0	8,1	21,3						
Audiobooks, downloadable/streamed, translated	36,6	96,9	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 audiobooks, downloadable/streamed</i>	<i>99,2</i>	<i>341,3</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/streamed, Swedish	8,2	28,4	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/streamed, translated	5,0	15,2	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/streamed</i>	<i>13,2</i>	<i>43,7</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	449,5	801,6	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
of which paper versions	330,6	408,8	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
of which physical audiobooks	6,4	7,8	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
of which downloadable/streamed audiobooks	99,2	341,3	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
of which downloadable/streamed e-books	13,2	43,7	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 books in all formats except pocket

B.1. Total invoiced sales and current new releases (continued)

Children's and youth literature	2019 New release SEK million	New release SEK million	2018 New release SEK million	New release SEK million	2017 New release SEK million	New release SEK million	2016 New release SEK million	New release SEK million	2015 New release SEK million	New release SEK million	2014 New release SEK million	New release SEK million	2013 New release SEK million	Total SEK million	2012 New release SEK million	Total SEK million	2011 New release SEK million	Total SEK million	2010 New release SEK million	Total SEK million
Hardcover and other formats* Swedish	119,4	247,1	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
Hardcover and other formats* translated	34,1	79,0	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 hardcover and other formats</i>	<i>153,5</i>	<i>326,2</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>
Pocket, Swedish	1,0	4,0	1,0	3,8	0,8	3,7	0,9	3,6	1,7	5,4	2,3	4,6	1,2	4,5						
Pocket, translated	0,7	3,3	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 pocket</i>	<i>1,7</i>	<i>7,3</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>
Audiobooks, physical, Swedish	0,1	0,8	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
Audiobooks, physical, translated	0,0	0,1	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 audiobooks, physical</i>	<i>0,1</i>	<i>0,8</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>
Audiobooks, downloadable/streamed, Swedish	5,3	52,7	13,1	47,1	5,7	23,9	2,1	9,4	1,1	6,9	0,8	2,4	0,1	0,8						
Audiobooks, downloadable/streamed, translated	2,3	8,6	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 audiobooks, downloadable/streamed</i>	<i>7,6</i>	<i>61,3</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/streamed, Swedish	0,8	9,1	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/streamed, translated	0,1	1,4	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/streamed</i>	<i>0,9</i>	<i>10,5</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 youth literature	163,8	406,1	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
of which paper versions	155,2	333,5	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
of which physical audiobooks	0,1	0,8	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
of which downloadable/streamed audiobooks	7,6	61,3	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
of which downloadable/streamed e-books	0,9	10,5	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 books in all formats except pocket

B.1. Total invoiced sales and current new releases (continued)

Non-fiction	2019 New release SEK million	New release SEK million	2018 New release SEK million	New release SEK million	2017 New release SEK million	New release SEK million	2016 New release SEK million	New release SEK million	2015 New release SEK million	New release SEK million	2014 New release SEK million	New release SEK million	2013 New release SEK million	Total SEK million	2012 New release SEK million	Total SEK million	2011 New release SEK million	Total SEK million	2010 New release SEK million	Total SEK million
Hardcover and other formats* Swedish	268,7	458,9	308,2	500,8	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
Hardcover and other formats* translated	41,1	77,7	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 hardcover and other formats</i>	<i>309,8</i>	<i>536,7</i>	<i>365,8</i>	<i>593,9</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>
Pocket, Swedish	11,5	24,3	17,8	31,4	16,5	28,2	9,7	20,7	8,1	21,0	10,4	21,1	16,7	26,9						
Pocket, translated	3,5	7,6	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 pocket</i>	<i>15,0</i>	<i>31,9</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>
Audiobooks, physical, Swedish	0,4	0,5	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
Audiobooks, physical, translated	0,1	0,1	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 audiobooks, physical</i>	<i>0,4</i>	<i>0,7</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>
Audiobooks, downloadable/streamed, Swedish	14,7	50,1	16,1	40,4	13,1	33,7	5,0	12,3	2,6	9,3	1,3	4,2	0,1	2,1						
Audiobooks, downloadable/streamed, translated	2,6	10,8	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 audiobooks, downloadable/streamed</i>	<i>17,3</i>	<i>61,0</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/streamed, Swedish	2,6	13,5	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/streamed, translated	0,7	2,0	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/streamed</i>	<i>3,3</i>	<i>15,5</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	345,8	645,7	409,2	691,8	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
of which paper versions	324,8	568,6	386,0	632,5	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
of which physical audiobooks	0,4	0,7	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
of which downloadable/streamed audiobooks	17,3	61,0	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
of which downloadable/streamed e-books	3,3	15,5	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 books in all formats except pocket

TOTAL FICTION, CHILDREN'S AND YOUTH LITERATURE, AND NON- FICTION	959,1	1 853,3	1 045,6	1 851,6	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
of which paper versions	810,7	1 310,9	894,5	1 404,7	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
of which physical audiobooks	6,9	9,2	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
of which downloadable/streamed audiobooks	124,1	463,5	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
of which downloadable/streamed e-books	17,4	69,7	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 affected by around ten additional member publishers.

The figures for 2011 are affected by the addition of several member publishers.

B.2. Invoiced promotional sales (in publisher net prices excluding VAT)

	SEK million	Change %	Percentage 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
2019	55,0	-19	3,0

The majority of the publishers' reported promotional sales relate to sales in stores in the following year.

C. Publication in terms of the number of titles, and publication and sales in terms of the number of volumes, broken down by literature category

C.1. New titles and new editions, and printed and sold volumes of new releases

	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001
Total new titles and new editions*	7 740 3,9%	7 449 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%
Number of volumes sold (1,000 copies)	19 557 -1,3%	19 811 2,7%	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%
Number of volumes sold per title (1,000 copies)	2,5 -0,3	2,7 1,1%	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%

The figures for 2017 are affected by around ten additional member publishers.

The figures for 2003 and 2011 are also affected by the addition of several member publishers.

* Includes printed books, audiobooks, and e-books with a new ISBN. An ISBN is assigned to all previously unpublished books and to new editions with a tangible change, such as new typesetting, new format, new equipment, or reworking. Note that the number of volumes per title is not the same as the average issue in the meaning of median issue (type issue).

C.2. New titles and new editions

Fiction	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Hardcover and other formats* Swedish	479	459	430	372	306	401	326	373	304	341	345	379	365	373	379	365	369
Hardcover and other formats* translated	432	353	308	266	344	248	264	322	272	295	350	429	524	464	475	484	498
<i>Total hardcover and other formats</i>	<i>911</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>
Pocket, Swedish	214	247	264	213	222	211	190										
Pocket, translated	232	247	218	212	171	169	231										
<i>Total pocket</i>	<i>446</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>
Audiobooks, physical, Swedish	116	117	79	83	119	97	110	100	124	92	109	167	164	140	92	85	43
Audiobooks, physical, translated	30	38	38	32	42	35	62	70	52	54	74	91	75	65	52	41	32
<i>Total audiobooks, physical**</i>	<i>146</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>
Audiobooks, downloadable/streamed, Swedish	574	478	420	260	136	151	153										
Audiobooks, downloadable/streamed, translated	334	319	299	227	116	67	48										
<i>Total audiobooks, downloadable/streamed</i>	<i>908</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/streamed, Swedish	519	423	733	591	836	371	507										
E-books, downloadable/streamed, translated	337	306	302	357	319	236	228										
<i>Total e-books, downloadable/streamed</i>	<i>856</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	3 267	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
of which paper versions	1 357	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
of which physical audiobooks	146	155	117	115	161	132	172	170	176	146	183	258	239	205	144	126	75
of which downloadable/streamed audiobooks	908	797	719	487	252	218	201	171	104	170							
of which downloadable/streamed e-books	856	729	1 035	948	1 155	607	735	974	292	193							

* Printed books in all formats except pocket

C.2. New titles and new editions (continued)

Children's and youth literature	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Hardcover and other formats* Swedish	660	616	527	495	441	468	498	503	457	435	426	418	483	416	386	519	461
Hardcover and other formats* translated	253	287	349	342	282	280	270	334	296	414	505	510	542	569	633	587	648
<i>Total hardcover and other formats</i>	913	903	876	837	723	748	768	837	753	849	931	928	1 025	985	1 019	1 106	1 109
Pocket, Swedish	23	30	20	14	14	31	27										
Pocket, translated	20	38	23	19	11	12	19										
<i>Total pocket</i>	43	68	43	33	25	43	46	50	51	43	67	78	119	96	83	72	43
Audiobooks, physical, Swedish	20	30	30	11	15	12	15	32	49	27	55	49	58	32	20	14	22
Audiobooks, physical, translated	4	6	0	0	1	2	3	4	1	6	18	14	16	8	7	22	2
<i>Total audiobooks, physical**</i>	24	36	30	11	16	14	18	36	50	33	73	63	74	40	27	36	24
Audiobooks, downloadable/streamed, Swedish	346	273	388	159	69	134	27										
Audiobooks, downloadable/streamed, translated	72	52	41	70	33	17	5										
<i>Total audiobooks, downloadable/streamed</i>	418	325	429	229	102	151	32	13	10	8							
E-books, downloadable/streamed, Swedish	522	393	549	488	238	358	168										
E-books, downloadable/streamed, translated	79	86	77	148	42	44	32										
<i>Total e-books, downloadable/streamed</i>	601	479	626	636	280	402	200	30	105	48							
Total children's and youth literature	1 999	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
of which paper versions	956	971	919	870	748	791	814	887	804	892	998	1 006	1 144	1 081	1 102	1 178	1 152
of which physical audiobooks	24	36	30	11	16	14	18	36	50	33	73	63	74	40	27	36	24
of which downloadable/streamed audiobooks	418	325	429	229	102	151	32	13	10	8							
of which downloadable/streamed e-books	601	479	626	636	280	402	200	30	105	48							

* Printed books in all formats except pocket

C.2. New titles and new editions (continued)

Non-fiction	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Hardcover and other formats* Swedish	870	928	938	869	848	983	903	1 026	949	956	1 054	1 055	1 065	996	1 035	1 043	981
Hardcover and other formats* translated	225	249	202	222	234	174	170	258	318	300	349	482	477	471	622	463	428
<i>Total hardcover and other formats</i>	<i>1 095</i>	<i>1 177</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>
Pocket, Swedish	115	109	99	81	70	76	89										
Pocket, translated	57	28	41	43	42	37	29										
<i>Total pocket</i>	<i>172</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>
Audiobooks, physical, Swedish	26	33	33	19	15	15	6	22	29	33	24	29	31	15	17	5	10
Audiobooks, physical, translated	7	6	6	2	2	2	2	0	1	0	3	4	0	4	2	1	0
<i>Total audiobooks, physical**</i>	<i>33</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>
Audiobooks, downloadable/streamed, Swedish	444	536	396	54	54	29	10										
Audiobooks, downloadable/streamed, translated	106	57	18	16	10	35	3										
<i>Total audiobooks, downloadable/streamed</i>	<i>550</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/streamed, Swedish	506	612	407	226	260	211	275										
E-books, downloadable/streamed, translated	118	93	91	50	44	51	67										
<i>Total e-books, downloadable/streamed</i>	<i>624</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	2 474	2 651	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
of which paper versions	1 267	1 314	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
of which physical audiobooks	33	39	39	21	17	17	8	22	30	33	27	33	31	19	19	6	10
of which downloadable/streamed audiobooks	550	593	414	70	64	64	13	11	9	20							
of which downloadable/streamed e-books	624	705	498	276	304	262	342	127	102	228							
* Printed books in all formats except pocket																	
E-books not broken down by literature category																	
Audiobooks, downloadable/streamed											256	218	159				
E-books											225	57	53				
TOTAL FICTION, CHILDREN'S AND YOUTH LITERATURE, AND NON-FICTION	7 740	7 449	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
of which paper versions	3 580	3 591	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
of which physical audiobooks	203	230	186	147	194	163	198	228	256	212	283	354	344	264	190	168	109
of which downloadable/streamed audiobooks	1 876	1 715	1 562	786	418	433	246	195	123	198	256	218	159				
of which downloadable/streamed e-books	2 081	1 913	2 159	1 860	1 739	1 271	1 277	1 131	499	469	225	57	53				

** For 2009 and earlier, downloadable audiobooks are included here.

C.3. New titles and new editions

Fiction	Number of volumes sold (thousands)											Number of volumes sold per title (thousands)					
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2019	2018	2017	2016	2015	2014
Hardcover and other formats* Swedish	1 661	1 733	1 955	2 072	2 430	2 455	2 729	2 156	2 985	2 409	2 955	3,5	3,8	4,5	5,6	7,9	6,1
Hardcover and other formats* translated	1 153	1 014	1 473	1 172	1 281	1 036	1 405	1 685	1 022	1 514	2 048	2,7	2,9	4,8	4,4	3,7	4,2
<i>Total hardcover and other formats</i>	<i>2 813</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>5 004</i>	<i>3,1</i>	<i>3,4</i>	<i>4,6</i>	<i>5,1</i>	<i>5,7</i>	<i>5,4</i>
Pocket, Swedish	1 903	2 317	2 368	2 733	3 140	2 557	3 393	----	----			8,9	9,4	9,0	12,8	14,1	12,1
Pocket, translated	1 374	1 988	1 711	2 106	1 839	2 047	2 420	----	----			5,9	8,0	7,8	9,9	10,8	12,1
<i>Total pocket</i>	<i>3 276</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>5 079</i>	<i>7,3</i>	<i>8,7</i>	<i>8,5</i>	<i>11,4</i>	<i>12,7</i>	<i>12,1</i>
Audiobooks, physical, Swedish	44	66	70	116	186	225	318	348	472	390	379	0,4	0,6	0,9	1,4	1,6	2,3
Audiobooks, physical, translated	21	18	41	34	45	62	122	192	180	206	245	0,7	0,5	1,1	1,1	1,1	1,8
<i>Total audiobooks, physical**</i>	<i>65</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>624</i>	<i>0,4</i>	<i>0,5</i>	<i>0,9</i>	<i>1,3</i>	<i>1,4</i>	<i>2,2</i>
Audiobooks, downloadable/streamed, Swedish	2 583	2 366	2 509	1 038	680	359	130					4,5	4,9	6,0	4,0	5,0	2,4
Audiobooks, downloadable/streamed, translated	1 091	1 084	1 078	585	221	93	29					3,3	3,4	3,6	2,6	1,9	1,4
<i>Total audiobooks, downloadable/streamed</i>	<i>3 674</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>4,0</i>	<i>4,3</i>	<i>5,0</i>	<i>3,3</i>	<i>3,6</i>	<i>2,1</i>
E-books, downloadable/streamed, Swedish	246	217	207	168	160	129	207					0,5	0,5	0,3	0,3	0,2	0,3
E-books, downloadable/streamed, translated	150	151	135	97	91	106	141					0,4	0,5	0,4	0,3	0,3	0,4
<i>Total e-books, downloadable/streamed</i>	<i>396</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>0,5</i>	<i>0,3</i>	<i>0,3</i>	<i>0,2</i>	<i>0,4</i>
Total fiction	10 225	10 953	11 546	10 121	10 073	9 069	10 894	10 948	11 443	10 192	10 707	3,1	3,7	3,7	3,9	3,9	4,6
of which paper versions	6 090	7 052	7 506	8 083	8 690	8 094	9 948	10 061	10 596	9 504	10 083	4,5	5,4	6,2	7,6	8,3	7,9
of which physical audiobooks	65	84	111	150	231	288	440	540	651	596	624	0,4	0,5	0,9	1,3	1,4	2,2
of which downloadable/streamed audiobooks	3 674	3 450	3 587	1 623	901	452	159	83	78	64		4,0	4,3	5,0	3,3	3,6	2,1
of which downloadable/streamed e-books	396	368	342	265	251	235	347	263	118	27		0,5	0,5	0,3	0,3	0,2	0,4

* Printed books in all formats except pocket

C.3. New titles and new editions (continued)

Children's and youth literature	Number of volumes sold (thousands)											Number of volumes sold per title (thousands)					
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2019	2018	2017	2016	2015	2014
Hardcover and other formats* Swedish	2 927	2 682	2 250	2 150	2 049	2 182	2 049	2 178	2 400	2 720	1 665	4,4	4,4	4,3	4,3	4,6	4,7
Hardcover and other formats* translated	464	549	858	953	896	734	794	1 150	1 021	1 756	1 540	1,8	1,9	2,5	2,8	3,2	2,6
<i>Total hardcover and other formats</i>	<i>3 392</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>3 205</i>	<i>3,7</i>	<i>3,6</i>	<i>3,5</i>	<i>3,7</i>	<i>4,1</i>	<i>3,9</i>
Pocket, Swedish	34	36	30	32	65	40	46					1,5	1,2	1,5	2,3	4,6	1,3
Pocket, translated	23	63	66	52	41	57	67					1,2	1,6	2,9	2,7	3,7	4,8
<i>Total pocket</i>	<i>57</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>315</i>	<i>1,3</i>	<i>1,4</i>	<i>2,2</i>	<i>2,5</i>	<i>4,2</i>	<i>2,3</i>
Audiobooks, physical, Swedish	1	3	5	12	31	18	27	53	58	46	77	0,0	0,1	0,2	1,1	2,1	1,5
Audiobooks, physical, translated	0	0	0	0	1	0	2	10	1	10	32					1,5	0,1
<i>Total audiobooks, physical**</i>	<i>1</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>109</i>		<i>0,1</i>	<i>0,2</i>	<i>1,1</i>	<i>2,0</i>	<i>1,3</i>
Audiobooks, downloadable/streamed, Swedish	501	683	228	60	34	19	1					1,4	2,5	0,6	0,4	0,5	0,1
Audiobooks, downloadable/streamed, translated	106	42	4	28	39	6	2					1,5	0,8	0,1	0,4	1,2	0,3
<i>Total audiobooks, downloadable/streamed</i>	<i>607</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>1,5</i>	<i>2,2</i>	<i>0,5</i>	<i>0,4</i>	<i>0,7</i>	<i>0,2</i>
E-books, downloadable/streamed, Swedish	43	39	25	19	9	7	10					0,1	0,1	0,0	0,0	0,0	0,0
E-books, downloadable/streamed, translated	3	5	3	3	4	5	6					0,0	0,1	0,0	0,0	0,1	0,1
<i>Total e-books, downloadable/streamed</i>	<i>47</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>0,1</i>	<i>0,0</i>	<i>0,0</i>	<i>0,0</i>	<i>0,0</i>
Total children's and youth literature	4 104	4 101	3 469	3 308	3 171	3 069	3 005	3 647	3 689	4 802	3 628	2,1	2,3	1,7	1,9	2,8	2,3
of which paper versions	3 449	3 329	3 204	3 187	3 051	3 013	2 956	3 579	3 623	4 745	3 520	3,6	3,4	3,5	3,7	4,1	3,8
of which physical audiobooks	1	3	5	12	33	19	29	62	60	56	109	0,0	0,1	0,2	1,1	2,0	1,3
of which downloadable/streamed audiobooks	607	725	232	88	73	25	4	2	1	0		1,5	2,2	0,5	0,4	0,7	0,2
of which downloadable/streamed e-books	47	44	27	22	14	11	16	4	5	1		0,1	0,1	0,0	0,0	0,0	0,0

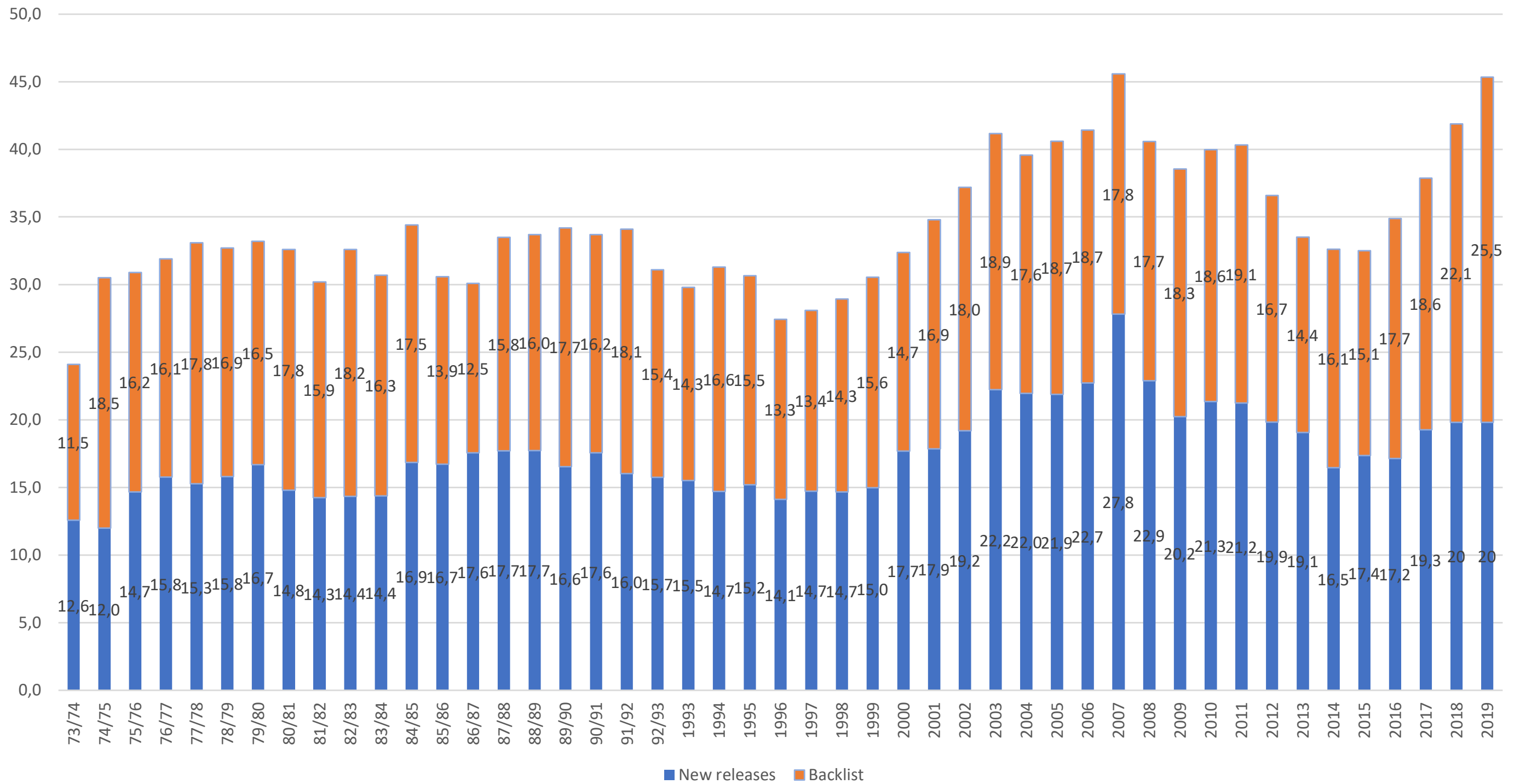
* Printed books in all formats except pocket

C.3. New titles and new editions (continued)

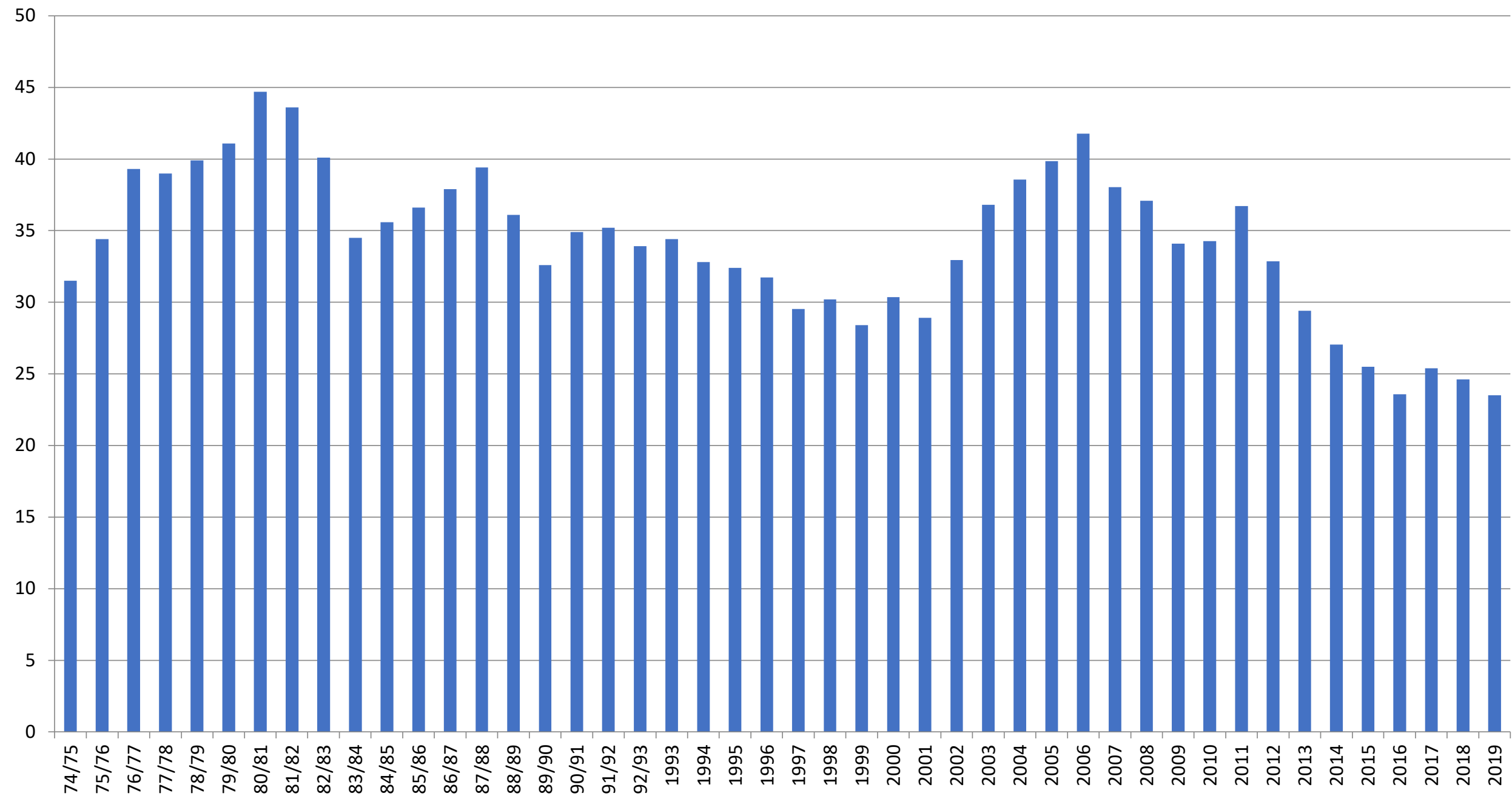
Non-fiction	Number of volumes sold (thousands)											Number of volumes sold per title (thousands)					
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2019	2018	2017	2016	2015	2014
Hardcover and other formats* Swedish	3 202	2 631	2 367	2 422	2 818	3 246	3 583	3 383	3 847	4 161	3 794	3,7	2,8	2,5	2,8	3,3	3,3
Hardcover and other formats* translated	416	570	460	575	654	430	566	885	1 128	926	1 059	1,8	2,3	2,3	2,6	2,8	2,5
<i>Total hardcover and other formats</i>	<i>3 618</i>	<i>3 201</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>4 853</i>	<i>3,3</i>	<i>2,7</i>	<i>2,5</i>	<i>2,7</i>	<i>3,2</i>	<i>3,2</i>
Pocket, Swedish	476	646	684	440	363	449	771					4,1	5,9	6,9	5,4	5,2	5,9
Pocket, translated	128	75	222	134	169	141	176					2,2	2,7	5,4	3,1	4,0	3,8
<i>Total pocket</i>	<i>604</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>923</i>	<i>3,5</i>	<i>5,3</i>	<i>6,5</i>	<i>4,6</i>	<i>4,7</i>	<i>5,2</i>
Audiobooks, physical, Swedish	3	11	3	10	14	14	11	28	94	69	40	0,1	0,3	0,1	0,6	0,9	0,9
Audiobooks, physical, translated	1	1	1	1	0	3	1	0	1	0	5	0,1	0,1	0,1	0,4	0,2	1,6
<i>Total audiobooks, physical**</i>	<i>4</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>46</i>	<i>0,1</i>	<i>0,3</i>	<i>0,1</i>	<i>0,5</i>	<i>0,8</i>	<i>1,0</i>
Audiobooks, downloadable/streamed, Swedish	798	630	464	91	61	22	2					1,8	1,2	1,2	1,7	1,1	0,8
Audiobooks, downloadable/streamed, translated	132	112	17	23	3	3	1					1,2	2,0	0,9	1,4	0,3	0,1
<i>Total audiobooks, downloadable/streamed</i>	<i>930</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>1,7</i>	<i>1,3</i>	<i>1,2</i>	<i>1,6</i>	<i>1,0</i>	<i>0,4</i>
E-books, downloadable/streamed, Swedish	58	69	33	23	21	23	45					0,1	0,1	0,1	0,1	0,1	0,1
E-books, downloadable/streamed, translated	16	11	16	8	11	4	16					0,1	0,1	0,2	0,2	0,3	0,1
<i>Total e-books, downloadable/streamed</i>	<i>74</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>0,1</i>
Total non-fiction	5 228	4 756	4 266	3 727	4 115	4 336	5 173	5 259	6 108	6 354	5 821	2,1	1,8	1,9	2,4	2,6	2,7
of which paper versions	4 221	3 922	3 733	3 572	4 004	4 267	5 096	5 183	5 978	6 275	5 776	3,3	3,0	2,9	2,9	3,4	3,4
of which physical audiobooks	4	12	4	11	14	17	12	28	95	69	46	0,1	0,3	0,1	0,5	0,8	1,0
of which downloadable/streamed audiobooks	930	742	481	113	64	25	3	7	19	1		1,7	1,3	1,2	1,6	1,0	0,4
of which downloadable/streamed e-books	74	80	49	31	32	27	61	41	17	9		0,1	0,1	0,1	0,1	0,1	0,1
* Printed books in all formats except pocket																	
E-books not broken down by literature category																	
Audiobooks, downloadable/streamed											68						
E-books											14						
TOTAL FICTION, CHILDREN'S AND YOUTH LITERATURE, AND NON-FICTION	19 557	19 811	19 281	17 157	17 358	16 474	19 071	19 854	21 240	21 347	20 238	2,5	2,7	2,6	2,9	3,3	3,3
of which paper versions	13 760	14 303	14 443	14 842	15 745	15 374	18 000	18 824	20 197	20 524	19 378	3,8	4,0	4,2	4,7	5,3	5,0
of which physical audiobooks	69	99	120	173	278	323	481	630	806	721	778	0,3	0,4	0,6	1,2	1,4	2,0
of which downloadable/streamed audiobooks	5 211	4 917	4 300	1 824	1 038	502	165	93	97	65	68	2,8	2,9	2,8	2,3	2,5	1,2
of which downloadable/streamed e-books	517	491	418	318	297	274	425	308	140	37	14	0,2	0,3	0,2	0,2	0,2	0,2

** For 2009 and earlier, downloadable audiobooks are included here.

C.4. Total number of volumes sold



C.5. Total number of volumes in stock



III. Participating Publishers, 61

A Nice Noise	Gothia Fortbildning AB	Ordfront Förlag AB
Albert Bonniers Förlag	Harper Collins Nordic	Piratförlaget AB
Alfabeta Bokförlag AB	Historiska Media	Bokförlaget Polaris
Bokförlaget Arena	Hoi Förlag AB	Rabén & Sjögren
Astrid Lindgren Text AB	J. A. Lindblads Bokförlags AB	Regnbågsförlaget
Bokförlaget Atlas	Kaunitz-Olsson	Roos & Tegnér
Axiell Media	Leopard Förlag AB	Santérus Förlag
Berghs Förlag AB	Libris Media AB	Schildts & Söderström
Bokförlaget Semic	Bokförlaget Lind & Co AB	Sekwa Förlag
Bonnier Bookery	Läraryörlaget	SISU Idrottsböcker
Bonnier Carlsen Bokförlag AB	Bokförlaget Max Ström	StorySide AB
Bonnier Fakta	Modernista	Storytel Publishing AB
Brombergs Bokförlag AB	Bokförlaget Mondial	Strawberry Förlag
Carlsson Bokförlag AB	<i>Månadens bok</i> (ej medlem)	Svensk Byggtjänst AB
Dialogos Förlag AB	MTM/LL-förlaget	Svenskt Militärhistoriskt
Ekerlids Förlag AB	Natur & Kultur	Biblioteks Förlag
Elisabeth Grate Bokförlag	Norstedts	Timbro
Ersatz AB	Novellix AB	Verbum Förlag AB
Bokförlaget Forum AB	Bokförlaget Opal AB	Volante
Fri Tanke Förlag	Ordalaget Bokförlag AB	Östlings Bokförlag Symposion
Förlaget M	Ordberoende Förlag	

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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