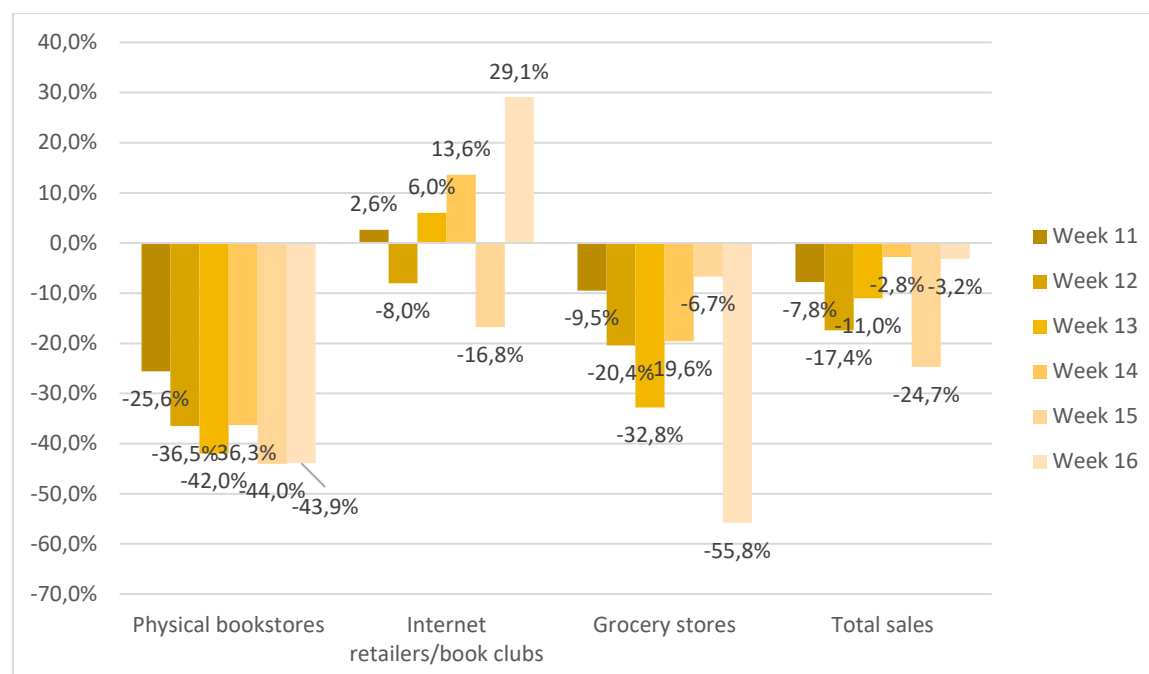


Week 16: Sales in physical bookstores decreases by 43.9 percent during week 16

The Corona pandemic impacts the Swedish sales statistics of books negatively and worryingly, particularly in the physical book stores. Every Friday, the Swedish Booksellers Association and the Swedish Publishers Association will publish weekly sales of physical books per channel as long as the Corona pandemic is ongoing.

Physical bookstores suffered the hardest from the ongoing pandemic. In the period week 11-16 2020 compared to the same weeks 2019, the sales for physical bookstores decreased 37.4 percent. The books sales in grocery stores decreased 23.1 percent during the same period. Internet retailers/book clubs instead increased their sales slightly by 3.0 percent, which does not compensate for the loss in physical stores. In total, book sales have decreased 11,5 percent so far during the pandemic.

Statistics for week 16 2020 show that sales in the physical bookstore decreased 43.9 percent compared to the same week 2019. In week 15 2020, sales dropped by 44.0 percent in this channel. Some of the decline in week 15 is attributed to the dates of Easter. In 2019, the Easter took place in week 16 and in 2020 it took place in week 15. Internet retailers/book clubs had strong sales in week 16 2020, rising 29.1 percent. Total sales for this sales channel in the period week 11-16 2020 was slightly positive, rising 3.0 percent. In week 16 2020, total sales for all sales channels declined 3.2 percent compared to a decline amounting to 24.7 percent during week 15 2020.



Sales development during week 11 to 16 in total:

- In the physical bookstore, sales fell by 37.4 percent during the period week 11-16.
- In the grocery stores, sales decreased by 23.1 per cent during the same period.
- Internet retailers/book clubs has increased slightly, corresponding to 3.0 percent during week 11-16.
- In total, book sales decreased by 11.5 percent during week 11-16.

Sales development week 15 and 16 respectively:

- A comparison of sales during week 15 2020 and week 16 2020 respectively shows that online bookstore/book clubs went from a sharp decline in sales to a strong increase. Please note that some of this increase may be attributed to Easter. When it comes to brick-and-mortar-business, the crisis for physical bookstores remained at the same level as week 15 2020, while the sales of grocery sales worsened considerably.
- In physical bookstore sales fell by 43.9 percent during week 16, compared to 44.0 percent in week 15.
- In the grocery stores, sales decreased by 55.8 percent during week 16 2020, compared with 6.7 percent during week 15 2020.
- In internet retailers/book clubs, sales increased by 29.1 percent during week 16 2020, compared to a sales decrease of 16.8 percent in week 15 2020.
- In total, sales in week 16 2020 decreased by 3.2 percent, compared with a decrease of 24.7 percent in week 15 2020.

About these statistics

Every Friday, the Swedish Booksellers Association and the Swedish Publishers Association will publish weekly sales of physical books for the channels physical bookstore, internet retailers/book clubs and grocery stores as long as the Corona pandemic is ongoing. The Swedish organization Bokinfo publishes the corresponding information on a daily basis accessible to anyone with access.

The statistics are based on the sales reported on April 17. These sales statistics, that are normally covered on an annual basis, usually includes digital subscription services, and are estimated to cover more than 80 percent of all sales in general literature in Sweden. Since digital subscription services are excluded in these separate sales statistics due to the Corona crisis, the coverage of these statistics of total sales of general literature is lower than usual. It is worth noting that the fallout in the population consists mainly of small, independent players in the physical bookstore and sales in the grocery store.

1. Sales during week 11-16 2019 and week 11-16 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 11-14 2019 (March 11 to April 21) compared to week 11-14 2020 (March 9 to April 19).

Sales Channel	Week 11-16 2019	Week 11-16 2020	Change
Physical bookstores	102 404	64 060	-37.4%
Internet retailers/ book clubs	205 901	212 032	+3.0%
Grocery stores	26 836	20 642	-23.1%
Total sales	335 141	296 735	-11.5%

2. Sales during week 16 2019 and week 16 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 15 2019 (April 15 to April 21) and 15 2020 (April 13 to April 19).

Sales Channel	Week 15 2019	Week 15 2020	Change
Physical bookstores	14 929	8 378	-43.9%
Internet retailers/ book clubs	25 175	32 508	+29.1%
Grocery stores	3 917	1 730	-55.8%
Total sales	44 021	42 617	-3.2%

3. Sales during week 15 2019 and week 15 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 15 2019 (April 8 to April 14) and 15 2020 (April 6 to April 12).

Sales Channel	Week 15 2019	Week 15 2020	Change
Physical bookstores	17 297	9 689	-44.0%
Internet retailers/ book clubs	35 006	29 119	-16.8%
Grocery stores	3 145	2 935	-6.7%
Total sales	55 448	41 743	-24.7%

4. Sales during week 14 2019 and week 14 2020 divided by sales channel

Sales (in TSEK in different sales channels during week 14 2019 (April 1 to April 7) compared to week 13 2020 (March 30 to April 5).

Sales Channel	Week 14 2019	Week 14 2020	Change
Physical bookstores	15 167	9 668	-36.3%
Internet retailers/ book clubs	33 871	38 465	+13.6%
Grocery stores	2 923	2 351	-19.6%
Total sales	51 960	50 484	-2.8%

5. Sales during week 13 2019 and week 13 2020 divided by sales channel

Sales (in TSEK in different sales channels during week 13 2019 (March 25 to March 31) compared to week 13 2020 (March 23 to March 29).

Sales Channel	Week 13 2019	Week 13 2020	Change
Physical bookstores	16 918	9 818	-42.0%
Internet retailers/ book clubs	36 500	38 684	+6.0%
Grocery stores	4 418	2 667	-39.6%
Total sales	57 835	51 169	-11.5%

6. Sales during week 12 2019 and week 12 2020 divided by sales channel

Sales (in TSEK in different sales channels during week 12 2019 (March 18 to March 24) compared to week 12 2020 (March 16 to March 22).

Sales Channel	Week 12 2019	Week 12 2020	Change
Physical bookstores	16 850	10 699	-36.5%
Internet retailers/ book clubs	38 152	35 085	-8.0%
Grocery stores	5 419	4 314	-20.4%
Total sales	60 421	50 097	-17.1%

7. Sales during week 11 2019 and week 11 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 11 2019 (March 11 to March 17) compared to week 11 2020 (March 9 to March 15).

Sales Channel	Week 11 2019	Week 11 2020	Change
Physical bookstores	21 243	15 808	-25.6%
Internet retailers/ book clubs	37 197	38 170	+2.6%
Grocery stores	7 014	6 345	-9.5%
Total sales	65 454	60 324	-7.8%