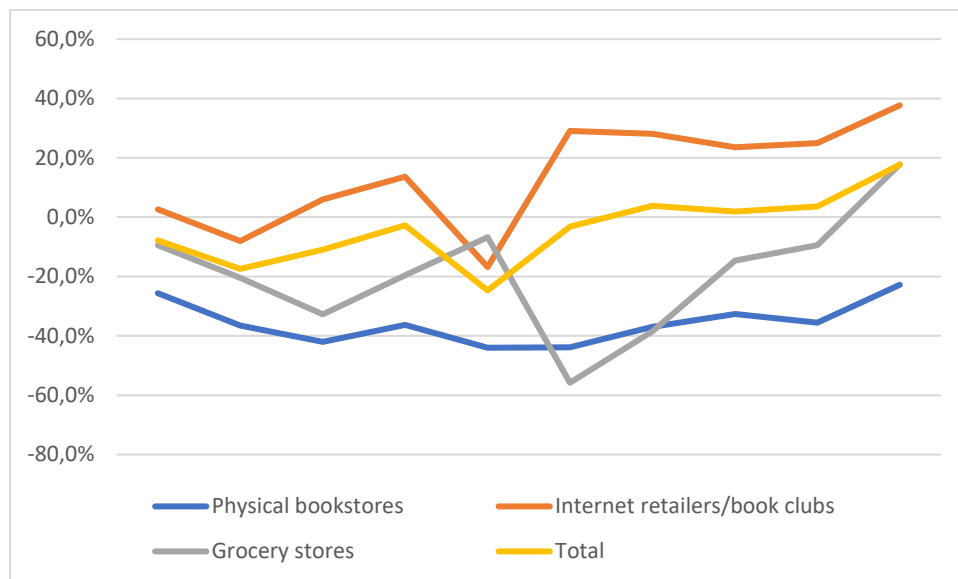


**Week 20: Total book sales increased slightly for the third week in a row. Physical bookstores declined more than the previous week.**

**Physical bookstores suffered the hardest from the ongoing pandemic. In the period week 11-20 2020 compared to the same weeks 2019, the sales for physical bookstores decreased 35.4 percent. The books sales in grocery stores decreased 15.2 percent during the same period. Internet retailers/book clubs instead increased their sales by 12.4 percent. In total, book sales have decreased 4.5 percent so far during the pandemic. One should note that digital subscription services are not yet included in the dataset.**

Statistics for week 20 2020 show that sales in the physical bookstore decreased 22.8 percent compared to the same week 2019. In week 19 2020, sales dropped by 35.5 percent in this channel. Internet retailers/book clubs had very strong sales in week 20 2020, rising 37.7 percent.

In sum, it is noticeable that sales to some degree move from physical stores to online retailers. In week 11-20, sales in physical bookstores decreased by 35.4 percent. Reports indicate that there are large variations within sales channels. There are physical bookstores that has suffered distinctively more and distinctively less than the average. The book sales in grocery stores decreased 15.2 in the same period.



### **Sales development during week 11 to 20 in total:**

- In the physical bookstore, sales fell by 35.4 percent during the period week 11-20.
- In the grocery stores, sales decreased by 15.2 per cent during the same period.
- Internet retailers/book clubs has increased, corresponding to 12.4 percent during week 11-20.
- In total, book sales decreased by 4.5 percent during week 11-19.

### **Sales development week 19 and 20 respectively:**

- A comparison of sales during week 19 2020 and week 20 2020 respectively shows that online bookstore/book clubs strongly increased their book sales for the fifth week in a row. Physical bookstores increased less in week 20 than in week 19.
- In physical bookstore sales fell by 22.8 percent during week 20, compared to 35.5 percent in week 19.
- In the grocery stores, sales increased by 17.8 percent during week 20 2020, compared with a decline amounting to 9.5 percent during week 19 2020.
- In internet retailers/book clubs, sales increased by 37.7 percent during week 20 2020, compared to a sales increase of 25.0 percent in week 18 2020.
- In total, sales in week 20 2020 increased by 17.7 percent, compared with a decrease of 3.6 percent in week 17 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 May 22, 2020. 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 11-20 2019 and week 11-20 2020 divided by sales channel

*Sales (in TSEK) in different sales channels during week 11-20 2019 (March 11 to May 19) compared to week 11-20 2020 (March 9 to May 17).*

Sales Channel	Week 11-19 2019	Week 11-19 2020	Change
Physical bookstores	165 043	106 585	-35.4%
Internet retailers/ book clubs	325 662	366 203	12.4%
Grocery stores	36 826	31 223	-15.2%
Total sales	527 534	504 010	-4.5%

### 2. Sales during week 20 2019 and week 20 2020 divided by sales channel

*Sales (in TSEK) in different sales channels during week 20 2019 (May 13 to May 19) and 20 2020 (May 11 to May 17).*

Sales Channel	Week 20 2019	Week 20 2020	Change
Physical bookstores	14 895	11 494	-22.8%
Internet retailers/ book clubs	30 203	41 577	+37.7%
Grocery stores	2 144	2 524	+17.8%
Total sales	47 242	55 595	+17.7%

### 3. Sales during week 19 2019 and week 19 2020 divided by sales channel

*Sales (in TSEK) in different sales channels during week 19 2019 (May 6 to May 12) and 19 2020 (May 4 to May 10).*

Sales Channel	Week 19 2019	Week 19 2020	Change
Physical bookstores	16 479	10 636	-35.5%
Internet retailers/ book clubs	31 551	39 452	+25.0%
Grocery stores	2 373	2 147	-9.5%
Total sales	50 403	52 235	+3.6%

### 3. Sales during week 18 2020 and week 18 2019 divided by sales channel

*Sales (in TSEK) in different sales channels during week 18 2019 (April 29 to May 5) and 18 2020 (April 27 to May 3).*

Sales Channel	Week 18 2019	Week 18 2020	Change
Physical bookstores	15 748	10 609	-32.6%
Internet retailers/ book clubs	27 066	33 462	+23.6%
Grocery stores	2 635	2 249	-14.7%
Total sales	45 449	46 320	+1.9%

### 4. Sales during week 17 2019 and week 17 2020 divided by sales channel

*Sales (in TSEK) in different sales channels during week 17 2019 (April 22 to April 28) and 17 2020 (April 20 to April 26).*

Sales Channel	Week 17 2019	Week 17 2020	Change
Physical bookstores	15 518	9 785	-36.9%
Internet retailers/ book clubs	30 945	39 635	+28.1%
Grocery stores	2 839	1 747	-38.5%
Total sales	49 301	51 167	+3.8%

### 5. 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%

## 6. 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%

## 7. 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%

## 8. 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%

## 9. 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%

## 10. 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%