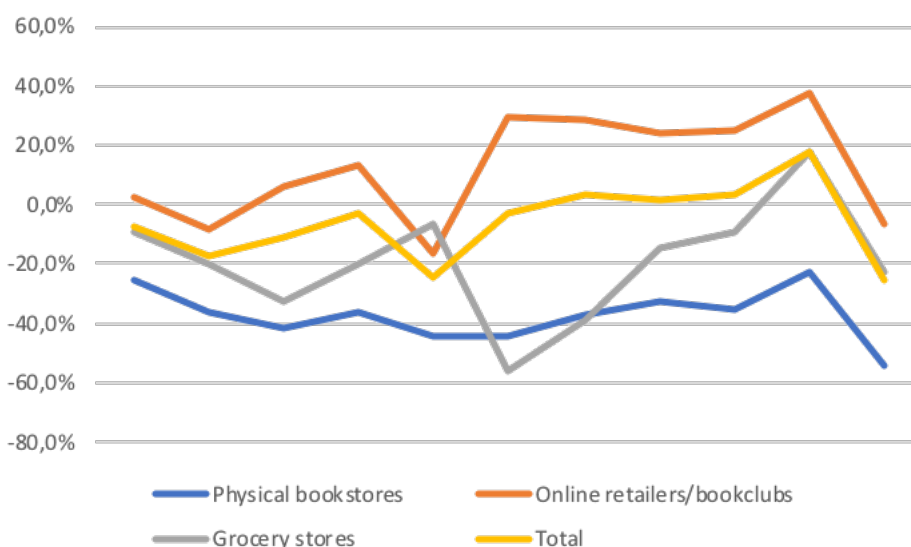


Week 21: Book sales decreased in all sales channels

Physical bookstores suffered the hardest from the ongoing pandemic. In the week 11-21 2020 compared to the same period 2019, the sales for physical bookstores decreased 37.6 percent. The books sales in grocery stores decreased 15.9 percent during the same period. Internet retailers/book clubs instead increased their sales by 10.7 percent during the same period. In total, book sales have decreased 6.5 percent so far during the pandemic. One should note that digital subscription services are not yet included in the dataset.

Statistics for week 21 2020 show that sales in the physical bookstore decreased 54.0 percent, compared to the same week 2019. This can be compared to week 20 2020 where book sales decreased by 22.8 percent. Internet retailers/book clubs showed a decrease of sales of 6.8 percent under week 21. In week 20 this channel increased instead by 37.7 percent. The fact that the statistics differ greatly between these weeks may be partly due to the fact that Christ's Ascension weekend 2019 fell in week 22.

In sum, it is noticeable that sales to some degree move from physical stores to online retailers during the pandemic. 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. In week 11-21, sales in physical bookstores decreased by 37.6 percent. The book sales in grocery stores decreased 15.9 percent in the same period.



Sales development during week 11 to 21 in total:

- In the physical bookstore, sales fell by 37.6 percent during the week 11-21 2020, compared to the same period last year.
- In the grocery stores, sales decreased by 15.9 percent during the week 11-21 2020 compared to the same period last year.
- Internet retailers/book clubs has increased their sales by 10,7 percent during the week 11-21 2020, compared to the same period last year.
- In total, book sales decreased by 6.5 percent during week 11-21, compared to the same period last year.

Sales development week 20 2020 and 21 2020 respectively:

- A comparison of sales during week 20 2020 and week 21 2020 respectively shows that all sales channels decreased more under week 21 than under week 20. For physical bookstores this was the largest percentage decrease during the pandemic. Online bookstore/book clubs have strongly increased their book sales for several weeks in a row but decreased under week 21.
- In physical bookstore sales fell by 54.0 percent during week 21 2020, compared to 22.8 percent in week 20 2020.
- In the grocery stores, sales decreased by 22.7 percent during week 21 2020, compared to the increase of 17.8 percent in week 20 2020.
- In internet retailers/book clubs, sales decreased during week 21 2020 by 6.8 percent during, compared to a sales increase of 37.7 percent in week 20 2020.
- In total, sales in week 21 2020 decreased by 25.2 percent, compared to the increase of 17,7 percent in week 20 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 29, 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 11-21 2019 and week 11-21 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 11-21 2019 (March 11 to May 26) compared to week 11-21 2020 (March 9 to May 24).

Sales Channel	Week 11-21 2019	Week 11-21 2020	Change
Physical bookstores	186 542	116 484	-37.6%
Internet retailers/ book clubs	358 756	397 039	+10.7%
Grocery stores	40 408	33 991	-15.9%
Total sales	585 709	547 514	-6.5%

2. Sales during week 21 2019 and week 21 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 21 2019 (May 20 to May 26) compared to week 21 2020 (May 18 to May 24).

Sales Channel	Week 21 2019	Week 21 2020	Change
Physical bookstores	21 499	9 899	-54.0%
Internet retailers/ book clubs	33 094	30 836	-6.8%
Grocery stores	3 582	2 768	-22.7%
Total sales	58 175	43 503	-25.2%

3. 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%

4. Sales during week 19 2020 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%

5. Sales during week 18 2020 and week 18 2020 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%

6. 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	1747	-38.5%
Total sales	49 301	51 167	+3.8%

7. 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%

8. 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%

9. 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%

10. 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%

11. 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%

12. 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%