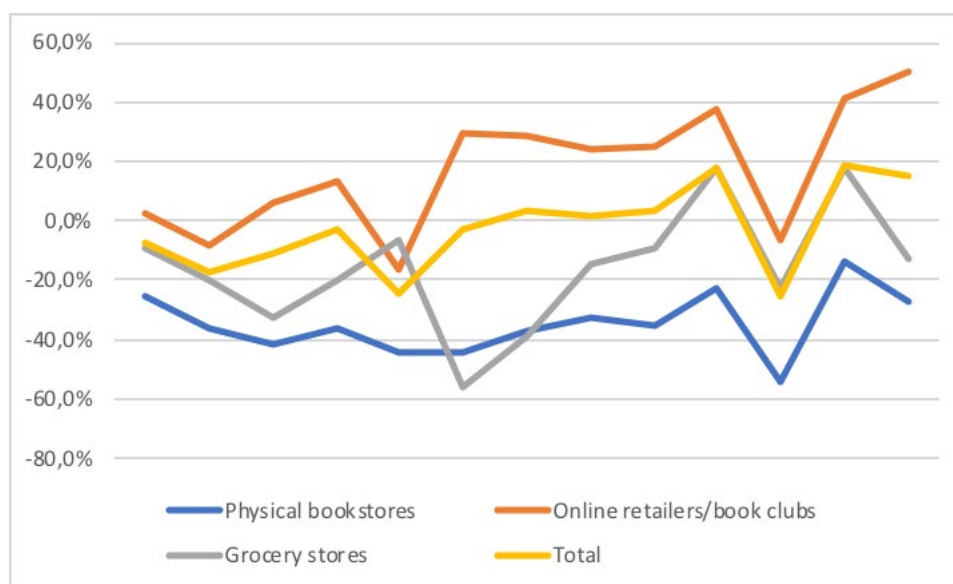


Week 22: Online retailers/book clubs increased their sales by 50 percent in week 23

Physical bookstores suffered the hardest from the ongoing pandemic. In the week 11-23 2020 compared to the same period 2019, the sales for physical bookstores decreased 34.7 percent. The books sales in grocery stores decreased 13.0 percent during the same period. Internet retailers/book clubs instead increased their sales by 15.2 percent during the same period. In total, book sales have decreased 3.1 percent so far during the pandemic. One should note that digital subscription services are not yet included in the dataset.

Statistics for week 23 2020 show that sales in the physical bookstore decrease 27.0 percent, compared to the same week 2019. This can be compared to week 22 2020 where book sales decreased by 13.7 percent. Internet retailers/book clubs showed an increase of sales of 50.4 percent in week 23. In week 22 this channel decreased by 41.2 percent. Christ's Ascension weekend (which are national holidays) occurred in week 22 in 2019 and in week 21 in 2020, which gave better preconditions to sell more in week 22 in 2020 than in 2019. The Swedish national day (which is a national holiday) occurred on a Thursday in 2019 and on a Saturday in 2020, which can explain a little part of the increases 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 11-23, sales in physical bookstores decreased by 34.7 percent. The book sales in grocery stores decreased 13.0 percent in the same period.



Sales development during week 11 to 23 in total:

- In the physical bookstore, sales fell by 34.7 percent during the week 11-23 2020, compared to the same period last year.
- In the grocery stores, sales decreased by 13.0 percent during the week 11-23 2020 compared to the same period last year.
- Internet retailers/book clubs has increased their sales by 15.2 percent during the week 11-23 2020, compared to the same period last year.
- In total, book sales decreased by 3.1 percent during week 11-23, compared to the same period last year.

Sales development week 22 2020 and 23 2020 respectively:

- In physical bookstores sales fell by 27.0 percent during week 23 2020, compared to 13.7 percent in week 22 2020.
- In grocery stores, sales decreased by 12.5 percent during week 23 2020, compared to an increase by 17.6 percent in week 22 2020.
- In internet retailers/book clubs, sales increased by 50.4 percent during week 23 2020, compared to a sales increase of 41.2 percent in week 22 2020.
- In total, sales in week 22 2020 increased by 14.8 percent, compared to a decrease of 19.1 percent in week 22 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 June 12, 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 11-23 2019 and week 11-23 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 11-23 2019 (March 11 to June 9) compared to week 11-23 2020 (March 9 to June 7).

Sales Channel	Week 11-23 2019	Week 11-23 2020	Change
Physical bookstores	224 565	146 675	-34.7%
Internet retailers/ book clubs	411 981	474 566	+15.2%
Grocery stores	47 098	40 981	-13.0%
Total sales	683 644	662 223	-3.1%

2. Sales during week 23 2019 and week 23 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 23 2019 (June 3 to June 9) compared to week 23 2020 (June 1 to June 7).

Sales Channel	Week 23 2019	Week 23 2020	Change
Physical bookstores	19 693	14 368	-27.0%
Internet retailers/ book clubs	25 906	38 955	+50.4%
Grocery stores	3 633	3 180	-12.5%
Total sales	49 232	56 502	+14.8%

3. Sales during week 22 2019 and week 22 2020 divided by sales channel

Sales (in TSEK) in different sales channels during week 22 2019 (May 27 to June 2) compared to week 22 2020 (May 25 to May 31).

Sales Channel	Week 22 2019	Week 22 2020	Change
Physical bookstores	18 329	15 823	-13.7%
Internet retailers/ book clubs	27 316	38 572	+41.2%
Grocery stores	3 057	3 593	+17.6%
Total sales	48 702	57 989	+19.1%

4. 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%

5. 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%

6. 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%

7. 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%

8. 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%

9. 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%

10. 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%

11. 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%

12. 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%

13. 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%

14. 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%

15. 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%