

The German Book Market 2015

Economic figures

Development of sales total 2015 (2014)	9,188 Mio. €, -1.4 % (9,322 Mio. €, -2.2 %)
Change in online sales	+6.0 % (-3.1 %)
Market share for e-books (share of consumer market) (private demand, excluding schoolbooks and textbooks)	4.5 % (4.3 %)
Market share by publication form	
Hard cover	73.4 %
Paperback	22.9 %
Audio book	3.7 %
Market share by distribution channel	
Retail bookshops	48.2 %
Publishers' direct sales	20.9 %
Online bookshops	17.4 %
Other sales points	10.1 %
Mail order book trade	1.3 %
Book clubs	0.8 %
Department stores	1.2 %
Market share by category (change from previous year)	
Fiction	32.1 % (-1.6 %)
Travel	6.5 % (-0.8 %)
Scientific	10.9 % (-3.1 %)
Non-fiction	10.3 % (+1.6 %)
Children's & YA books	15.8 % (-1.0 %)
Self-help books	14.3 % (-4.5 %)
School and learning	10.0 % (not designated)
New releases (first editions)	
total	76,547 (+3.6 %)
of which, fiction	14,165 (+0.4%)
of which, Children's & YA books	9,081 (+11.5 %)
Translations into German (first editions)	9,454 (-5.1 %)
Licences	7,521 (+16.7 %)
Employees	Publishers: 24,015 Retail trade: 28,900
Trainees	
Media marketing	1,909
Booksellers	1,143