

Economic figures for the industry, 2016

Development of sales 2016 (2015) total

€ 9,276 million, +1.0% (€ 9,188 million, -1.4%)

Change in online sales +5.3% (+6.0%)

Market share for e-books* 4.6% (4.5%)

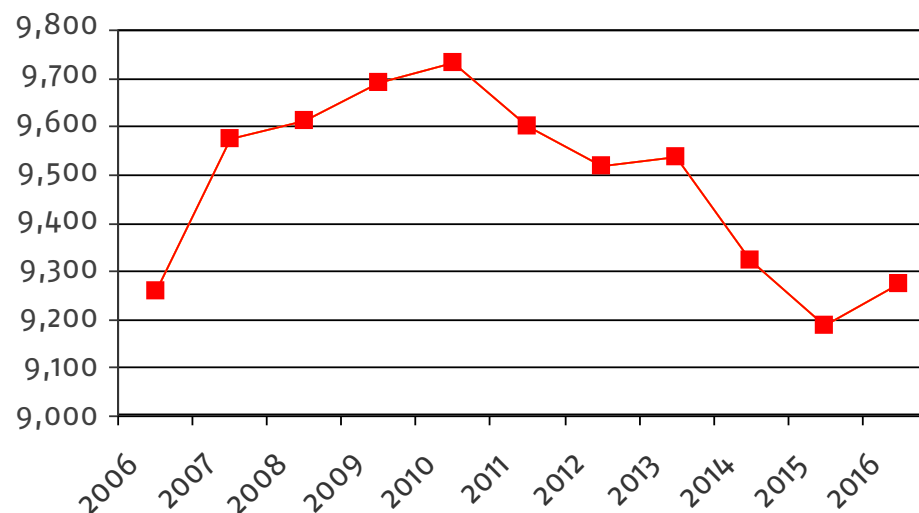
* share of consumer market (private demand, excluding schoolbooks and textbooks)

Market share by distribution channel

Retail bookshops:	47.3%
Publishers' direct sales:	20.9%
Online bookshops:	18.2%
Other sales points:	10.1%
Mail order book trade:	1.7%
Department stores:	1.4%
Book clubs:	0.3%

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Development of sales 2006–2016 (million euros)



Market share by publication form

Hard cover:	74.8%
Paperback:	21.9%
Audio book:	3.3%

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Market share by category (change from previous year)

Fiction:	31.5% (-0.5%)	Children's & YA books:	16.5% (+9.0%)
Travel:	5.7% (+0.2%)	Self-help books:	14.5% (-0.1%)
Scientific:	11.1% (-1.5%)	Schools and learning:	10.9% (+6.1%)
Non-fiction:	9.8% (-2.7%)		

New releases (first editions)	72,820	(-4.9%)
of which, fiction first editions:	13,891	(-1.9%)
Children's & YA books:	8,961	(-1.3%)

Translations into German (first editions) 9,882 (+4.5%)

Licenses 7,310 (-2.8%)

Employees

Publishers (2014):	24,547
Retail trade:	29,400

Trainees

Media marketing:	1,874
Booksellers:	1,114