

Spain

Social and economic information

Area:	505,940 sq km
Population:	46,231,100
Population growth:	2015: 0.9 %*
Literacy rate:	98 %
Gross domestic product (trillion euros):	2014: 1.041; 2015: 1.079*; 2016: 1.119*
Per capita GDP:	2014: € 22,408; 2015: € 23,264*; 2016: € 24,166*
GDP growth (%):	2014: +1.4; 2015: +3.1*; 2016: +2.7*
Inflation rate (%):	2014: -0.2; 2015: -0.5*; 2016: 0.7*
Unemployment rate:	22.3 %
Youth unemployment rate:	45 % (Jan 2016)
Language distribution:	Spanish: 89 %; Catalan: 9 %; Galician: 5 %; Basque: 1 %
Internet connections:	74.4 % of all households in Spain
Smartphone use:	53.7 % of over-15-year-olds
Number of universities:	83 officially recognised universities. Of these, 50 are state run, 33 are private institutions.

*) Estimate or forecast

Information on the book market

Figures for book production

Publishers

According to figures from the Spanish Publishers Association, there are currently 1,693 Spanish publishers. The Spanish-language book market is dominated in Spain and Latin America alike by four large Spanish groups with international reach: Grupo Planeta (multinational media corporation), Grupo Santillana (PRISA, strong in the education segment), Penguin Random House and Grupo Anaya (Hachette, strong in the education segment).

Booksellers

According to a study by the Booksellers' Association and the Ministry of Culture (2014), in 2013 there were 3,650 registered bookshops in Spain. Amounting to 7.8 stores per 1,000 inhabitants, this is one of the highest bookshop densities in Europe, despite a significant decline of 15.8 % compared to 2012. Book sales through online bookshops still constitute just a small share of sales in Spain.

Sales

Judging by overall sales, the Spanish book market remained stable in comparison to the previous year. Overall sales in 2014 amounted to 2.196 million euros. In 2013, the figure was 2.182 million euros, whereas in 2012 it was still 2.471 million euros.

Sales in 2014 were distributed across the market segments as follows. Fiction: 20.4 %; children's and young adult books: 12.5 %; schoolbooks: 34.1 %; STM: 3.7 %; social sciences and humanities: 10.8 %; others 18.6 %. Apart from a slight decline of 2.5 % in the fiction segment compared to 2013 (22.9 % of total sales), and modest growth of 0.5 % for children's books (2013: 12 %) and 1.6 % for school books (2013: 32.5 %), the distribution of sales according to market segment in the period 2013 to 2014 showed no significant change in Spain.

Title production/new releases

In 2014, a total of 78,508 titles and new releases were published in the Spanish market. This represents an increase of 2.7 % on the year before.

Number of printed copies (not including schoolbooks): 226.59 million (down 8 % on 2013)

Average print run: 2,886 (down 10 % on 2013)

Title production according to segment: fiction: 17.4 %; children's and young adult books: 17.3 %; schoolbooks: 21.1 %; science and technology: 6.9 %; social sciences and humanities: 17.6 %; other: 19.8 %

Average book price

The average price of a book in Spain is 14.29 euros.

E-book production

Sales of e-books rose considerably in comparison to the year before, by 37.1 %. E-books now account for 5 % of the Spanish industry's overall sales. The number of newly produced e-books in 2014 was 39,982. In total, 11.22 million copies were sold. The average price of an e-book is 9.80 euros.

Rights and Licences

Translations from Spanish to German

Since 2011, Spanish has occupied seventh place in the list of most important languages for translation into German, with a share of 1.4 % (of first editions), after English, French, Japanese, Swedish, Italian and Dutch. 2014 saw 137 German translations of Spanish books. Taking the statistics for fiction alone, Spanish to German translations made up a 2 % share of all translated fiction first editions.

Licences for Spanish language editions

Spanish is one of the 10 most important languages for the sale of licences abroad by German publishers. 7.4 % of all licences (478) were for translations into Spanish in 2014 (BuBiZ 2015, p. 112)¹. Thus Spanish occupies second place, after Chinese with 983 licences and before English with 450. In a five-year comparison, however, the number of licences for Spanish translations in 2014 was relatively low: 2013: 573; 2012: 502; 2011: 567; 2010: 638 (ibid.).

Assessing licence sales by German publishers abroad according to language and segment, children's and young adult books maintained their traditionally strong position in 2014, with 189 licences for Spanish. Of these, largest number were for picture books (65), books for children up to age 11 (49) and non-fiction/non-fiction picture books (49). Only for Chinese were more licenses for children's books sold in 2014 (428) (BuBiZ 2015, p. 114-115).

With 81 licences, Spanish remains a strong language for sales of German fiction, after French (124 licences) and Italian (108 licences). Spanish also takes third place in the Comics, Cartoons, Humour and Satire category, likewise after French (10 licences) and Italian (8 licences) (ibid.).

¹ BuBiZ differentiates between licences issued for the Spanish and Castilian languages. For the purposes of this analysis, however, both are counted as Spanish.

Licences for publication in Spain

Viewing the 2014 licensing statistics in terms of country, Spain, with 324 licenses, is one of the most important territories for licences purchased from German publishers: 5 % of all licenses sold abroad were sold to Spain (ibid., p. 109). As such, Spain shares third place with Poland and Russia, following China and France (ibid., p. 104). However, Spain previously held second place above France in 2012 and 2013, with 457 and 477 licences respectively. There was certainly no repeat in 2014 of the record year in 2010, when 646 licences were sold to Spain.

Digital media

In 2014, the publishing industry earned 10.8 % of its sales through additional formats. Of this, 5 % derived from the sale of e-books. Overall sales of e-books have increased by an impressive 37.1 % and already they make up 5 % of total turnover. While sales in the segment amounted to 80.3 million euros in 2013, in 2014 this rose to 110 million.

Fixed book prices

In Spain, book prices are fixed by law. Booksellers may only sell books at the prices set by the publishers. However, since 2007 schoolbooks have been exempted from this law (Engelmann 2002; cf. LEY 10/2007, de 22 de junio, de la lectura, del libro y de las bibliotecas).

Copyright protection laws

Since 1996: Ley de Propiedad Intelectual (intellectual property law) - Real Decreto Legislativo 1/1996.

In January 2011, the law Ley de Economía Sostenible - also known as the Ley Sinde - was passed. This regulates the legal conditions applicable for the download of copyrighted content from websites, and the protection of authorial rights.

Book fairs

Feria Internacional del Libro (LIBER): a trade fair held in Madrid and Barcelona in October, prior to the Frankfurt Book Fair, http://www.ifema.es/liber_01/

Feria del Libro del Madrid: book fair for the general public, held in Madrid in May/June, <http://www.ferialibromadrid.com/>

Salón del Libro Infantil y Juvenil de Madrid: book fair for the general public, held in Madrid in December/January, <http://salondellibroinfantilyjuvenil.com/>

Saló del Comic in Barcelona: book fair for the general public in May, <http://ficomix.com/inici.cfm>

There are no German collective stands at Spanish book fairs. The most significant industry meeting for the Spanish-speaking countries is the Feria Internacional del Libro de Guadalajara, in Mexico, so a German collective stand is organised only there. You can find more information on our [website](#).

Associations and information sources

The [Federación de Gremios de Editores de España](#) (Spanish Publishers Association) is an association under private law which was founded in 1978 to represent the interests of the Spanish publishing industry.

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Statistical sources

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- German Trade and Invest,
http://www.gtai.de/GTAI/Content/DE/Trade/Fachdaten/PUB/2015/11/pub201511242023_159210_wirtschaftsdaten-kompakt—spanien—november-2015.pdf?v=1
- Statista: <http://de.statista.com/statistik/daten/studie/74795/umfrage/jugendarbeitslosigkeit-in-europa/>
- ONTI: <http://www.observatoridelallengua.cat/observatori.php?llengua=ca>)

Book market sources

- Buch und Buchhandel in Zahlen 2015, published by the Börsenverein des Deutschen Buchhandels, Frankfurt am Main.
- Engelmann, Martin, Die Zukunft der Buchpreisbindung im Europäischen Binnenmarkt, Berlin 2002.
- Federación de Gremios de Editores de España 2015, Comercio Interior del Libro en España 2014, http://federacioneditores.org/img/documentos/Comercio_Interior_14.pdf
- Study by the Booksellers Association and the Ministry of Culture, 2014:
<http://www.mecd.gob.es/cultura-mecd/dms/mecd/cultura-mecd/areas-cultura/libro/mc/observatoriolect/redirect/estudios-e-informes/elaborados-por-otras-entidades-con-la-colaboracion-del-observatoriolect/industria-editorial/Mapa-Librerias-2014-CEGAL.pdf>

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