

19.0%

ONLINE SALES SHARE OF TOTAL SALES (IN NUMBERS)

93.4%

SALES SHARE OF PRINT BOOKS VERSUS DIGITAL BOOKS (IN NUMBERS)

14.5%

TOP-100 TITLE SHARE ON TOTAL SALES (IN NUMBERS)

80.9%

SALES AFTER PUBLICATION VERSUS PROCUREMENT OF TOP-100 TITLES¹

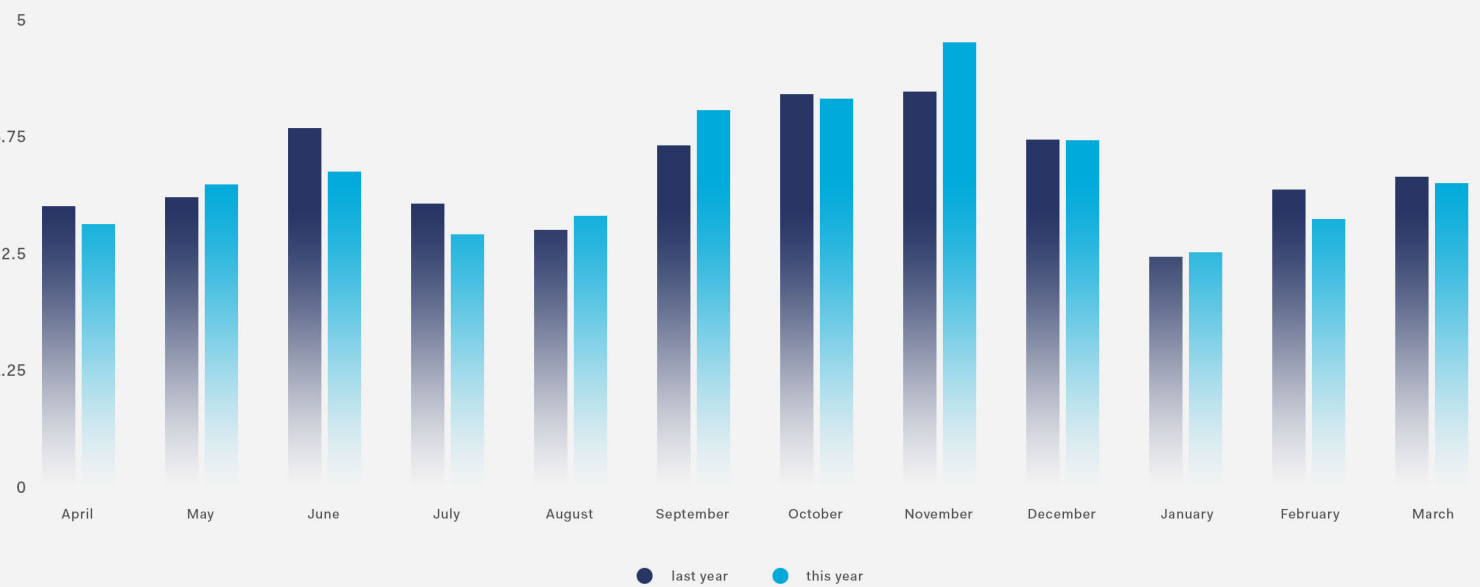
Developments in the market for print books in The Netherlands

TOTAL PRINT SALES IN RELATION TO Q1 '16
-3.6%

TOTAL PRINT SALES IN RELATION TO LAST 12 M
-0.5%

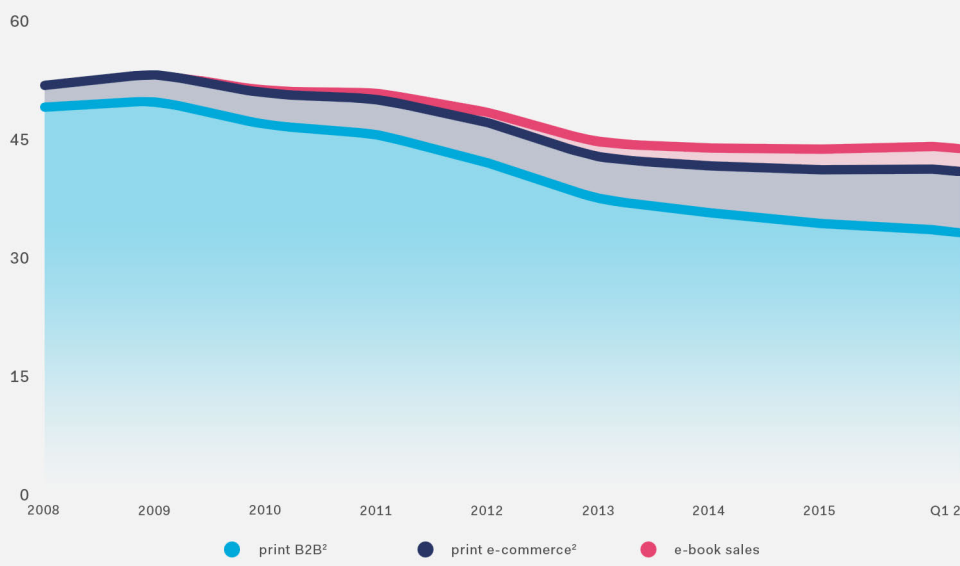
A visual of a year²

sales per month (x 1,000,000)

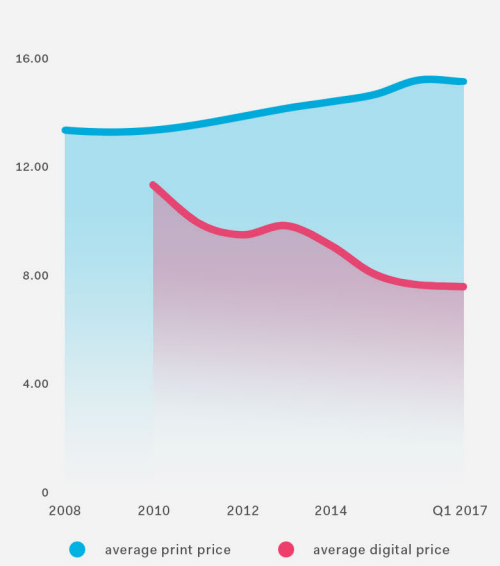


Sales development

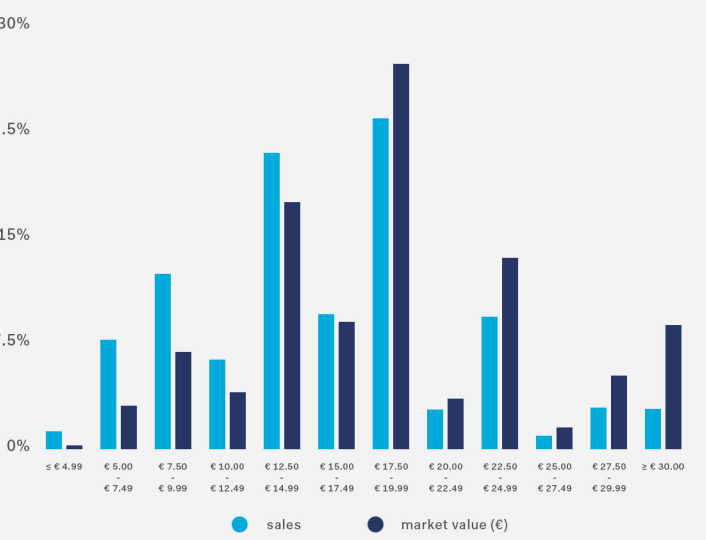
per year (x 1,000,000)



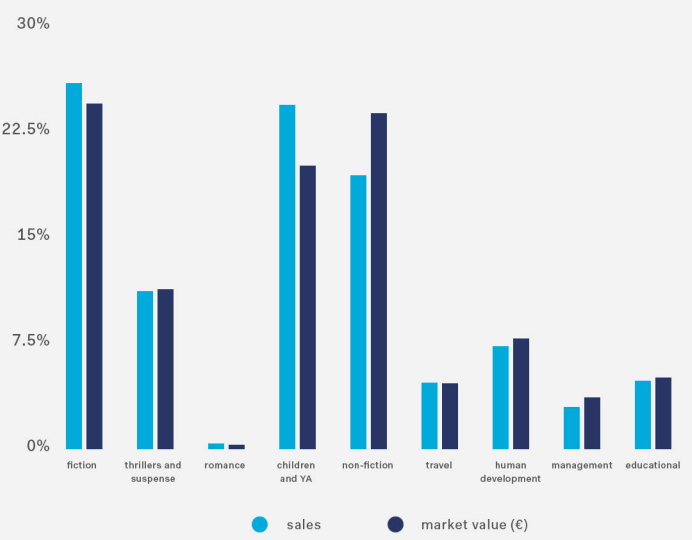
Trends in prices³



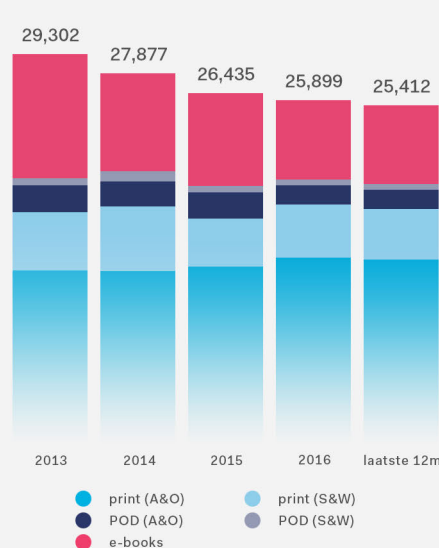
Sales/market value per price range⁴



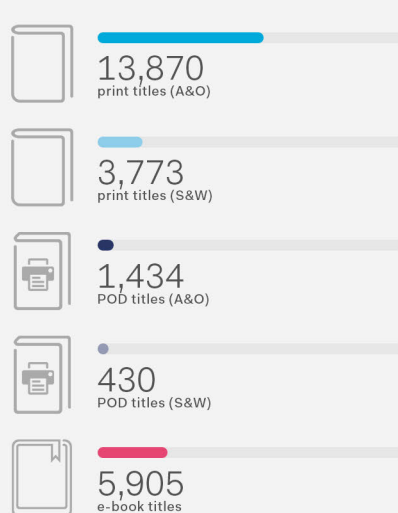
Sales/market value per genre⁴



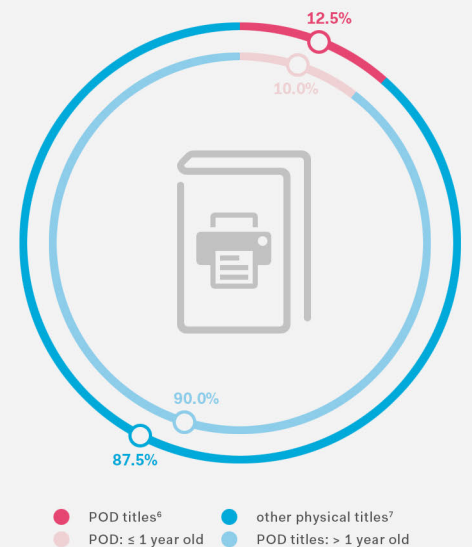
New titles in recent years⁵



New titles in the last 12m⁵



Available for POD



CB has a central position in the distribution of physical books and e-books in The Netherlands and Belgium. CB takes care of distribution and invoices of physical books and e-books to all booksellers.

April 2017

This infographic is compiled from data from registered titles in the Dutch language with CB and the movement of them. Misprints reserved. No part of this publication may be reproduced without permission from CB.

- Procurement and sales after publication of the top-100 titles through bookstores (brick & mortar), based on the past 12 months.
- Total physical sales: B2B (from publisher to bookseller) and e-commerce.
- Based on weighted average gross price of the suggested retail price for e-books and the weighted average gross price of physical books per year.
- Market value is the gross value (€) that the sales in the market represent. In other words: sales x gross sales price.
- Newly registered ISBN's with CB: General (A), Other (O), School books (S) and Scientific (W).
- Available print on-demand titles (book type A and O).
- Available physical A-titles (print).

Growth and/or shrink percentages are based on figures from previous infographics, unless indicated otherwise.