



BOOK BAROMETER

Developments in the market for print books in The Netherlands

Q1 2018

SHARE ONLINE SALES¹

21.0%

^ 0.7%

SHARE PRINT BOOKS¹

92.9%

∇ 0.1%

SHARE TOP-100 TITLES

12.6%

∇ 0.2%

AVERAGE PRICE PRINT BOOK

€15.12

^ 2.6%²

TOTAL

vs Q1 '17 -0.1% vs -12m -1.8%

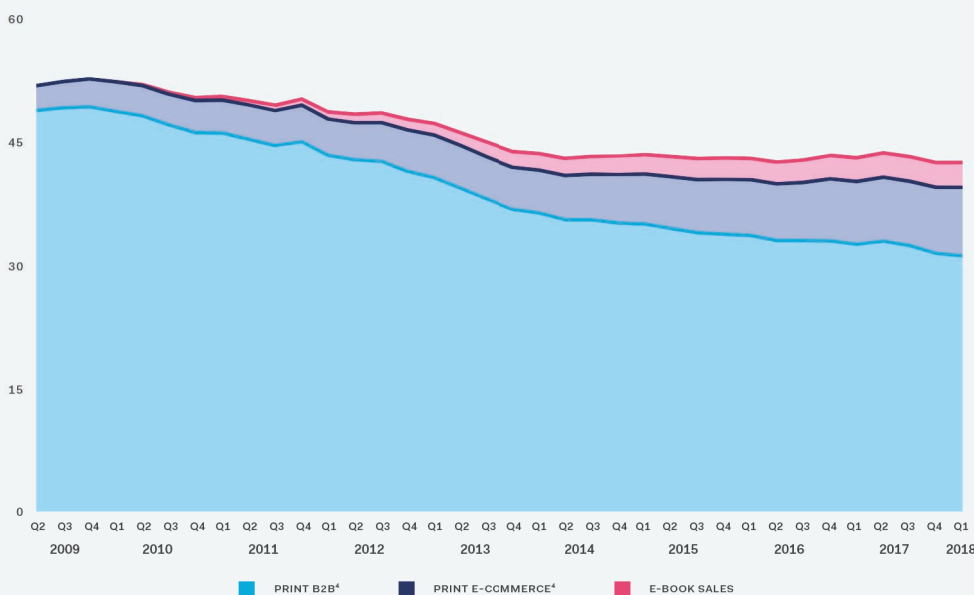
B2B

vs Q1 '17 -4.3% vs -12m -4.3%

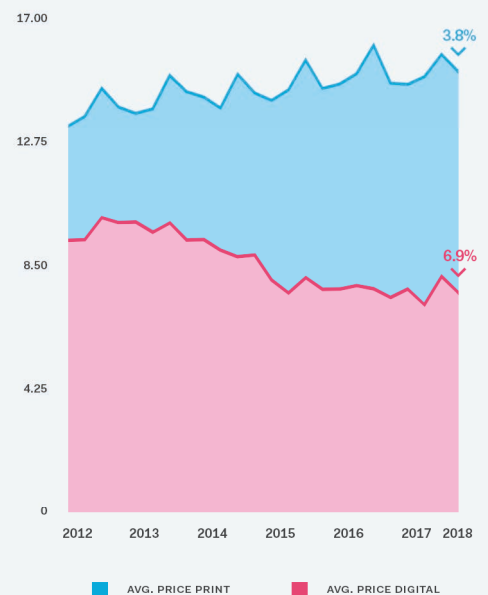
E-COMMERCE

vs Q1 '17 +18.0% vs -12m +9.0%

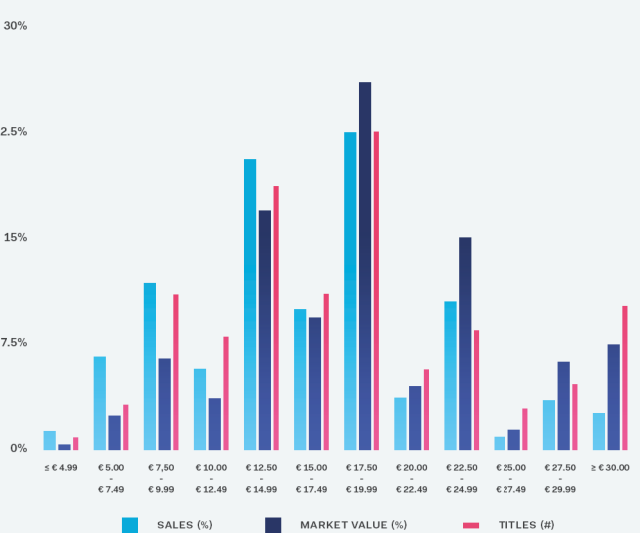
DEVELOPMENT PER CHANNEL IN SALES³



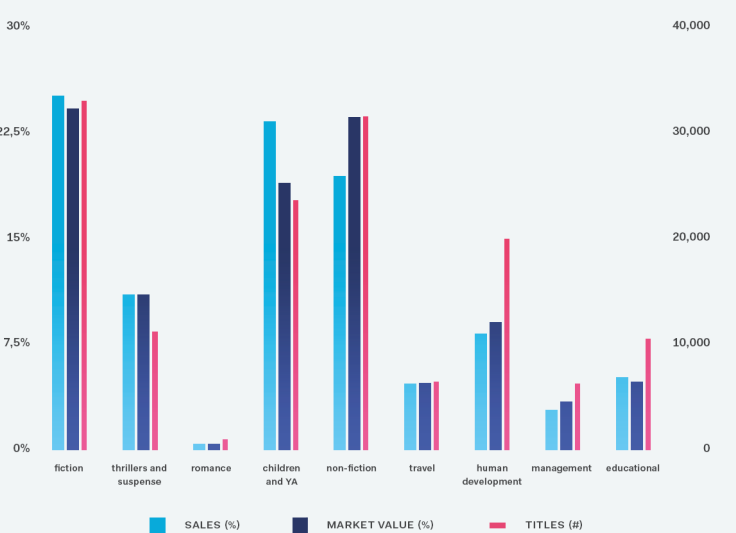
TRENDS IN PRICES⁵



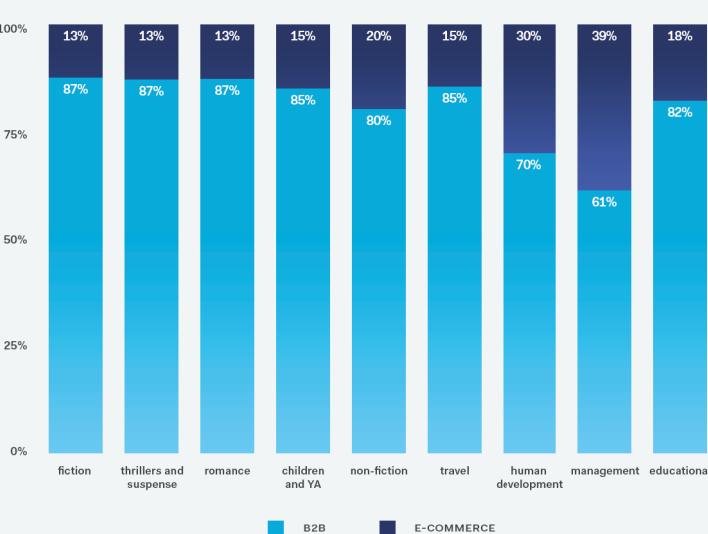
SALES & MARKET VALUE PER PRICE RANGE⁶



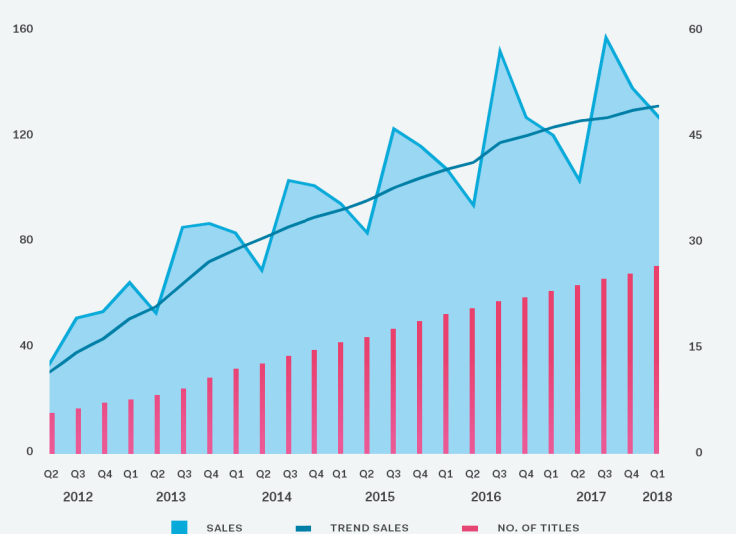
SALES & MARKET VALUE PER GENRE⁶



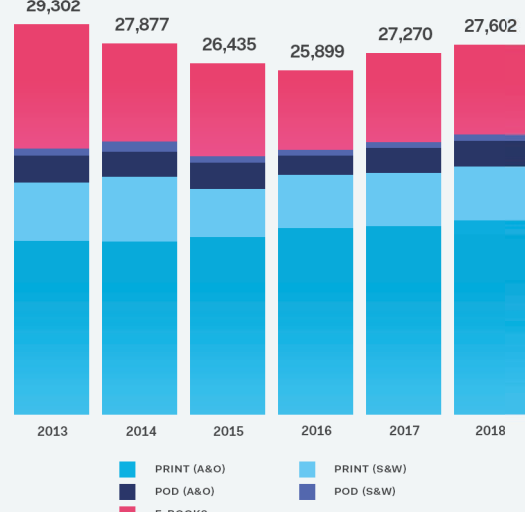
SALES IN CHANNELS PER GENRE



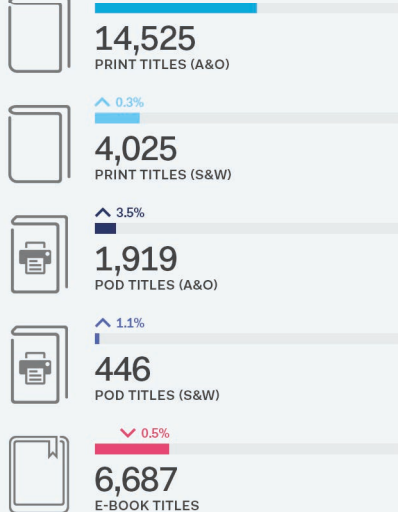
PRINT ON DEMAND DEVELOPMENTS⁷



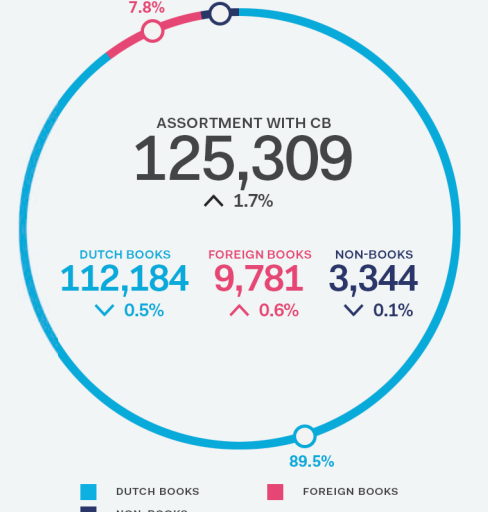
NEW TITLES IN RECENT YEARS⁸



NEW TITLES IN LAST 12M⁸



PHYSICAL ASSORTMENT COMPOSITION⁹



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 2018

This infographic is compiled from data from registered titles in the Dutch language (general books) with CB and the movement of them. Misprints reserved. No part of this publication may be reproduced without permission from CB. Growth and/or shrink percentages are based on figures from previous infographics, unless indicated otherwise.

- Online sales share (also known as e-commerce, in numbers) and print sales share in relation to the total sales including e-book sales (in numbers).
- The average price was compared with that of Q1 2017.
- Moving average over the last four quarters (x 1,000,000).
- Total physical sales: B2B (from publisher to bookseller) and e-commerce.
- Based on the weighted average of the suggested retail price of e-books and the weighted average gross price of physical books per quarter.
- Market value is the gross value (€) that represent the sales in the market. In other words: sales x gross sales price. No. of titles is the number of unique titles responsible for this sale and market value.
- Sales are per quarter (x 1,000, left Y-axis) and as a moving average of four quarters. Titles is the quarterly situation (x 1,000, right Y-axis).
- Newly registered ISBN's with CB: General (A), Other (O), School books (S) and Scientific (W). 2018 contains data of the last 12 months (through Q1 2018).
- Assortment stored with CB.