BOOK BAROMETER

2019

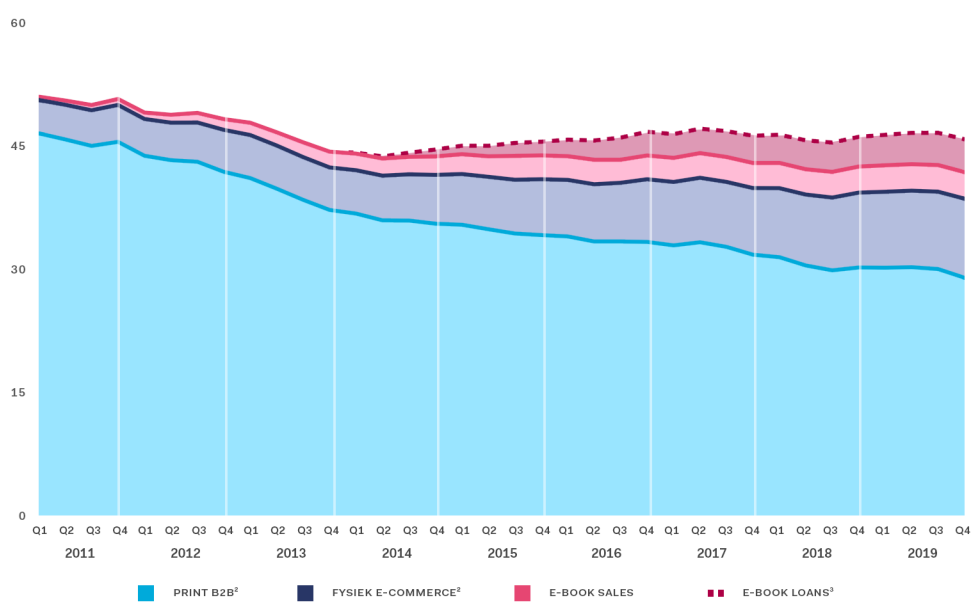
Developments in the market for print and digital books in The Netherlands

Period: Q1 2019 up to Q4 2019

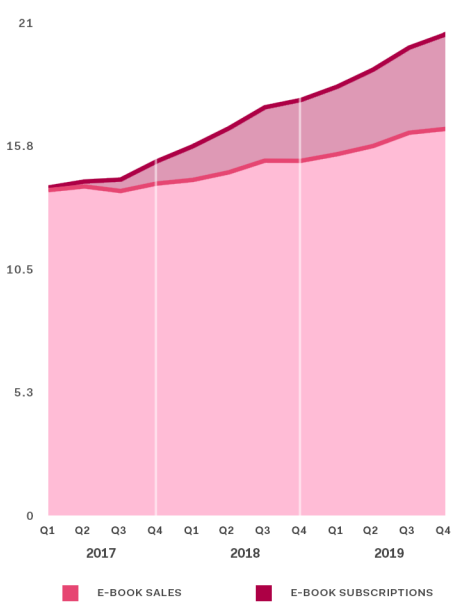
SHARE E-BOOKS[1]	SHARE ONLINE SALES[1]	SHARE TOP-100 TITLES	BESTSELLER 60 AS E-BOOK
7.7%	25.0%	13.0%	91.7%
^ 0.2%	^ 1.8%	^ 0.2%	^ 8.7%

TOTAL PRINT	B2B	E-COMMERCE	E-BOOK SALES	E-BOOK LOANS	E-BOOK SUBS.
vs 12m	vs 12m	vs 12m	vs 12m	vs 12m	vs 12m
-1.9%	-4.1%	+5.6%	+2.1%	+10.4%	+55.3%
(vs Q4 2018: -6.8%)	(vs Q4 2018: -11.4%)	(vs Q4 2018: +6.3%)	(vs Q4 2018: -1.4%)	(vs Q4 2018: +9.0%)	(vs Q4 2018: +48.8%)

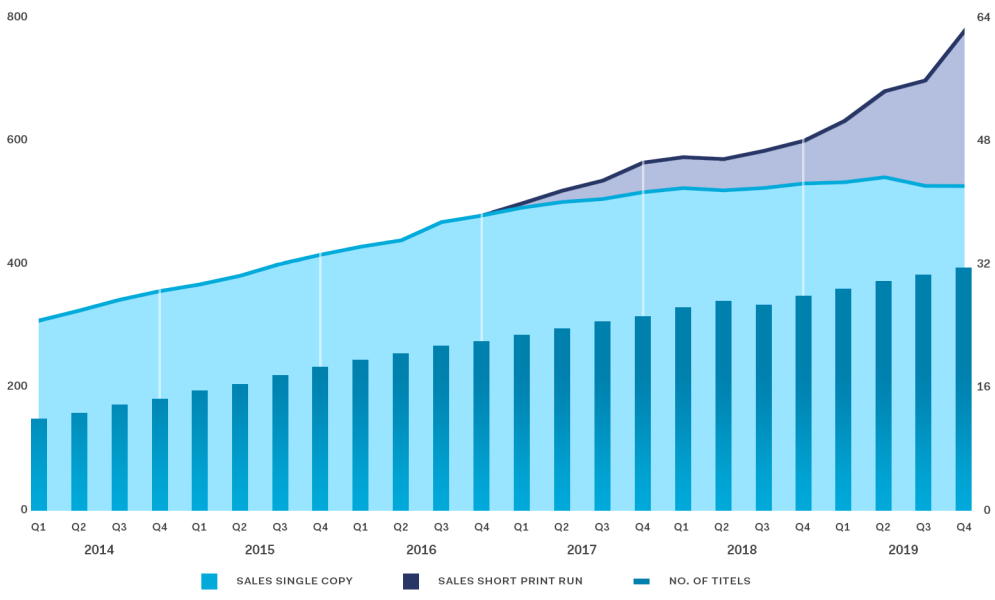
DEVELOPMENT PER CHANNEL
IN SALES



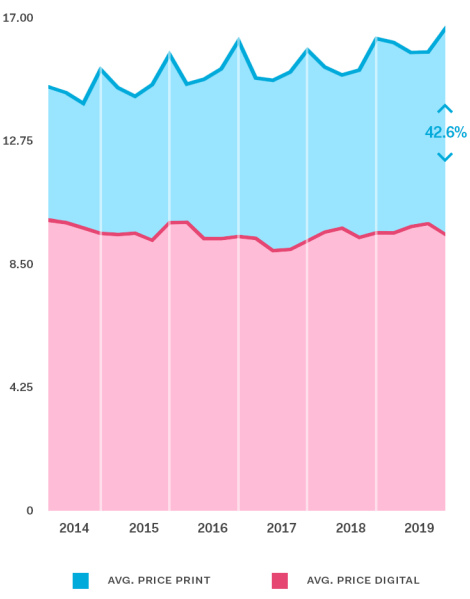
SALES & SUBSCRIPTIONS
IN TURNOVER[4]



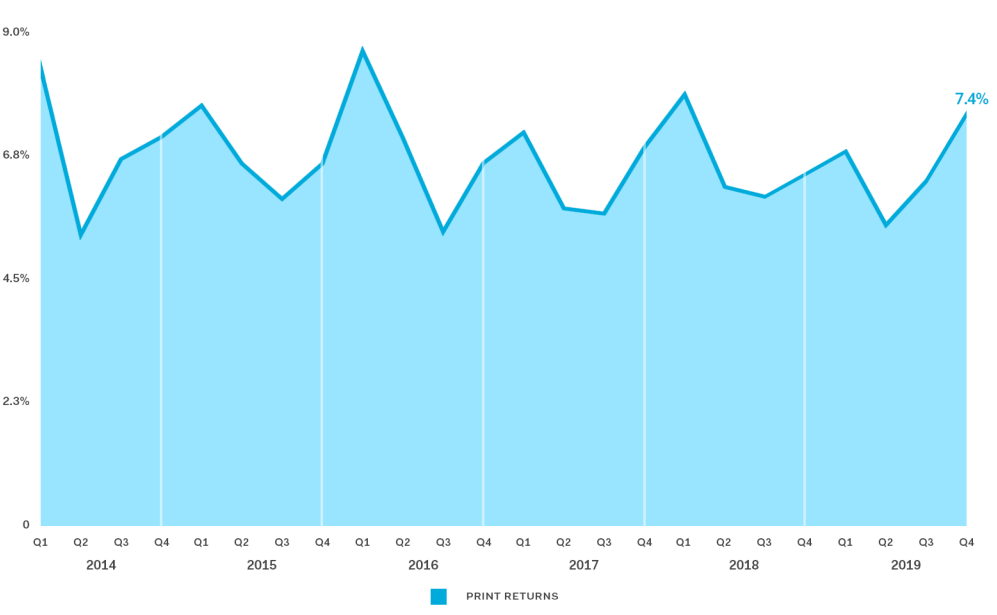
DEVELOPMENT OF
PRINT ON DEMAND[5]



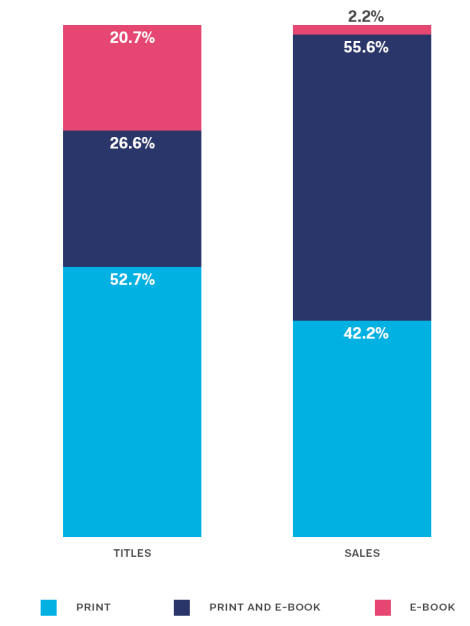
TRENDS
IN PRICES[6]



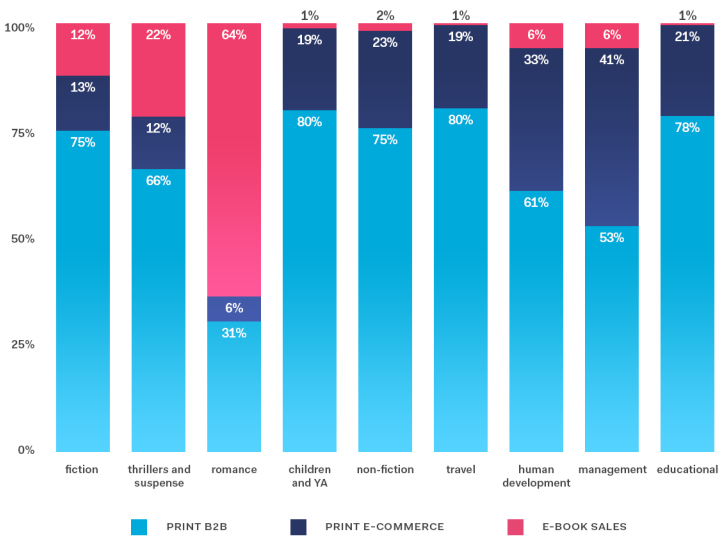
DEVELOPMENT OF
RETURNS



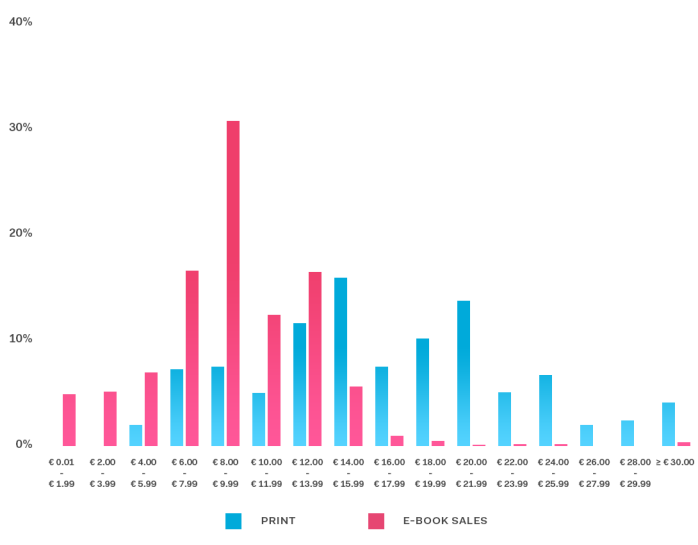
AVAILABILITY & SALES
PRINT & DIGITAL[7]



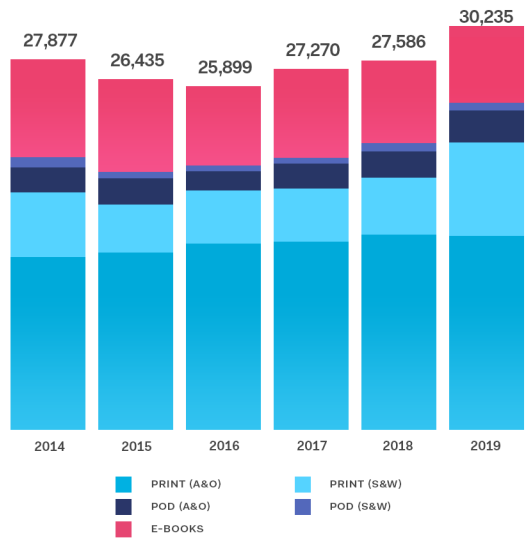
SALES IN CHANNELS
PER GENRE



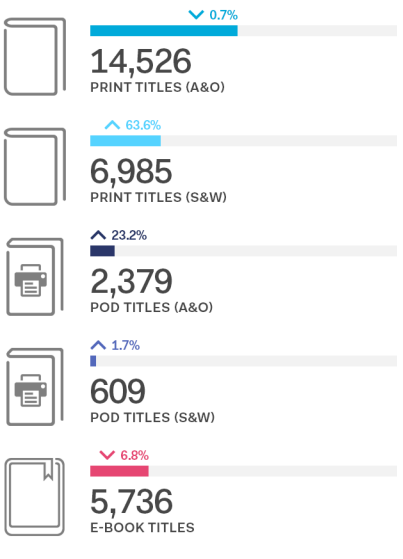
SALES
PER PRICE RANGE



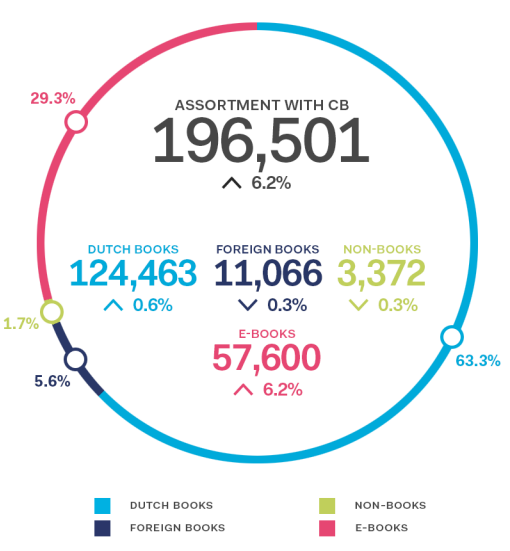
NEW TITLES
IN RECENT YEARS[8]



NEW TITLES
LAST 12M[8]



ASSORTMENT
COMPOSITION[9]



ahead with smart logistics

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.

JANUARY 2020

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 Q4 2018, unless indicated otherwise.

1. E-book sales share in relation to the total sales (including print, in numbers) and print share in online sales (also known as e-commerce, in numbers).
2. Total physical sales: B2B (from publisher to bookseller) and e-commerce.
3. Loans are loaned e-book titles through the Dutch library.
4. Based on net turnover (x 1,000).
5. 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).
6. Based on the weighted average of the suggested retail price of e-books and the weighted average gross price of physical books per quarter.
7. Titles that are only available in print, are available both in print and as e-book and are only available as e-books (all at NSTC level), and their sales.
8. Newly registered ISBN's with CB: General (A), Other (O), School books (S) and Scientific (W). 2019 contains data of the last 12 months (through Q4 2019).
9. Assortment stored with CB (print and digital). Excluding around 3 million foreign titles available through the Van Ditmar ordering service.