

STUDY ON CONSUMER BEHAVIOUR

BOOK-BUYING TRENDS, READING
HABITS & CUSTOMER NEEDS

Contents

Foreword	3
Introduction	4
Australia	5
Bulgaria	6
Canada	7
Finland	8
France	9
Germany	10
Ireland	11
Italy	12
Latvia	13
The Netherlands	14
New Zealand	15
Norway	16
Portugal	17
Spain	18
Slovakia	19
Sweden	20
Switzerland	21
UK	22
USA	23





Foreword

An Introductory Note from EIBF and RISE Bookselling

At the European and International Booksellers Federation (EIBF), we have always believed in the vital role that booksellers play in shaping the cultural and intellectual fabric of society. In a rapidly evolving world marked by digital transformation, changing consumer preferences, and the enduring impact of globalisation, booksellers face unprecedented challenges—but also remarkable opportunities. To navigate this dynamic landscape, booksellers need not only passion and dedication but also solid data and a deep understanding of their customers’ habits, preferences, and needs.

As part of our ongoing mission to strengthen the resilience, capacity, and sustainability of the bookselling sector, it is with great pride that we present the study *Consumer Behaviour - Book-Buying Trends, Reading Habits & Customer Needs*, produced through our EU co-funded project, RISE Bookselling. By examining consumer behaviour in book-buying and reading habits, we aim to equip booksellers with the knowledge they need to stay relevant, competitive, and future-proof.

This is the first time EIBF has conducted such a comprehensive study, and it is a huge achievement, not only for the organisation but also for the bookselling market as a whole. The study, made possible through the RISE Bookselling project, allows us for the very first time to compare 19 territories, spanning from America to Europe and Oceania, providing valuable insights into the latest developments across the different markets. It further cements EIBF’s role as the Voice of booksellers and its mission to guide and support booksellers through the sharing of data, research and best practices across national borders.

We are incredibly proud of RISE and its role in supporting the long-term success of booksellers across Europe and beyond. It is our hope that this study not only provides meaningful insights but also underscores the importance of resilience and innovation in our sector. By working together and learning from research like this, we can ensure that bookselling remains a vibrant and indispensable part of our societies for years to come.

The EIBF Co-Presidents



Fabian Paagman
PDG, Paagman Boekhandels



Jean-Luc Treutenaere
Syndicat des distributeurs de loisirs culturels

Introduction

In order to stay resilient, keep a relevant offer of books and a viable business in a fast-paced world, retailers such as booksellers need a solid understanding and knowledge of current trends and consumers' shopping priorities. To a certain degree, such knowledge can be gained from engaging with the regular customers and the local community, but real foresight can only be achieved through research into customers' priorities and behaviours, through data collection and analysis. To meet this need and sector priority, EIBF commissioned a study through its RISE Bookselling project titled *RISE study on Consumer Behaviour- Book-Buying Trends, Reading Habits & Customer Needs* in December 2023.

Out of several candidates, Listen, a Belgian-based consultancy with pre-existing contacts and experience in multi-country surveys was deemed the most fitting and was contracted in late 2023 to carry out

the study. Throughout spring 2024, Listen conducted an online quantitative survey in 19 countries across the globe, where EIBF's members are based. A representative sample of 500 respondents was collected per country, and 9500 people were surveyed in total, giving us unique insights and the possibility to compare current trends and consumers' attitudes to book-buying in the 19 countries surveyed.

The study takes into consideration that globalisation and the digital revolution have undoubtedly changed the way people purchase and consume goods, including books, thus transforming today's retail environment and customers' buying habits. Research like this is therefore invaluable as it can provide booksellers with tools and precious information to help anticipate what their customers look for and might expect from them, not only today, but also tomorrow. Most importantly, it can help them remain competitive and resilient.

Australia

Germany

New Zealand

Sweden

Bulgaria

Ireland

Norway

Switzerland

Canada

Italy

Portugal

UK

Finland

Latvia

Slovakia

USA

France

The Netherlands

Spain

About RISE Bookselling

Resilience, Innovation and Sustainability for the Enhancement of Bookselling' (RISE Bookselling) is a three-year EU co-funded programme run by the European and International Booksellers Federation (EIBF) for its network members, aimed at upscaling, reinforcing and maximising the capacity and resilience of the European bookselling sector.

About EIBF

The European and International Booksellers Federation (EIBF) is a non-commercial European and international umbrella organisation representing national booksellers associations and booksellers across Europe and worldwide. Our mission is to represent our members and their interests on a global platform, as well as to provide a forum for cooperation and foster the exchange of best practices.

About Creative Europe

Creative Europe is the European Commission's flagship programme to support the culture and audiovisual sectors, by investing in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. It encourages cooperation and exchanges among cultural organisations and artists within Europe and beyond.

Australia

A majority of Australian respondents have read (80%) and purchased (64%) a book in the past 12 months, placing them slightly below the 19-country average of 85% and 72% respectively. While the paper book remains the preferred book format, e-books and audiobooks are more popular amongst Australian respondents when compared to the study average. Australian respondents are open to buying second-hand, as showcased by the 39% who report they had bought

used books. However, the new book market remains prevalent, with 90% of respondents saying they buy new books. As in the other countries, fiction is the favourite genre, followed by biographies and memoirs. Overall, most Australian respondents buy both online and in physical shops (71%). When purchasing in independent physical bookshops, the wide selection of books and the ease in buying are the most appreciated aspects.



Book buying and reading habits

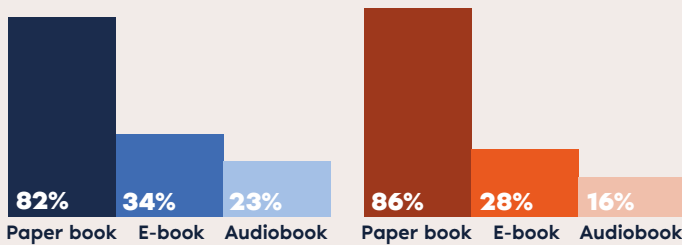
Has purchased a book in the last 12 months



Has read a book in the last month

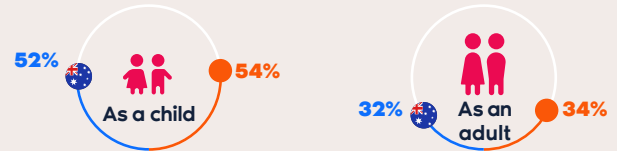


Book formats purchased in the last 12 months*

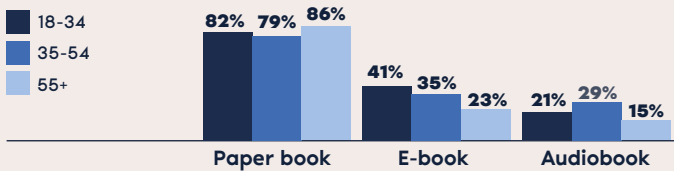


Reading as a hobby: then & now

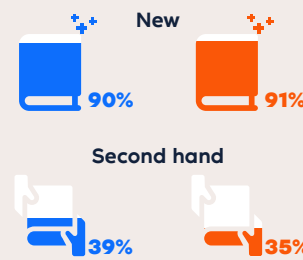
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



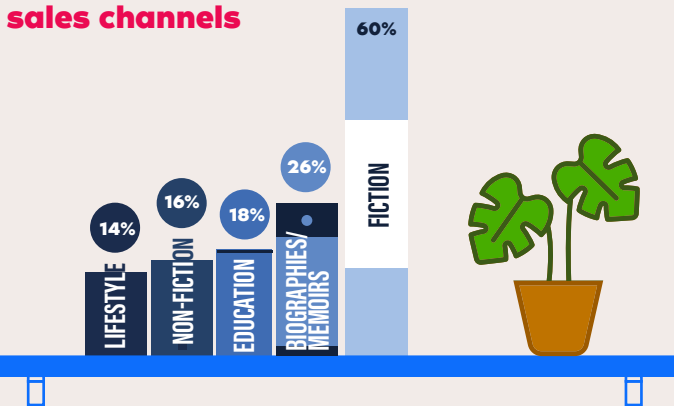
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

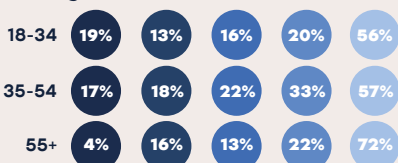


Places of purchase and reasons to purchase in physical bookshops

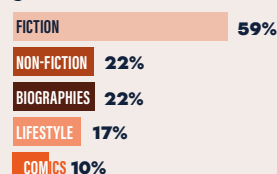
Places of purchase*



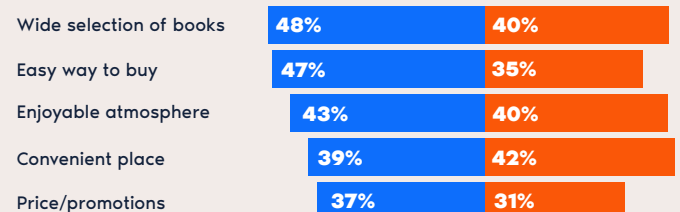
Purchases per age in Australia: genre breakdown



Top 5 most purchased genres in all 19 countries



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Bulgaria

Bulgarian respondents boast a great number of readers since 90% of them have read a book over the last year and 81% have purchased one, compared with the study average of 85% and 72%, respectively. These respondents mainly buy paper books while their purchases of e-books and audiobooks are lower than the sample pool average. Regarding the type of books, 96% of them vastly prefer new books

and buy particularly less second hand than the average of the study respondents. In terms of genres, fiction is the most purchased, followed by education, textbooks and non-fiction. Interestingly, Bulgarian respondents count a mere 2% of "online-only" buyers, a number particularly low when compared to the study average.



Book buying and reading habits

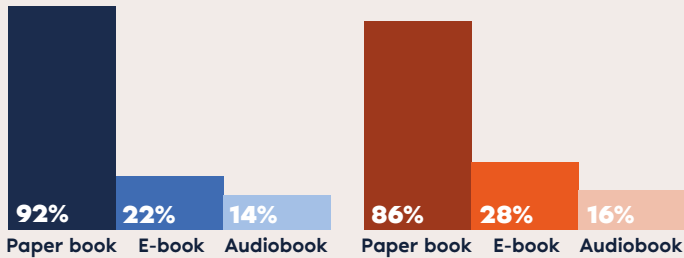
Has purchased a book in the last 12 months



Has read a book in the last month

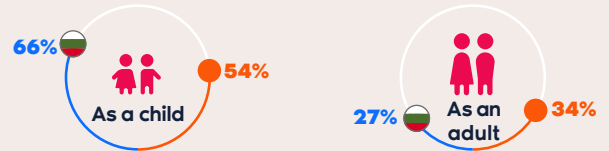


Book formats purchased in the last 12 months*

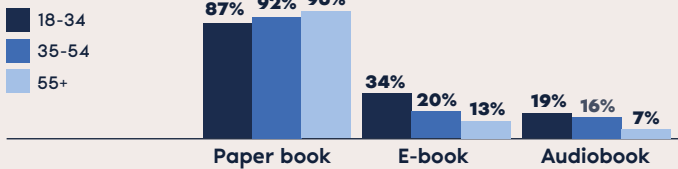


Reading as a hobby: then & now

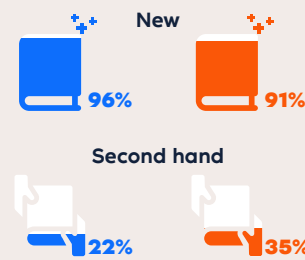
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



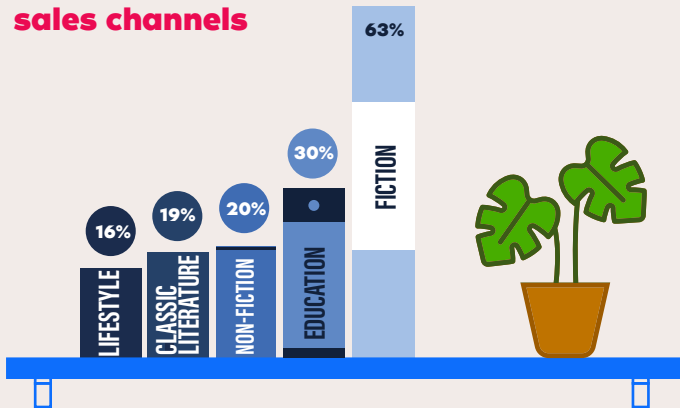
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

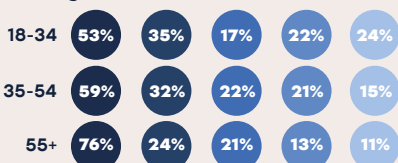


Places of purchase and reasons to purchase in physical bookshops

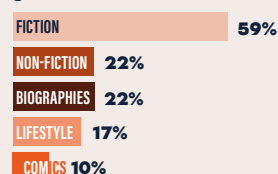
Places of purchase*



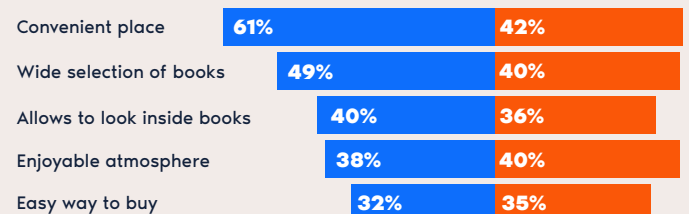
Purchases per age in Bulgaria: genre breakdown



Top 5 most purchased genres in all 19 countries



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Reading is an appreciated pastime for many Canadian respondents, with 37% citing that it remains a hobby in their adult life. This is further showcased by the 84% of them who reported having read a book in the last 12 months, a figure which is in line with the study average. However, only 67% bought a book during this period, which is slightly below the 19-country average of 72%. Paper books represent the most purchased format, but Canadian respondents tend to appreciate e-books more than other surveyed countries, particularly the 18-34-year-olds (43% compared to the 28% average for e-book purchases). Canada remains

in line with the other surveyed countries in terms of type of books purchased, with 36% of respondents opting for second-hand books and 90% going for new ones. As in the other countries surveyed, the most popular genre is fiction, followed by non-fiction, biographies and memoirs. Most Canadian respondents (75%) like to buy books both online and in physical bookshops, with the main incentives to buying in independent physical bookshops being the convenience and the enjoyable atmosphere.

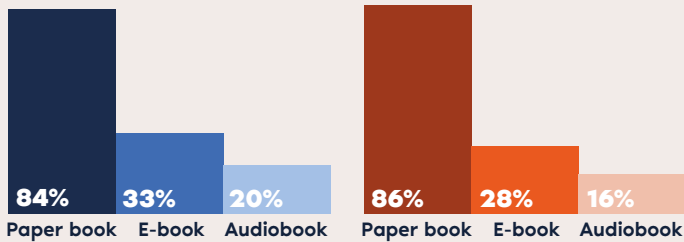


Book buying and reading habits

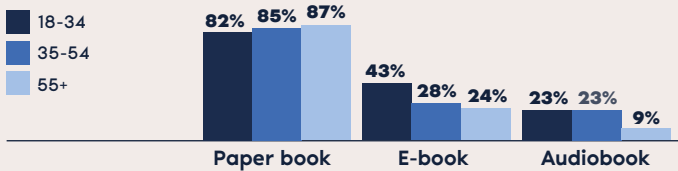
Has purchased a book in the last 12 months



Book formats purchased in the last 12 months*



Purchases per age group

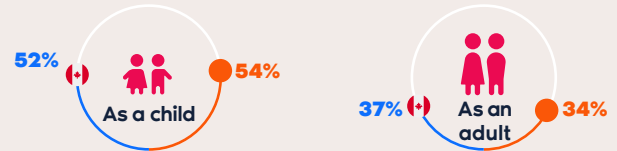


Has read a book in the last month

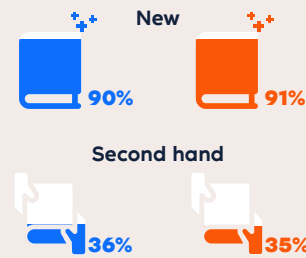


Reading as a hobby: then & now

Was reading a hobby as a child and is it a hobby now as an adult?



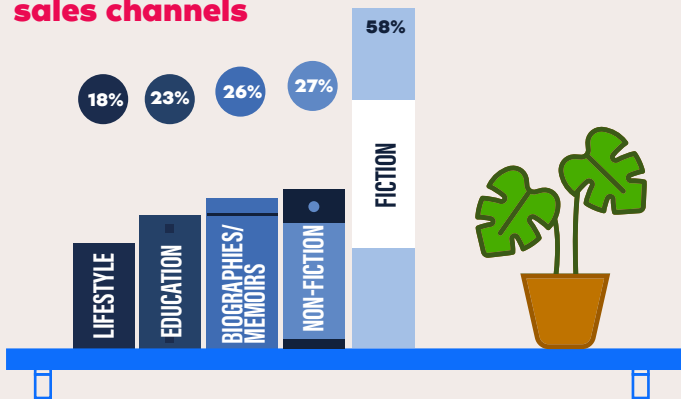
Type of book purchased*



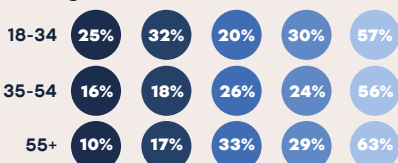
Likelihood to gift a book*



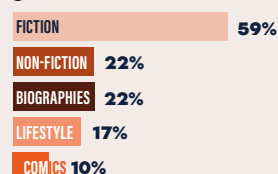
Top 5 most purchased genres across all sales channels



Purchases per age in Canada: genre breakdown



Top 5 most purchased genres in all 19 countries

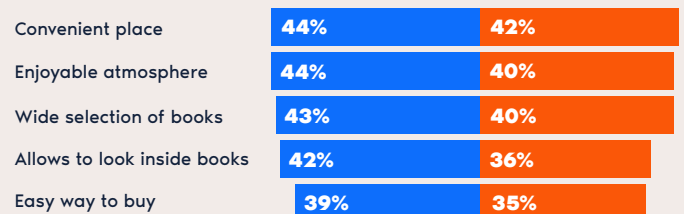


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Finland

For most Finnish respondents (62%), reading was a favourite pastime when they were children. Currently, they follow the study norm in terms of reading habits, with 82% of them reporting having read a book in the last year. However, only 60% have purchased a book. Paper books dominate the market, but the Finnish respondents also appreciate audiobooks, especially the 18-34-year-olds, with 36% having bought such format. This interest in audiobooks can be linked to Finns' preference to subscribe to audiobook services, a prevalent trend in

all Nordic countries. Even if purchasing new books is the norm among Finnish respondents, as well as in the other surveyed countries, Finns find second-hand books more attractive than most other surveyed countries, with 46% of respondents buying second-hand books, a noticeable figure compared to the 19-country average of 35%. In terms of genres, fiction is the most purchased followed by biographies and memoirs, a genre specifically appreciated among Finnish respondents.



Book buying and reading habits

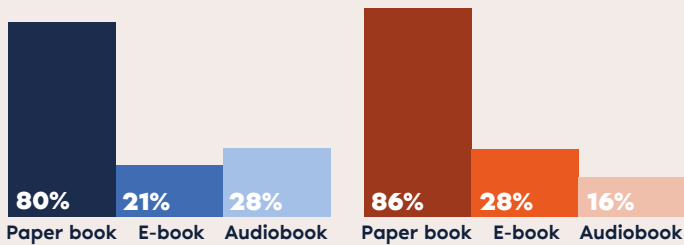
Has purchased a book in the last 12 months



Has read a book in the last month

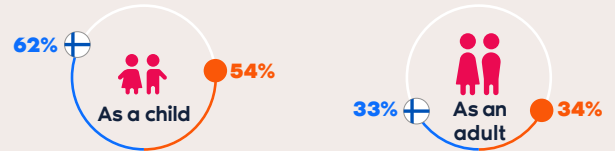


Book formats purchased in the last 12 months*

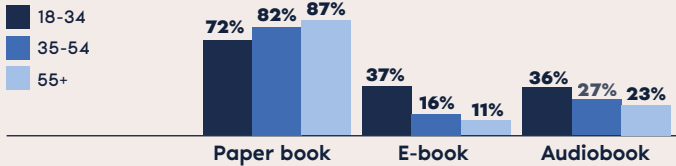


Reading as a hobby: then & now

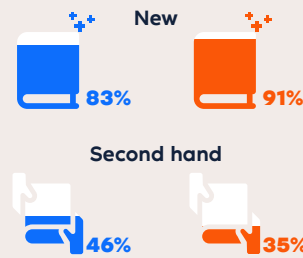
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



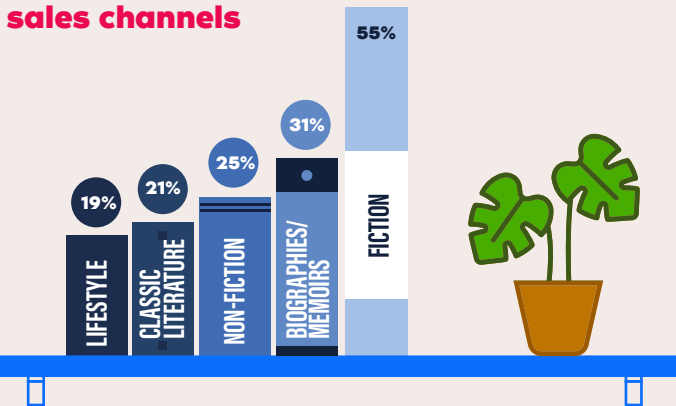
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

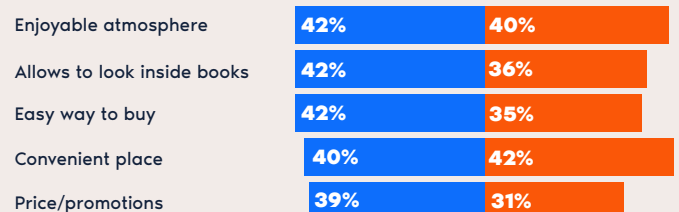


Places of purchase and reasons to purchase in physical bookshops

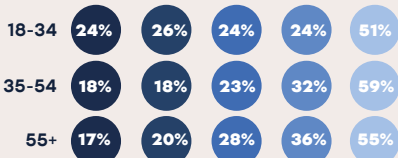
Places of purchase*



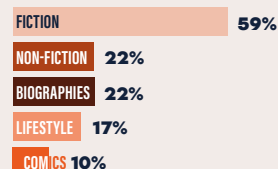
Reasons to purchase in independent physical bookshops**



Purchases per age in Finland: genre breakdown



Top 5 most purchased genres in all 19 countries



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

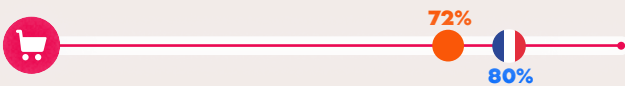
France is a country of dedicated readers. Over the last 12 months, 80% of the surveyed French people report having bought a book. Paperback books are the preferred format, while e-books and audio books are less purchased than the average when compared to the remaining 19 countries in the survey. However, just as the other 19 countries surveyed, fiction is the favourite book genre, with interest

towards lifestyle books as well as comics, graphic novels and Manga also standing out positively. For their purchases across 2023-24, study respondents more often went to independent physical shops, the atmosphere of those shops being particularly appreciated. It is also interesting to point out that our French respondents are much more likely to gift a book when compared to the rest of the sample pool.

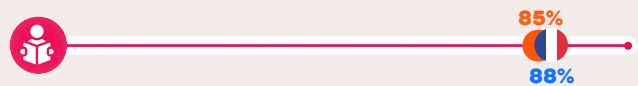


Book buying and reading habits

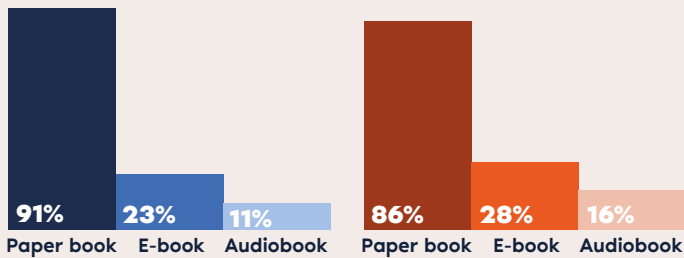
Has purchased a book in the last 12 months



Has read a book in the last month

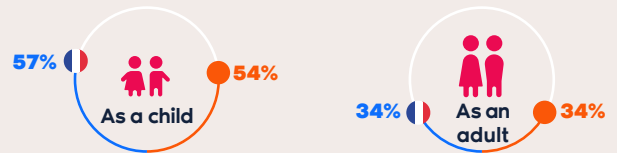


Book formats purchased in the last 12 months*

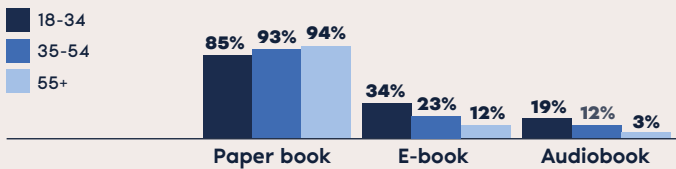


Reading as a hobby: then & now

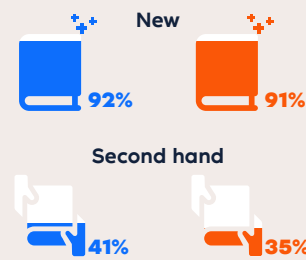
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



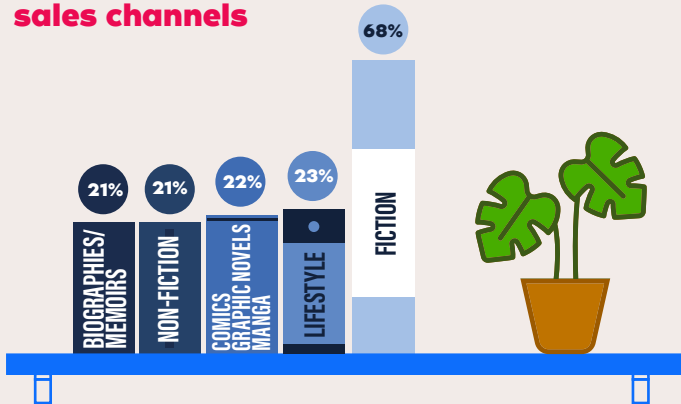
Type of book purchased*



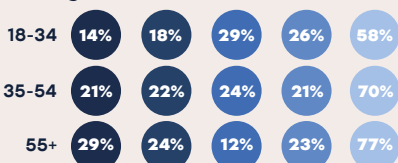
Likelihood to gift a book*



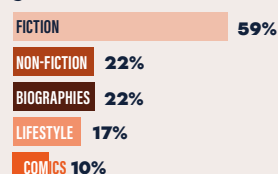
Top 5 most purchased genres across all sales channels



Purchases per age in France: genre breakdown

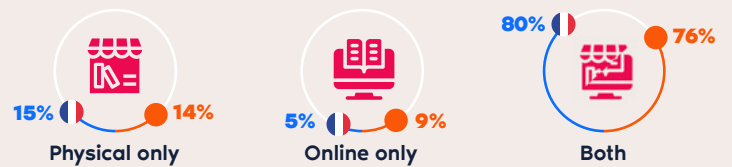


Top 5 most purchased genres in all 19 countries

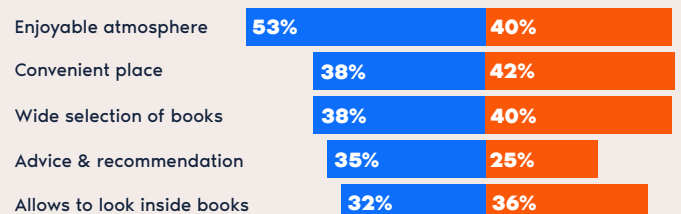


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Germany

Our German respondents enjoy reading slightly more than the other 19 countries surveyed, with 87% of them having read a book in the last year. Additionally, over the last 12 months, 77% have bought a book, also marginally above this study average. Even if paper books remain the favourite format, e-books and audiobooks are more popular than the average across our sample pool. Furthermore, in Germany as in the rest of the countries surveyed, fiction is the favourite book

genre, followed by non-fiction. In terms of buying locations, 76% of our Germans respondents tend to purchase both online and in physical shops, with the main incentives to buy in independent physical bookshops being the enjoyable atmosphere and wide selection of books. That said, the proportion of buyers exclusively shopping in physical shops is lower than in other surveyed countries.



Book buying and reading habits

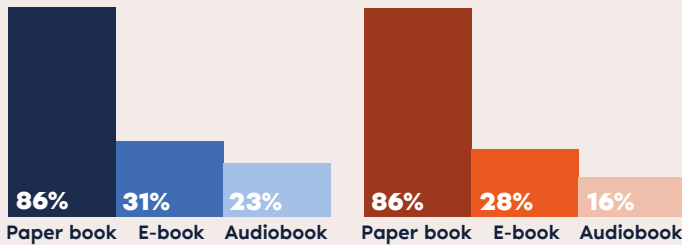
Has purchased a book in the last 12 months



Has read a book in the last month

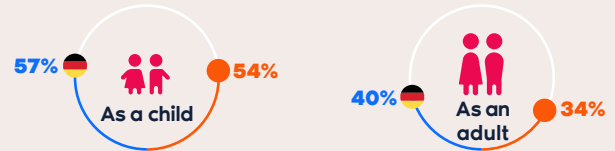


Book formats purchased in the last 12 months*

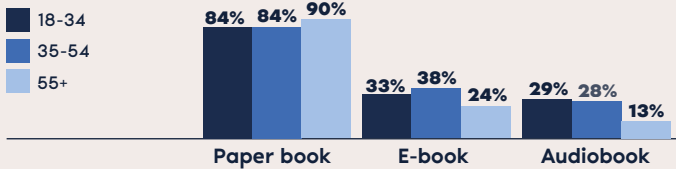


Reading as a hobby: then & now

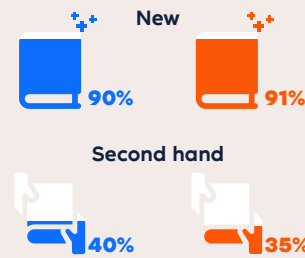
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



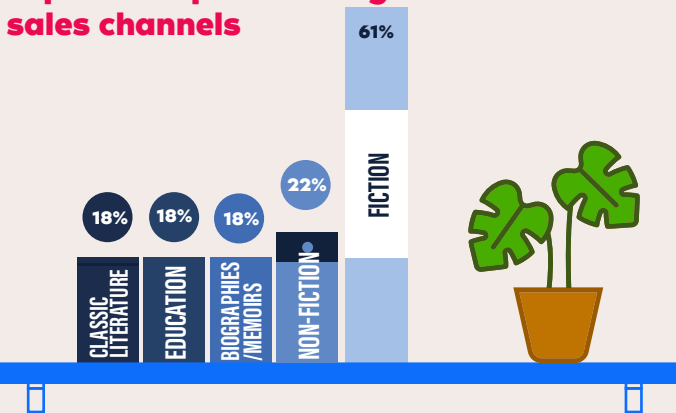
Type of book purchased*



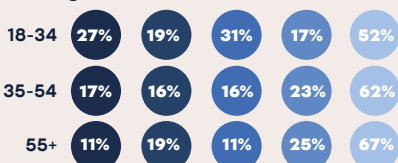
Likelihood to gift a book*



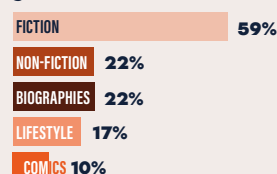
Top 5 most purchased genres across all sales channels



Purchases per age in Germany: genre breakdown



Top 5 most purchased genres in all 19 countries

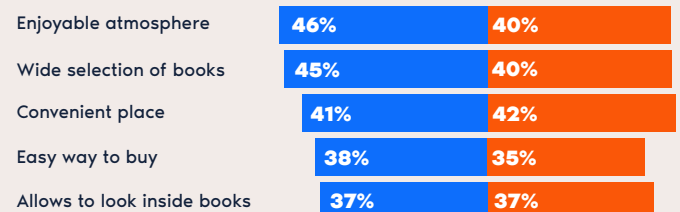


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

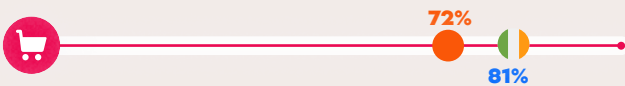
The Irish respondents are book-loving people: they stand out positively on almost all of this study's analysed points. Indeed, 91% of them have read a book in the last 12 months and 81% have bought one, which is well above the average of 85% and 72% respectively across all the 19 surveyed countries. As in the other countries, the market is dominated by paper books and Irish respondents follow the study norm when it comes to e-books and audiobook purchases. In terms of book types,

Irish respondents mostly buy new books, although 43% of them also appreciate purchasing their books second-hand. When it comes to genres, fiction is the most purchased followed by lifestyle, a genre specifically appreciated among Irish respondents. What motivates them to buy their books in physical independent bookshops are their convenience and the enjoyable atmosphere.

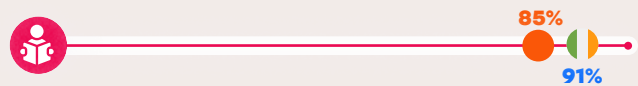


Book buying and reading habits

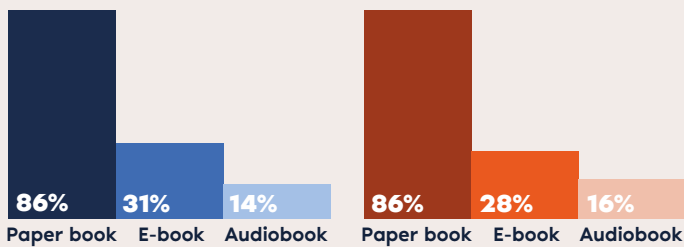
Has purchased a book in the last 12 months



Has read a book in the last month

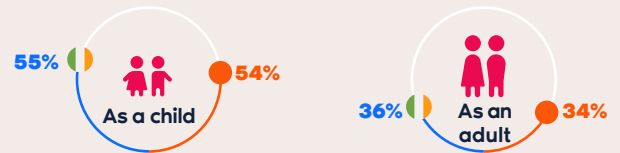


Book formats purchased in the last 12 months*

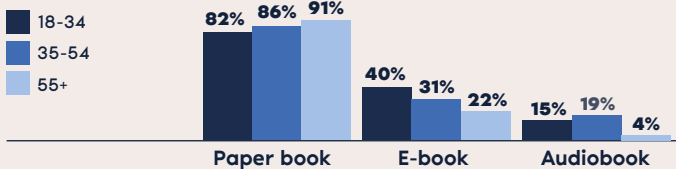


Reading as a hobby: then & now

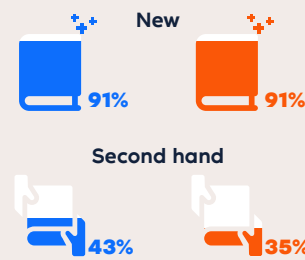
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



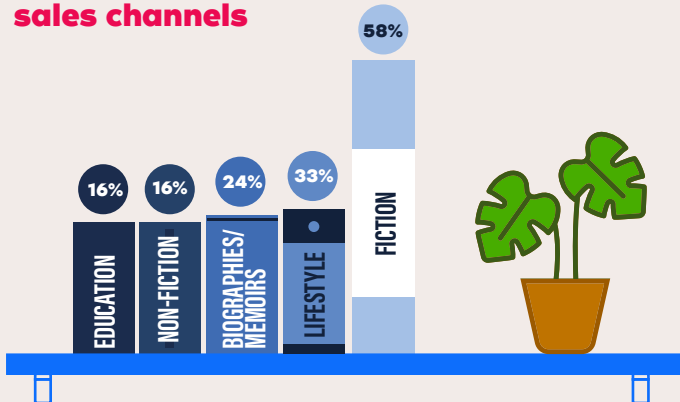
Type of book purchased*



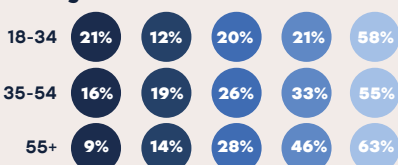
Likelihood to gift a book*



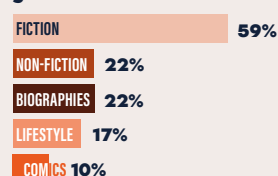
Top 5 most purchased genres across all sales channels



Purchases per age in Ireland: genre breakdown



Top 5 most purchased genres in all 19 countries

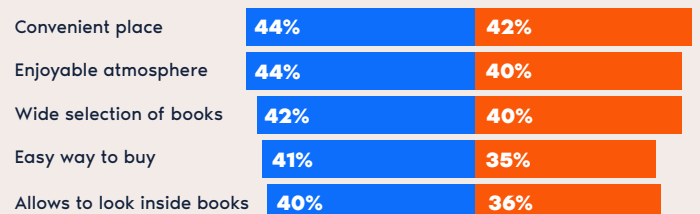


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Italy

Our Italian respondents are keen readers, with 94% of them having read a book in the last 12 months and 86% of them having bought one, well above the average when compared with the other 19 countries surveyed. While paper books are the favourite format across all surveyed countries, this rings even truer in Italy. In addition, e-books have been purchased by 35% of the respondents - a higher number than average when compared with the sample pool - particularly by 18-34-year-olds. Likeliness to buy a book as a gift is a behaviour

specifically more important among our Italian respondents (92%) than among the average of all respondents (80%). When it comes to genres, the market is dominated by fiction, but other genres such as biographies and classical literature are also appreciated by the Italian respondents. Exclusivity in the preference of purchase location is much lower, with Italian respondents enjoying both physical and online shopping locations (88%) much more than the study average (76%).



Book buying and reading habits

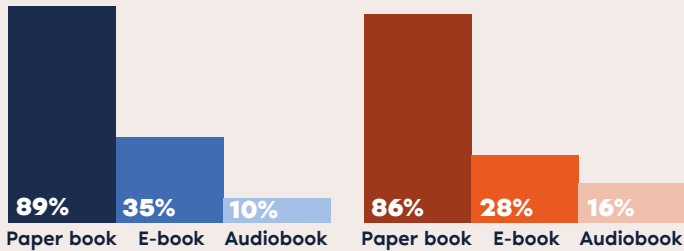
Has purchased a book in the last 12 months



Has read a book in the last month

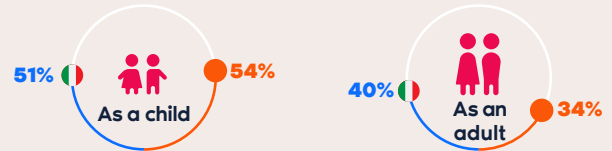


Book formats purchased in the last 12 months*

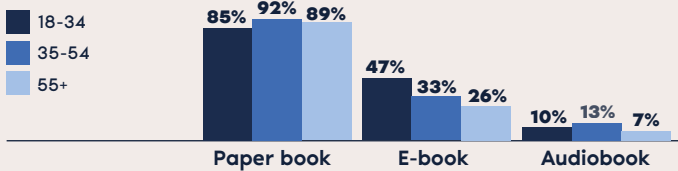


Reading as a hobby: then & now

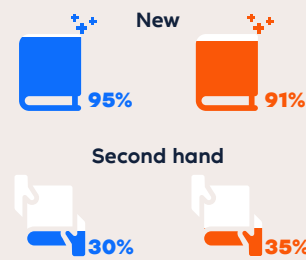
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



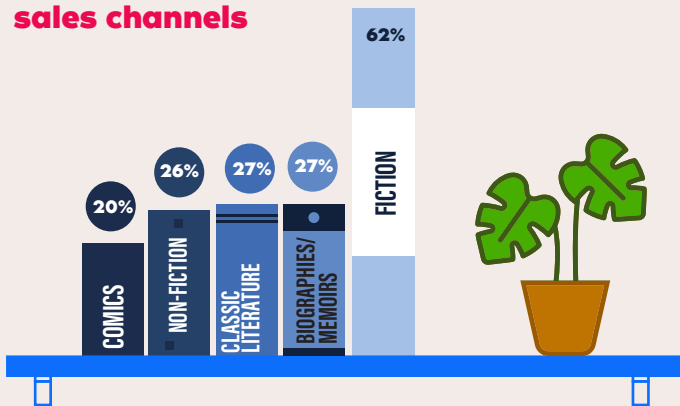
Type of book purchased*



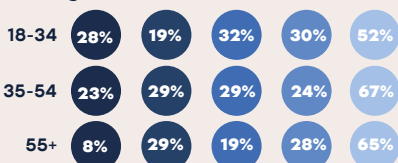
Likeliness to gift a book*



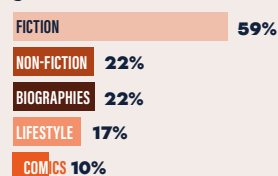
Top 5 most purchased genres across all sales channels



Purchases per age in Italy: genre breakdown



Top 5 most purchased genres in all 19 countries

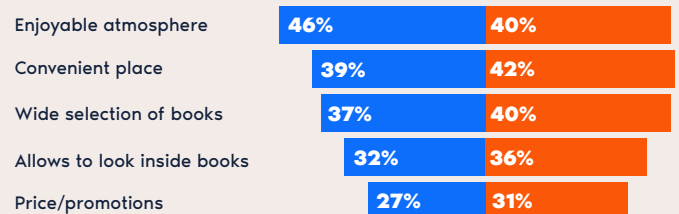


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

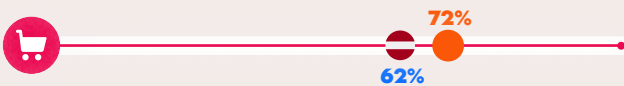
The share of readers among Latvian respondents is lower than average when compared to the 19 countries surveyed, with 76% having read a book in the last 12 months (average at 85%) and 62% having bought one (average at 72%). Paper books dominate the market while purchases of e-books and audiobooks are lower than the sample pool average. That said, Latvia has a greater percentage of respondents buying only in physical shops, 27% - compared with the study average

of 14%. In Latvia as for the rest of the countries, the book market is mainly dominated by fiction, although by a smaller margin when compared to the average of all respondents. Education and textbooks, together with children/young adult books complete the Top 3 and are more purchased by Latvian respondents than by the average of study respondents.

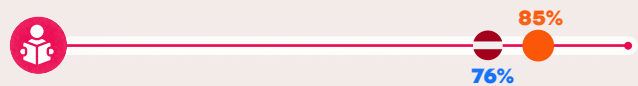


Book buying and reading habits

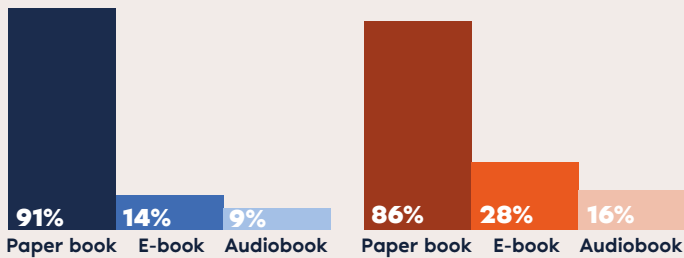
Has purchased a book in the last 12 months



Has read a book in the last month

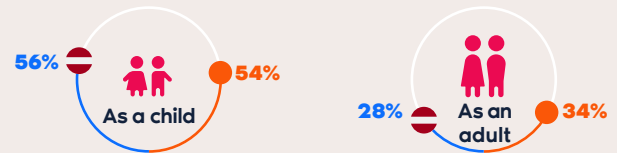


Book formats purchased in the last 12 months*

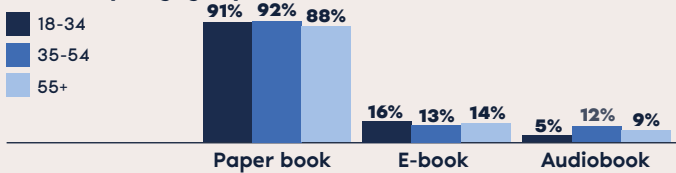


Reading as a hobby: then & now

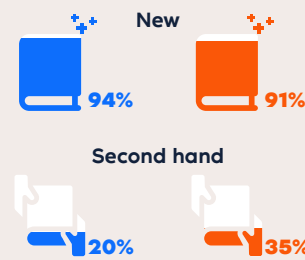
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



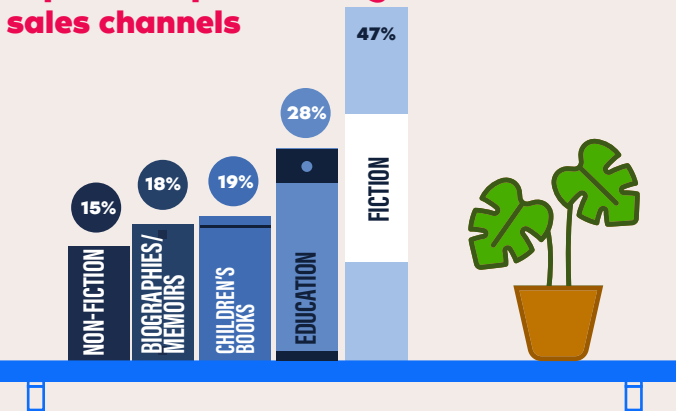
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

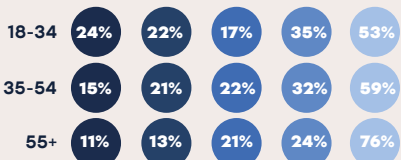


Places of purchase and reasons to purchase in physical bookshops

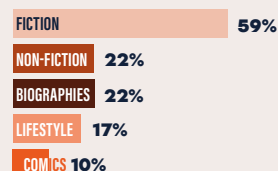
Places of purchase*



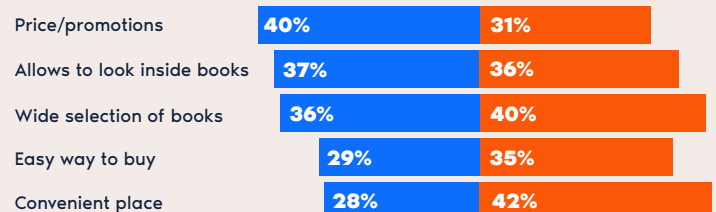
Purchases per age in Latvia: genre breakdown



Top 5 most purchased genres in all 19 countries



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Netherlands

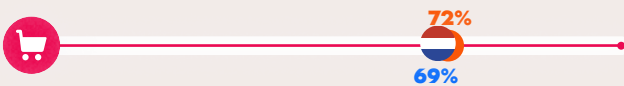
The Dutch represent the norm in terms of reading habits when compared to the other 19 countries surveyed, with 86% of the respondents having read a book in the last year. Additionally, over the last 12 months, 69% have bought a book, just slightly under this study average. Like for the rest of the countries surveyed, the favourite format is paper books while audio books are particularly less appreciated, with only 6% of surveyed readers purchasing them, compared to the 16% average across the 19 countries surveyed. While the Dutch market is even more

open to second-hand books than the other 19 countries surveyed, new books are still overwhelmingly the preferred choice. In the Netherlands as in all the other surveyed countries, fiction is the favourite book genre, but interest towards education, textbooks and non-fiction also stands out. In terms of purchase locations, 69% of respondents tend to purchase both online and in physical shops, with the main incentive to buy in independent physical bookshops being the wide selection of books.

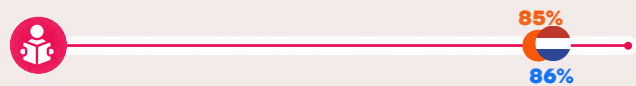


Book buying and reading habits

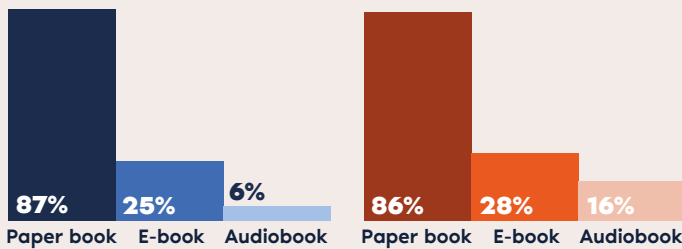
Has purchased a book in the last 12 months



Has read a book in the last month

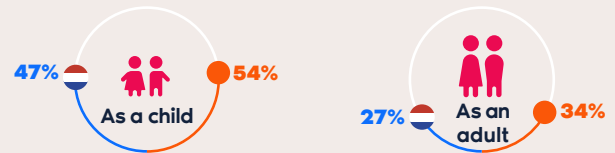


Book formats purchased in the last 12 months*

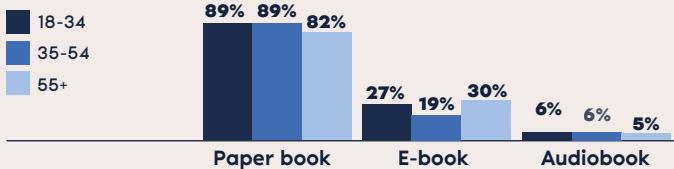


Reading as a hobby: then & now

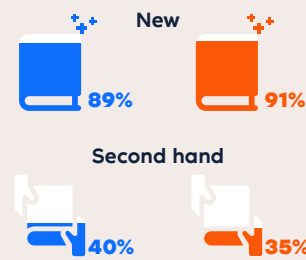
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



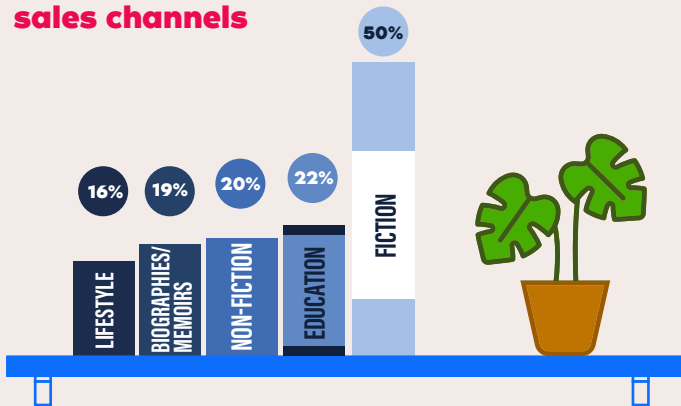
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

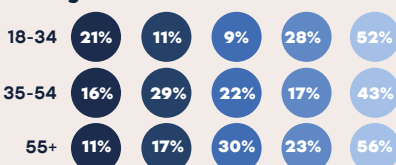


Places of purchase and reasons to purchase in physical bookshops

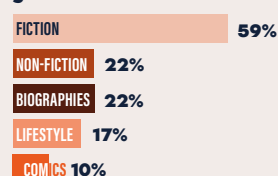
Places of purchase*



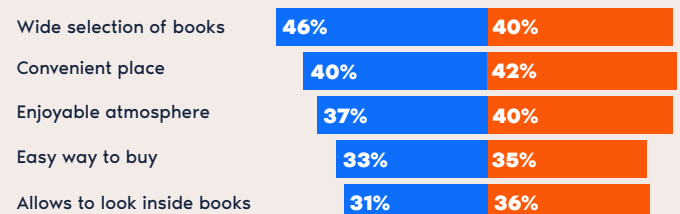
Purchases per age in Netherlands: genre breakdown



Top 5 most purchased genres in all 19 countries



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

New Zealand

Reading remains an important hobby for both young and old New Zealand respondents. Indeed, the country stands out in this study with 40% of them reporting reading as a hobby in their adult life, a noticeable figure compared to the 34% average recorded across the 19 countries surveyed. During the past year, 81% of New Zealander respondents have read a book and 62% have bought one. Both percentages are slightly below the 19-country average of 85% and 72% respectively and in line with the decrease in sales volume observed by the New Zealand book sector in 2022-2023. The paper book remains the favourite format, but the e-book is also quite popular among New

Zealander respondents, as 36% of them purchase this format. They are also significantly fond of second-hand books: 55% (compared to the 35% average) report having bought used books. Fiction is the favourite genre, followed by biographies, memoirs and children/young adult books. Overall, most respondents buy both online and in physical shops but purchasing only in physical shops is a more common behaviour for New Zealander respondents than it is for the average of the study respondents (22% compared to 14%). For those purchasing books in independent physical bookshops, the enjoyable atmosphere and the ability to look inside books are cited as the main benefits.

Book buying and reading habits



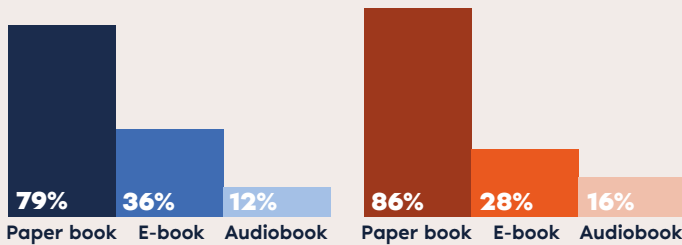
Has purchased a book in the last 12 months



Has read a book in the last month

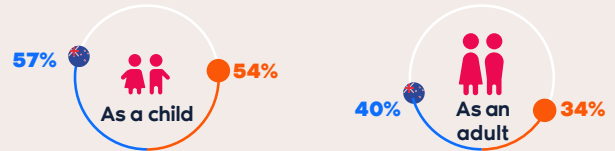


Book formats purchased in the last 12 months*

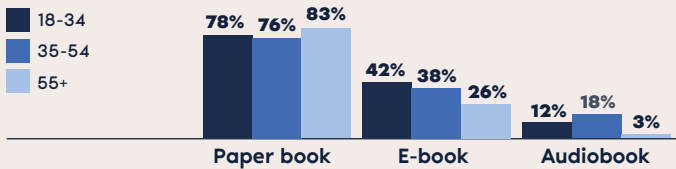


Reading as a hobby: then & now

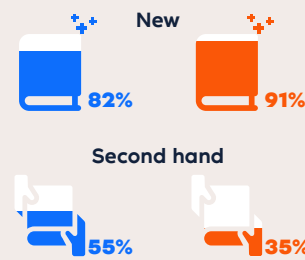
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



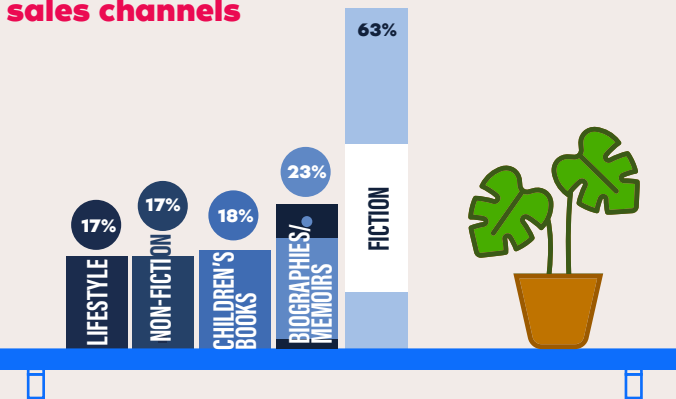
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

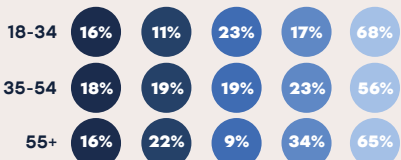


Places of purchase and reasons to purchase in physical bookshops

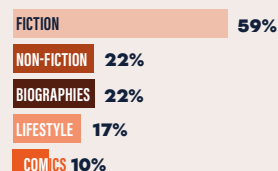
Places of purchase*



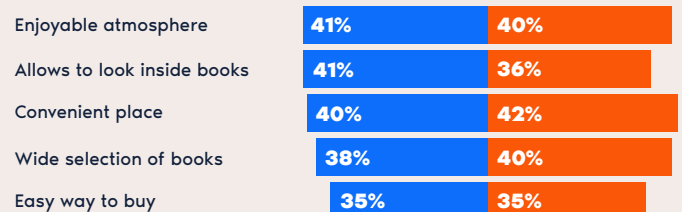
Purchases per age in New Zealand: genre breakdown



Top 5 most purchased genres in all 19 countries



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Norway

In 2023, 84% of the Norwegian respondents read a book and 70% bought one. As in most countries, paper books dominate the Norwegian market. However, what is noteworthy when compared to respondents in the other surveyed countries, Norwegians tend to buy more audiobooks (27% compared to the 16% average) and less e-books (19% compared to the 28% average). This interest in audiobooks can be linked to Norwegians' preference to subscribe to audiobook services, a prevalent trend in all Nordic countries. Moreover, Norwegian

respondents prefer to buy new books (95%) and tend to buy second-hand books less than the average of the study respondents (28% compared to 35%). In terms of genres, fiction is the most purchased followed by overall non-fiction, biographies and memoirs. As in all the other countries, most respondents buy both online and in physical shops, with the main motivations to buy in independent physical bookshops being the convenience of a physical space.



Book buying and reading habits

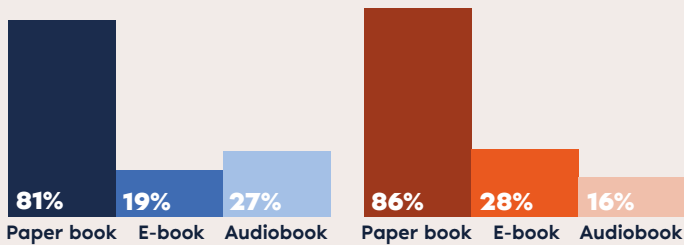
Has purchased a book in the last 12 months



Has read a book in the last month

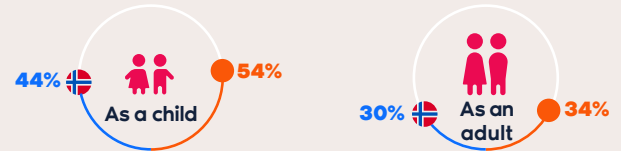


Book formats purchased in the last 12 months*

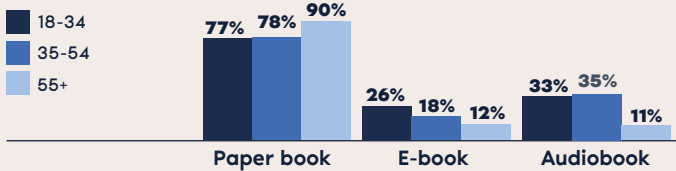


Reading as a hobby: then & now

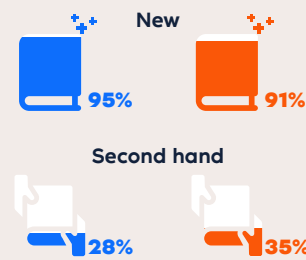
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



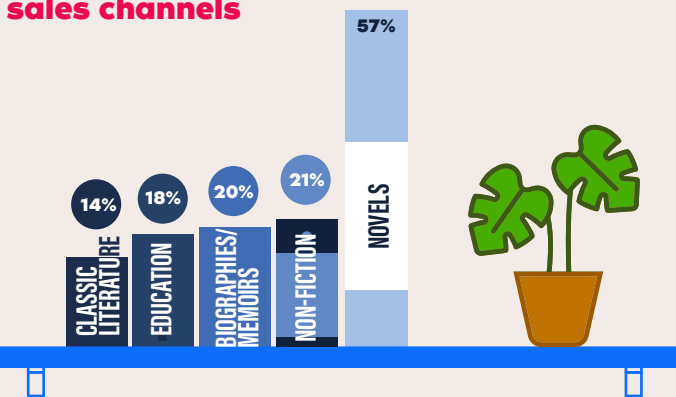
Type of book purchased*



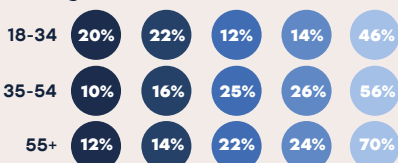
Likelihood to gift a book*



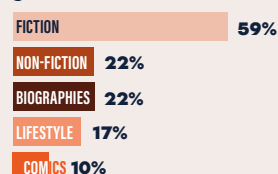
Top 5 most purchased genres across all sales channels



Purchases per age in Norway: genre breakdown



Top 5 most purchased genres in all 19 countries

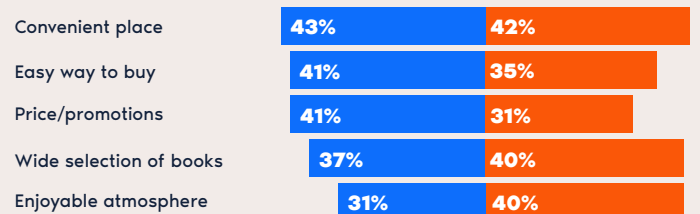


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Portugal

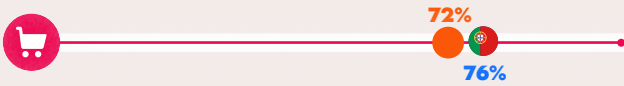
Portugal matches the average of the 19 countries surveyed in terms of reading habits, with 85% of the Portuguese respondents having read a book in the last year. However, with 76% of them having purchased a book in the past 12 months, our Portuguese respondents buy more books than the study average (72%). In Portugal, people are much more likely to gift a book when compared to the rest of the sample pool. Portuguese respondents are new book aficionados and buy particularly less second hand with only 24% of them having bought

such books, compared with the study average of 35%. In terms of genres, fiction is the most purchased followed by non-fiction, a genre specifically appreciated at 34%. Furthermore, purchasing exclusively in physical shops is a behaviour more present among the Portuguese respondents (25%) than among the average of respondents (14%). The main incentives to buy in independent physical bookshops are the convenience and the price/promotions offered by such shops.



Book buying and reading habits

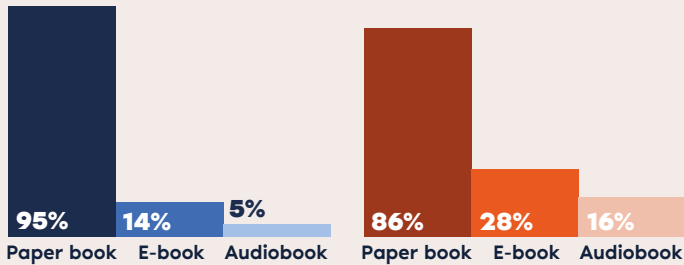
Has purchased a book in the last 12 months



Has read a book in the last month

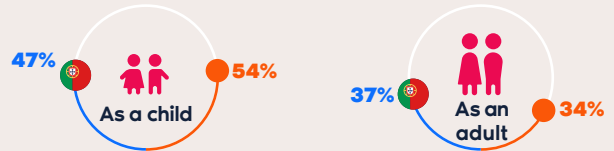


Book formats purchased in the last 12 months*

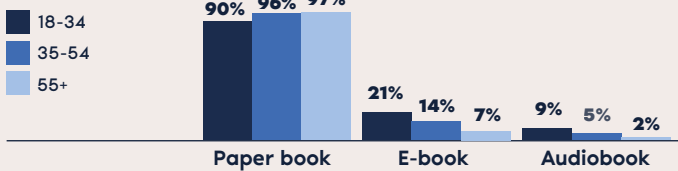


Reading as a hobby: then & now

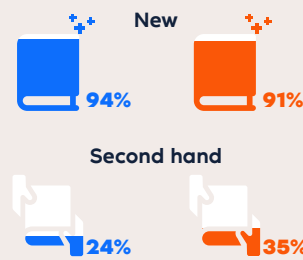
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



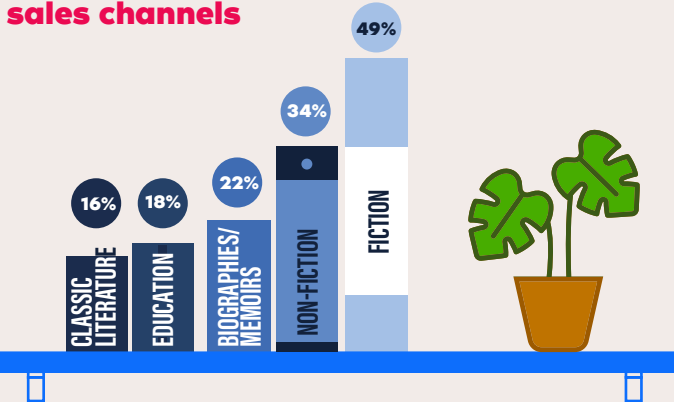
Type of book purchased*



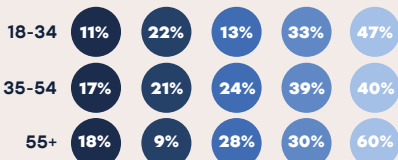
Likelihood to gift a book*



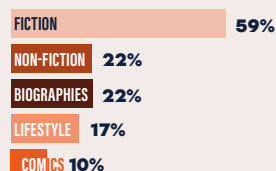
Top 5 most purchased genres across all sales channels



Purchases per age in Portugal: genre breakdown



Top 5 most purchased genres in all 19 countries

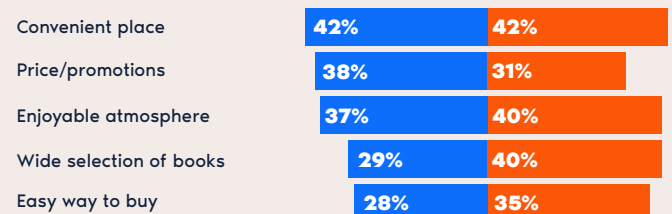


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Spain

Our Spanish pool of respondents has a high proportion of readers, with 91% having read a book over the last year and 80% having purchased one. Those numbers are well above the average of the 19 countries surveyed. Like in other countries, paper books are the most purchased format. However, the Spanish respondents tend to purchase more e-books than the average of the study respondents. Fiction is the most purchased genre, especially among the 35+ year olds. Regarding

buying locations, 83% of the surveyed Spaniards usually purchase both online and in physical shops, with the main incentive to buy in physical independent bookshops being the enjoyable atmosphere. However, it is also important to note that Spain is the only country surveyed where receiving advice and recommendations from the booksellers appears amongst the top reasons to purchase in physical bookshops.



Book buying and reading habits

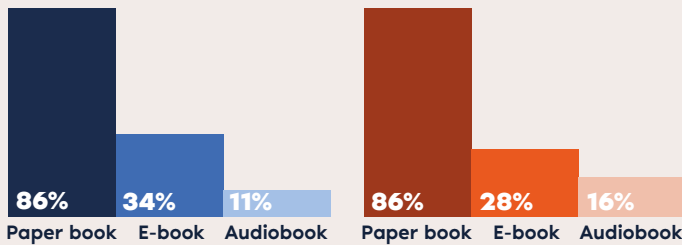
Has purchased a book in the last 12 months



Has read a book in the last month

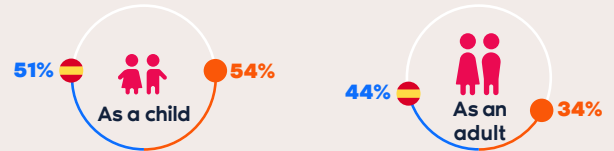


Book formats purchased in the last 12 months*

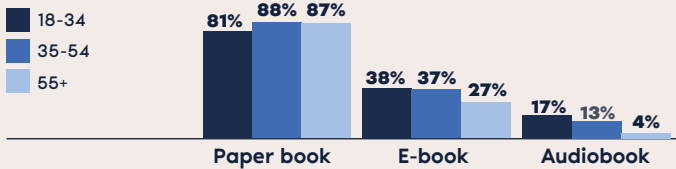


Reading as a hobby: then & now

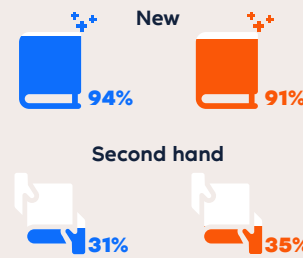
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



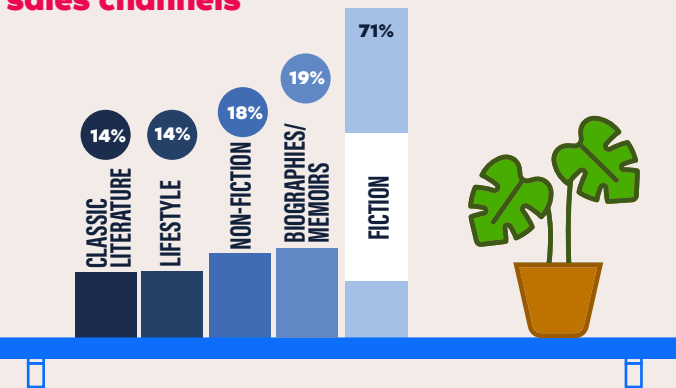
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

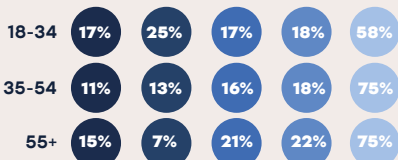


Places of purchase and reasons to purchase in physical bookshops

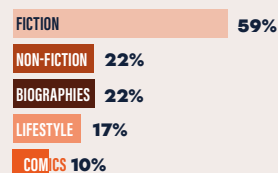
Places of purchase*



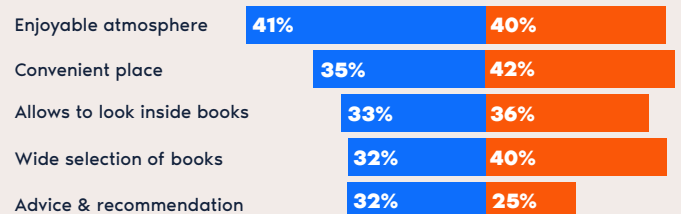
Purchases per age in Spain: genre breakdown



Top 5 most purchased genres in all 19 countries



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Slovakia

The share of readers among Slovak respondents is lower than the average of the 19 countries surveyed, with 76% of them having read a book in the last 12 months and 69% having bought one, compared with 85% and 72% respectively. Paper books dominate the market while purchases of e-books and audiobooks are lower than the study average. 94% of Slovak respondents purchased new books and bought less second hand than the average of respondents, with

only 24% having bought such books. In Slovakia as for the rest of the countries, the favourite genre is fiction, although by a smaller margin when compared to the average of all respondents. Non-fiction along with education and textbooks complete the Top 3, purchased more by Slovak respondents than the sample pool average. The main incentives to buy in independent physical bookshops are the wide selection of books and the price/promotions.



Book buying and reading habits

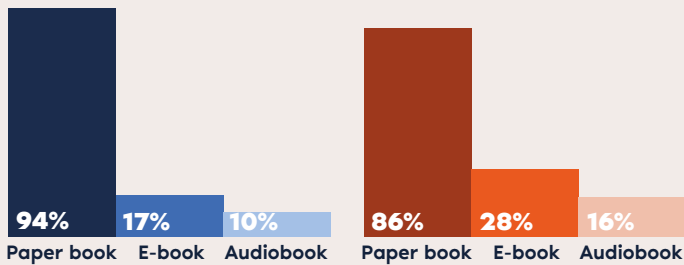
Has purchased a book in the last 12 months



Has read a book in the last month

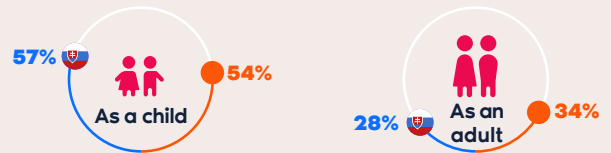


Book formats purchased in the last 12 months*

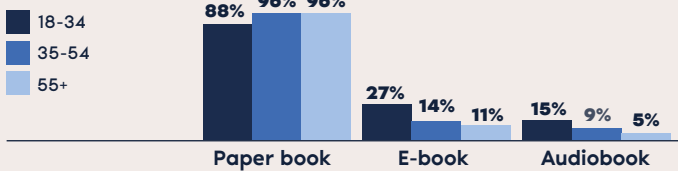


Reading as a hobby: then & now

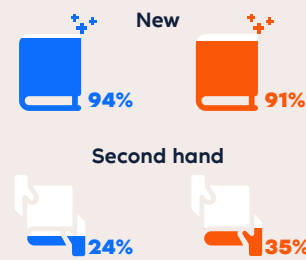
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



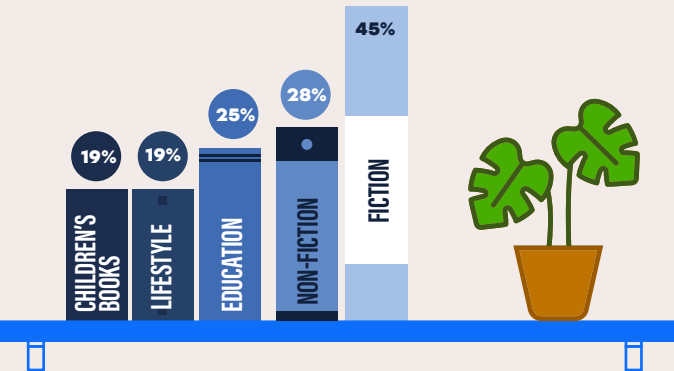
Type of book purchased*



Likelihood to gift a book*

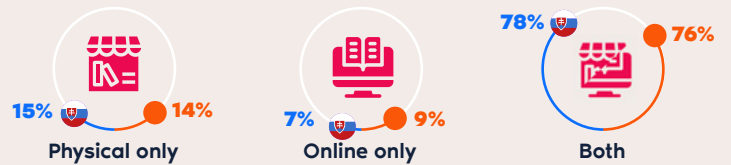


Top 5 most purchased genres across all sales channels

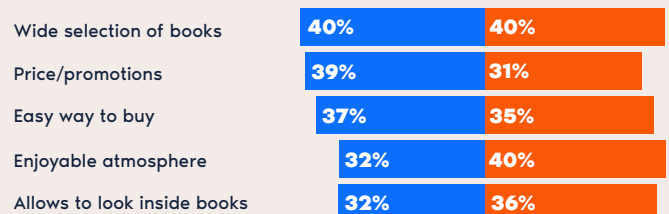


Places of purchase and reasons to purchase in physical bookshops

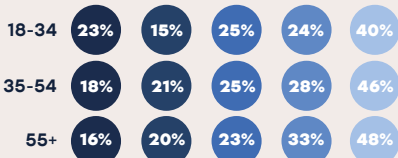
Places of purchase*



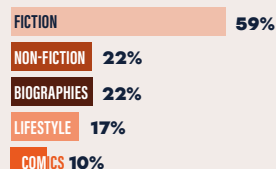
Reasons to purchase in independent physical bookshops**



Purchases per age in Slovakia: genre breakdown



Top 5 most purchased genres in all 19 countries



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Sweden

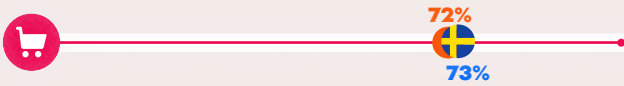
Swedish respondents are avid readers, with 87% of them having read a book in the past year, and 73% having bought one. Their reading and book-buying habits are largely in line with the standard reported across the 19 markets surveyed in this study, with most (90%) opting for a new book while 38% also went for used books. In Sweden, paper books still dominate the market, although our Swedish respondents have a particular penchant for audiobooks - with nearly 30% of them having

purchased audiobooks in the past year. This figure is remarkably far above the study average of 16% across the surveyed markets and can be linked to Swedes' preference to subscribe to audiobook services - a prevalent trend in all Nordic countries. In terms of genres, fiction is the most purchased, followed by education, textbooks, biographies and memoirs. As in all the other surveyed countries, most respondents like to buy their books both online and in physical shops.



Book buying and reading habits

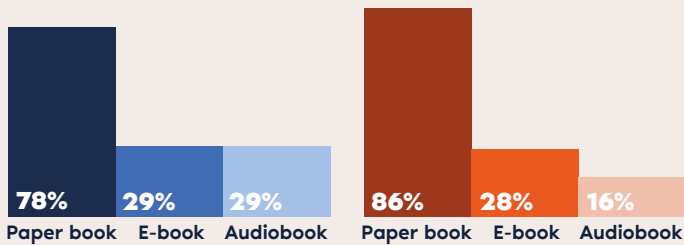
Has purchased a book in the last 12 months



Has read a book in the last month

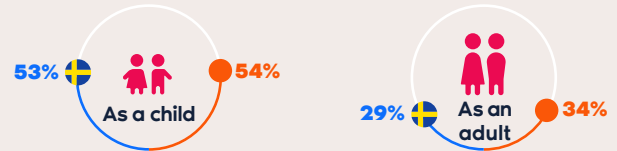


Book formats purchased in the last 12 months*

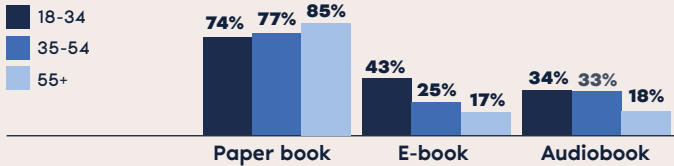


Reading as a hobby: then & now

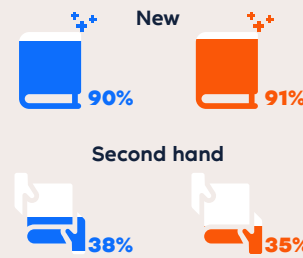
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



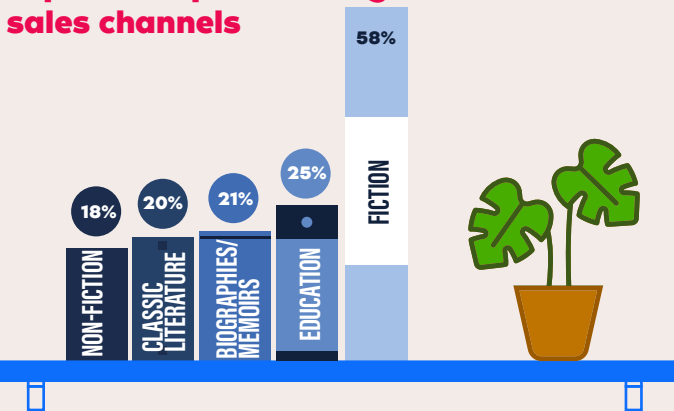
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

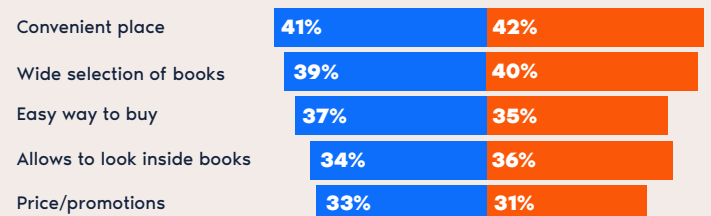


Places of purchase and reasons to purchase in physical bookshops

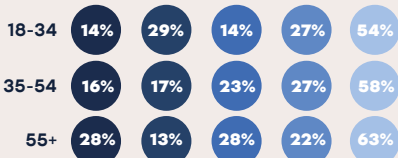
Places of purchase*



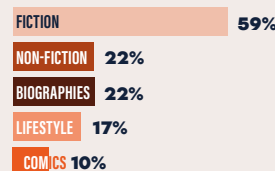
Reasons to purchase in independent physical bookshops**



Purchases per age in Sweden: genre breakdown



Top 5 most purchased genres in all 19 countries



*Basis: Bought a book in the 12 months prior to April 2024
 **Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Switzerland¹

Our German-speaking Swiss respondents fall within the norm in terms of reading habits when compared to the other 19 surveyed countries, with 83% of them having read a book in the last year. Moreover, over the last 12 months, 72% have bought a book, also falling in line with the study average. In Switzerland, as for the rest of the surveyed countries, the book market is mainly dominated by fiction. Even if paper books remain the favourite format, e-books have been purchased by 35% of the respondents – a higher number than average when compared

with the sample pool. Another interesting trend is the scarce buying of second-hand books, with only 27% of respondents having bought such books. Purchasing exclusively online is a behaviour much more prevalent in German-speaking Switzerland than in the other surveyed countries (17% compared with 9%), even though buying both online and physical remains the overwhelming preference. The main incentives to buy in independent physical bookshops as well are the wide selection of books and the ability to look inside books.



Book buying and reading habits

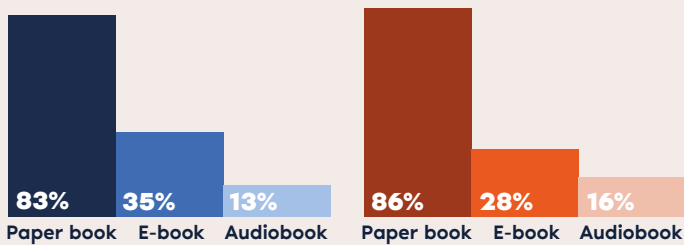
Has purchased a book in the last 12 months



Has read a book in the last month

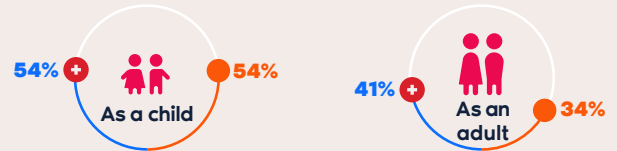


Book formats purchased in the last 12 months*

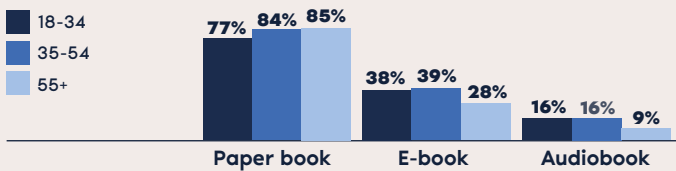


Reading as a hobby: then & now

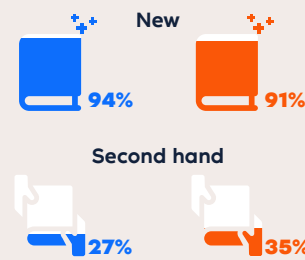
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



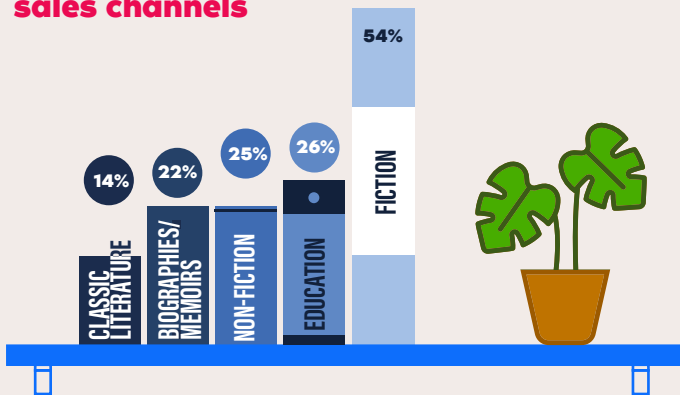
Type of book purchased*



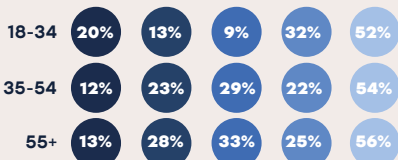
Likelihood to gift a book*



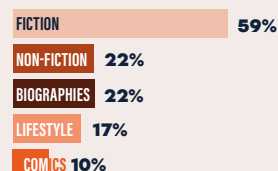
Top 5 most purchased genres across all sales channels



Purchases per age in Switzerland: genre breakdown

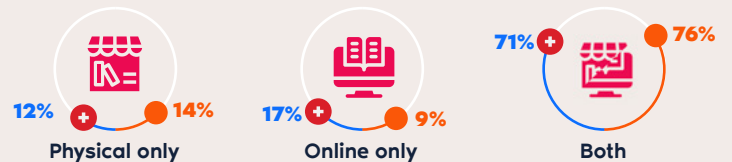


Top 5 most purchased genres in all 19 countries

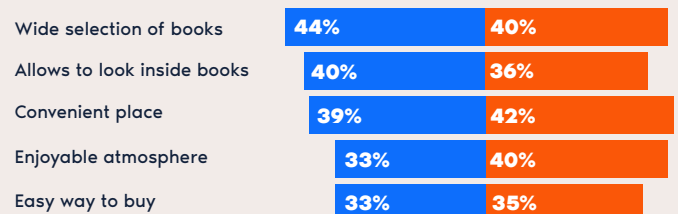


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population
¹Only the German-speaking part of Switzerland was covered in this study

Respondents from the UK are heavy readers: 92% have read a book in the last 12 months and 78% have purchased one. 42% also report that reading is a hobby in their adult life, which is quite far above the recorded average of 34% across the surveyed countries. British respondents purchase mainly paper books but also appreciate e-books as 41% of them have bought such a format. Second-hand books are particularly popular among British respondents, with 51% saying they

purchased second-hand books in the past year (a figure much higher than the 19-country average of 35%). Like the other countries, the UK book market is mainly dominated by fiction, followed by biographies and memoirs. Nearly 80% of the British respondents buy their books both online and in physical shops, with the main reasons for buying in independent physical bookshops being the convenience, followed by the ease in buying.

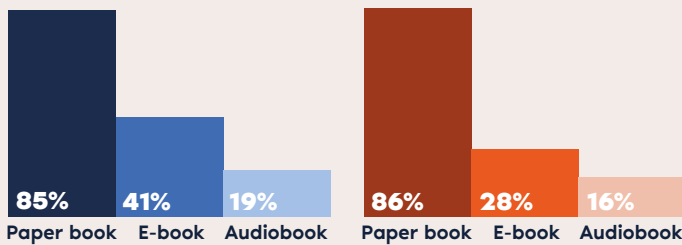


Book buying and reading habits

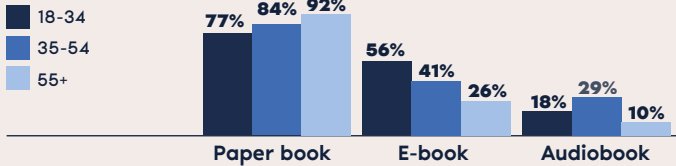
Has purchased a book in the last 12 months



Book formats purchased in the last 12 months*



Purchases per age group

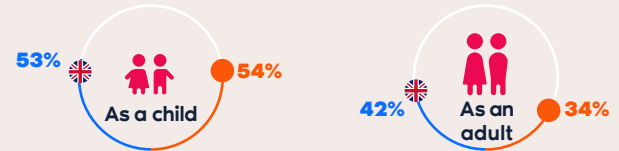


Has read a book in the last month

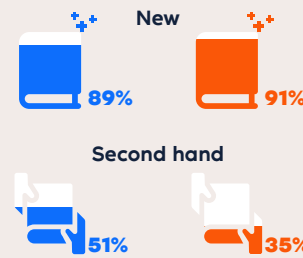


Reading as a hobby: then & now

Was reading a hobby as a child and is it a hobby now as an adult?



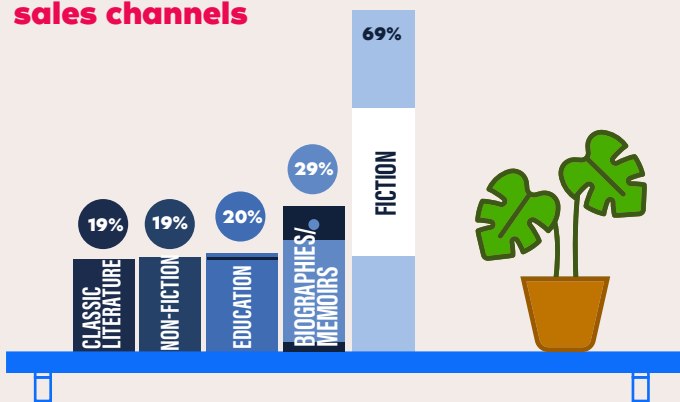
Type of book purchased*



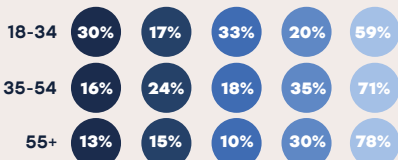
Likelihood to gift a book*



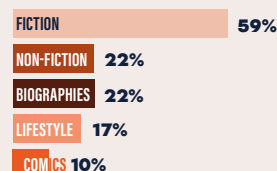
Top 5 most purchased genres across all sales channels



Purchases per age in the UK: genre breakdown



Top 5 most purchased genres in all 19 countries

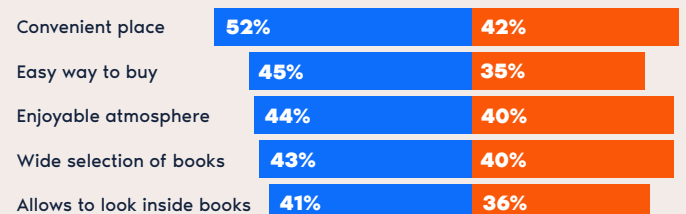


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

American respondents are particularly fond of the enjoyable atmosphere they find in independent bookshops, as highlighted by an impressive 51% of respondents. A majority of them (81%) have read a book in the last 12 months, and 2 out of 3 have bought one. In addition, even if paper books still dominate the market, American respondents are drawn towards other formats: 40% and 26% have bought e-books and audiobooks respectively. These numbers are noticeable when compared to the study average of 28% (e-books)

and 16% (audiobook). When it comes to the type of books purchased, new books are much more in demand. However, second-hand books are more popular among American respondents than among the average of study respondents, with 42% of them reporting buying second-hand, compared to the 35% average. As in the other countries surveyed, fiction is the most purchased genre, followed by biographies and memoirs – a genre particularly popular among the country respondents.

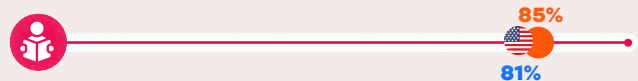


Book buying and reading habits

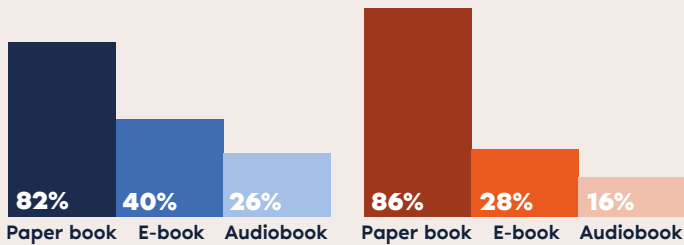
Has purchased a book in the last 12 months



Has read a book in the last month

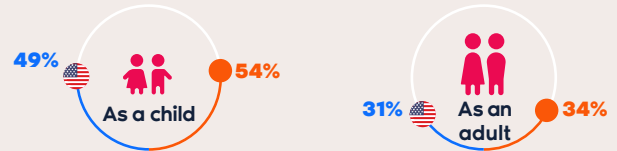


Book formats purchased in the last 12 months*

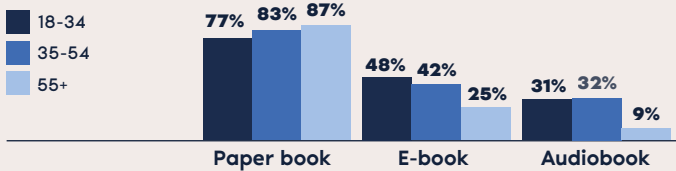


Reading as a hobby: then & now

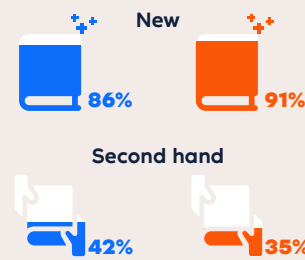
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



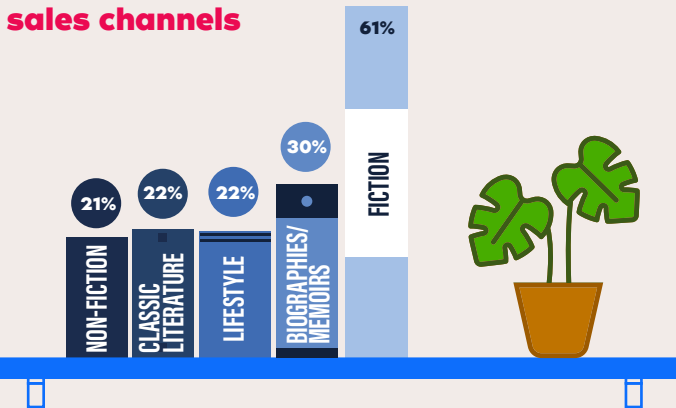
Type of book purchased*



Likelihood to gift a book*



Top 5 most purchased genres across all sales channels

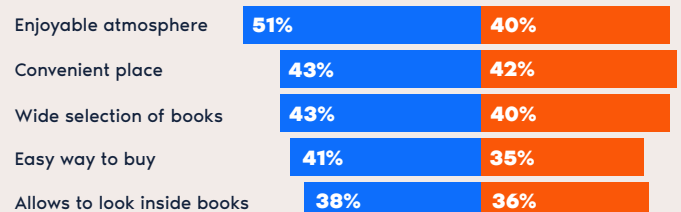


Places of purchase and reasons to purchase in physical bookshops

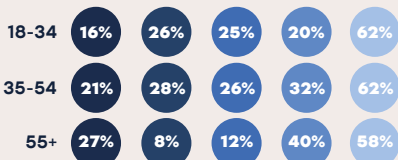
Places of purchase*



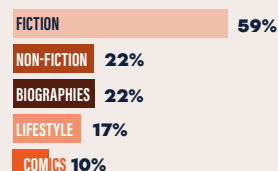
Reasons to purchase in independent physical bookshops**



Purchases per age in USA: genre breakdown



Top 5 most purchased genres in all 19 countries



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

RISE
BOOKSELLING

 **eibf**
The voice of booksellers

October 2024



**Co-funded by
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RISE Bookselling is a network programme organized by the European and International Booksellers Federation (EIBF) and co-funded by the Creative Europe programme of the European Union.