

# Books and the book trade in figures

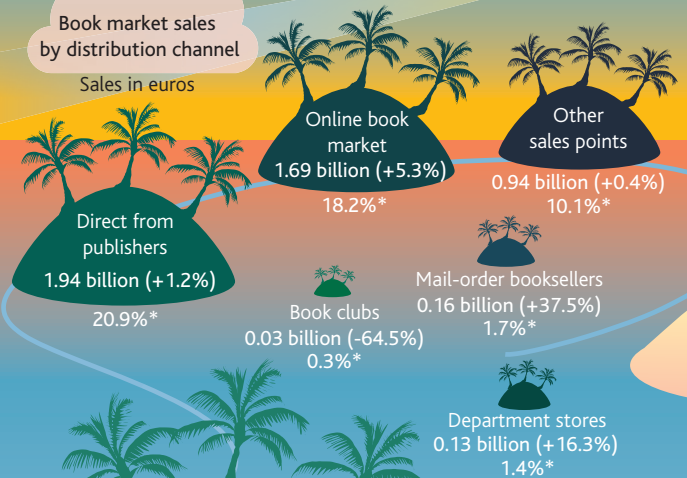
## In the sea of books

2016 data for Germany, change compared to previous year in brackets

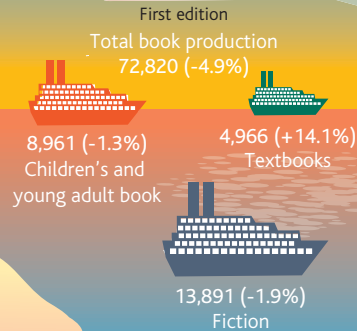
A pile of all the new books published in 2016 would rise to some **2,180 metres**

Book consumption:  
Who reads how often?

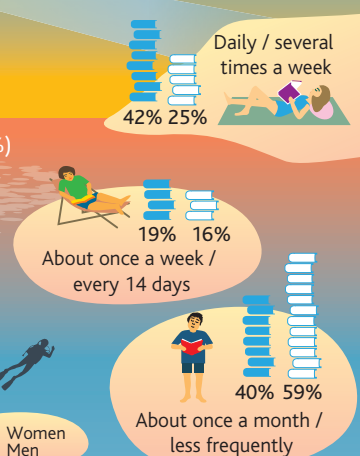
Book market sales  
by distribution channel  
Sales in euros



New releases



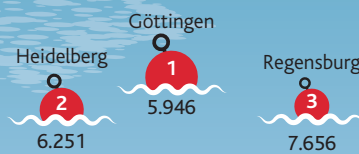
Daily / several times a week



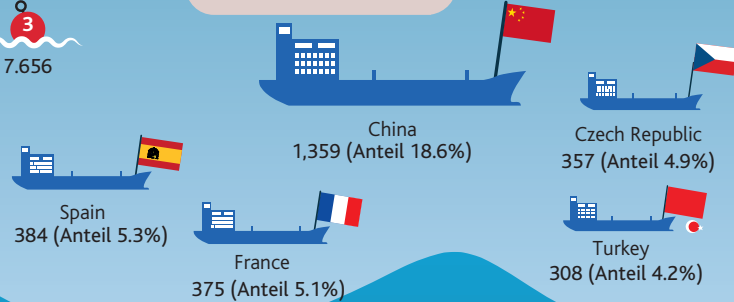
Total sales  
9.28 billion (+1.0%)

\*Share of the total market

Greatest density of bookshops  
Residents per bookshop

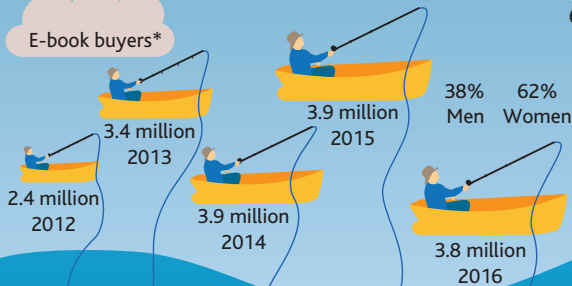


Licences sold abroad:  
most important countries



Number of licensing agreements  
7,310 (-2.8%)

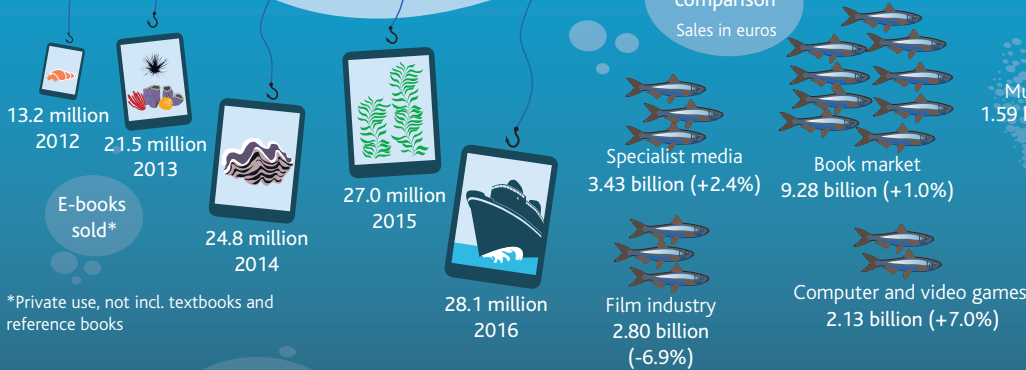
E-book buyers\*



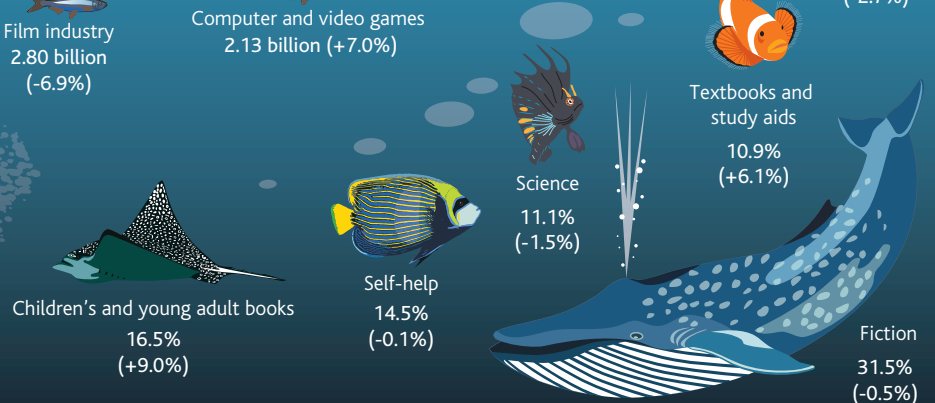
38% Men  
62% Women

\*Private use, not incl. textbooks and reference books

Industries in comparison  
Sales in euros



Product categories:  
share of book market sales



How much do new books cost?

