

# EIBF Book Pricing Series



# SWEDEN

*Is there a fixed book price?*

**YES**

How is the price fixed?

**BY LAW**

**BY TRADE AGREEMENT**

Are discounts allowed?

**YES**

**NO**

**NO**

Is there a recommended sales price?

**YES**

**No, except for paperbacks**

## Did you know?

Sweden has had a free book price since 1970

The price of a book used to be determined by its production costs (i.e., a thin book would be cheaper than a thick one). Now the price is based on market value, i.e. bestsellers cost more than emerging authors

Only paperbacks have a recommended sales price, often according to an alphabetical price scale from C to M, printed on the back of the book, where C is the cheapest and M the most expensive.



The voice of booksellers