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New Trends in Publishing: BIC Seminar 2013 What are book consumers up to?

Jo Henry, Global Director, Bowker Market Research

## Bowker Market Research presents....

....the what...who...how...where...and why of book purchasing today

## Books \& Consumers methodology

- Tracking consumer book \& ebook purchasing:

- Monthly online interviews with book buyers
- Nationally representative of those aged 13+
- 
- 36K buyers / c90K books per year

- 72K buyers / c150K books per year


## Bowker. Books \& Consumers

## Books \& Consumers coverage



## What?



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## Estimated purchases by format \& category



## Ebook share of purchases within category



## US format share quarterly trend



## Format share trends, UK vs US



## What are they buying? (\% increase Q1 '12」 Q1 '13)

| Genre | \% increase |
| :--- | :---: |
| Science fiction | 5 |
| Classic fiction | 6 |
| Children's general fiction | 10 |
| Picture book (non-character) | 11 |
| Children's romance/relationship story | 12 |
| Cookery/food/drink | 14 |
| Science | 15 |
| Travel guides | 19 |
| Fitness/diet/health | 22 |
| Children's non-fiction/reference | 31 |
| Children's school story | 66 |

## And the star of the show?

## Erotic fiction <br> 个1,422\%

## Who?



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## Sex of buyer within category, Q1 2013



## Sex of buyer market share all books, UK vs US



## Age of buyer within category, Q1 2013



## Age of buyer market share, UK vs US



## How?



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## Device share of ebook within category



## US device share of ebook within category



## Device share all ebooks, UK vs US



## Where?



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## Channel share trends, UK vs US



$$
2
$$

## Purchase influences for printed books (all >10\%)



## All data from Bowker's B\&C Industry Standard Reports:

- Published quarterly
- Additional areas covered eg publisher market share; named retailer share; genre by format (e vs p); who bought for; reason for purchase....
- 20\% discount for delegates of BIC New Trends seminar
- Contact Jo Henry jo.henry@bowker.co.uk for details


## THANK YOU!

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