

I'm human



How many e books are sold each year

What percentage of book sales are ebooks. How many books are sold each year. How many ebooks are sold each year.

Ebook popularity has grown significantly, offering consumers a convenient way to unwind and learn on their favorite devices. For digital creators and authors, the ebook industry represents a lucrative revenue stream. At Whop, we've compiled over 100 ebook statistics to inform your ebook strategy in 2024.

Ebook History

The concept of an e-reader dates back to Bob Brown's manifesto in 1930, advocating for portable reading machines that could be powered by electric light plugs. However, the first ebooks were created by Michael S. Hart in 1971 using a mainframe computer and Arpanet. This launched Project Gutenberg, which now boasts over 60,000 titles.

Key Developments Throughout the 1990s, significant advancements occurred in the ebook industry:

- Bibliobytes was founded in 1993 to distribute free and for-sale ebooks.
- HTML became a standard for ebooks in 1995.
- Project Gutenberg published its 1,000th e-book in 1996.
- E-link display technology was invented and commercialized in 1997.
- The first handheld e-readers were launched in 1998, along with library lending of e-books and ISBNs for eBooks.

Recent Trends As of 2024:

- Spain has the highest share of e-reader owners, followed by China.
- In large ebook markets like the US and UK, e-reader usage has decreased significantly (below 30%), as consumers prefer tablets and smartphones over traditional readers.
- Between 2017 and 2023, ebooks borrowed from libraries and schools worldwide more than doubled to 370 million.
- Amazon's Ebook Market Continues to Grow

In 2023, the majority of Amazon's most sold ebooks were in the romance genre, accounting for 58% of the market. The Mystery, Thriller and Suspense genre followed with 11%, while Children's Books and Women's Fiction made up 7% each.

Ebooks have become valuable lead magnets in B2B and B2C marketing settings, with a significant increase in usage expected in 2024. Amazon remains the most popular type of B2B content, accounting for 34.5% of all usage, and is also used by demand generation teams and marketing organizations.

The ebook market has shown steady growth over the past six years, with revenue increasing from \$11.29 billion in 2017 to an expected \$15.33 billion in 2027. In 2024, the market is expected to generate \$14.61 billion, a 3.2% increase from 2023. The US is expected to drive this growth, generating \$5.3 billion in revenue by 2024, followed closely by Japan with \$2.51 billion and China with \$1.9 billion.

While the average revenue per ebook consumer (ARPU) has declined slightly over the years, from a high of \$16.35 in 2017 to \$13.65 in 2027, the market continues to grow, driven by factors such as increased convenience, accessibility, and green initiatives discouraging paper use.

Top players in the ebook market have seen significant revenue increases since 2018, with Amazon's revenue increasing by 121%, Apple's by 48%, Alphabet's by 107%, Tencent Holdings' by 91%, and Rakuten Group's by 70%.

Given text Ebook reading trends have been observed in various countries, with significant increases in consumption over the past decade. In the US, 20% of the population purchased an ebook in 2023, while in China, 27% did so. Japan had around 19%, and the UK approximately 17%. A substantial majority of consumers bought ebooks on Amazon, followed by Apple Books and Barnes and Noble.

A 2022 study found that over 30% of adults in the US and UK read ebooks for leisure on a dedicated device. Adults typically read in sessions of 10-15 minutes, focusing on text for 5-7 minutes at a time. Ebook reading locations varied, but most frequent readers preferred their homes. Compared to 2011, ebook consumption rose significantly from 2011 to 2020. The study also revealed an increase in consumer willingness to pay more for ebooks over the decade.

For example, US consumers were willing to pay 110% more in 2020 compared to 47% in 2011.

A 2020 book research report identified that avid readers who engaged with multiple books per month were younger and more ethnically diverse. Millennials outperformed Gen X and Baby Boomers in ebook consumption rates.

Key factors influencing ebook purchases included genre/category, author, reviews, price, and front cover. Entertainment was the primary reason readers engaged with ebooks, followed by self-improvement or other projects.

Men generally read more ebooks than women and were more likely to post book reviews or recommendations. Only a small percentage of readers discovered books through online platforms, but 44% of men posted book reviews or recommendations. Reviews showed that men discovered books more often than women, at 44% compared to 36%.

The top ways readers found out about books were through friends' recommendations, favorite authors, and family suggestions.

Meanwhile, ebook discovery happened mostly online, through bookstores, search engines, author events, and discount programs.

Ebook and audiobook consumers were more likely to multitask, with rates of 70% for audiobooks and 61% for ebooks.

Multitasking was highest among Gen X, followed by Millennials, and lastly Baby Boomers.

Women were also more likely to multitask while reading ebooks, at 58%, compared to men's 54%.

Adult fiction had the highest engagement levels at 72%. The top three genres in this category were mystery (42%), thriller (33%), and classics (27%).

Adult non-fiction had the second-highest engagement levels at 55.6%. The top genres in this category were biographies (31%), history (28%), and body, mind, spirit (30.9%).

Ebook publishing statistics showed that searches for "independent author" increased by 163% over five years.

Self-publishing has gained traction due to platforms like Kindle Direct Publishing, giving authors control over their content, cover designs, revenue, distribution, and more.

A report found that 93% of authors had a positive perception of self-publishing, with over 50% choosing it as their preferred publishing model.

86% of self-published authors would recommend self-publishing to others.

Less than 50% of authors under 45 would prefer traditional publishing for their next book.

53% of authors used AI, while 47% did not.

The top reasons for not using AI were lack of familiarity with AI tools, not feeling the need to, and concerns about content creativity or originality.

However, close to 50% of self-published authors were open to using AI to create marketing assets.

The global publishing market was expected to grow at a 1% CAGR per year, while the self-publishing market was expected to grow at a faster rate of 17%.

As of 2024, 42% of ebook sales via Amazon were self-published titles, and 30-34% of all ebooks sold were self-published in 2023.

The number of self-published books grew by 264% in the five years leading up to 2023.

The typical costs associated with self-publishing included editing (\$5-\$15/hour or \$10/1000 words), writing (\$0.10-\$1.50/word or higher), formatting (\$200-\$500), cover design (\$50-\$500), and copyright fees (\$35-\$55).

60% of authors paid for professional editors, up from 56% in 2020.

Publishing statistics show that editors charged \$500+ per book for 55% of authors who hired them.

Meanwhile, most spent over \$250 on editing services.

Half of all authors worked with a professional graphic designer for their book cover, while others designed theirs or used online platforms like Upwork or Fiver.

Those who paid designers reported spending an average of \$100+ per cover.

For author websites, the average cost was around \$1,022.

Ebook royalty rates vary by publishing model: 35-70% for self-publishing, 25-50% for small presses, and 25% for traditional publishers.

A study found that indie authors earned more than Big 5 authors in higher income brackets, with a median wage of \$12,759 for self-published authors in 2023, a 53% increase from the previous year.

In contrast, traditionally published authors reported lower median wages of \$5000-\$8000.

Self-publishing authors also had higher mean wages at \$82,600, a 34% increase.

Women in indie publishing earned more than men, and LGBTQ+ self-published authors earned more than they would through traditional publishing.

As of June 2024, KDP Select paid out \$56.1 million in royalties, up from \$47.9 million the previous year.

The platform offered varying royalty rates for books priced differently: 35% under \$2.99 or 70% between \$2.99 and \$9.99.

In the first half of 2023, Kindle's ebook subscription service paid out a total of \$272 million to authors, a 10.7% year-on-year increase from what was paid in 2021.

Through KDP Select, independent authors can earn money from their share of the global fund and 70% royalties for sales in certain countries.

Amazon Kindle and other self-publishing platforms continue to shape the publishing landscape.

In 2023, self-published authors accounted for over 50% of Kindle's Top 400 books, with Amazon paying out \$520 million in royalties to indie authors annually.

However, the growth of Kindle Unlimited's subscription program has not been matched by increases in author remuneration.

Despite a 18% increase in subscribers, page-read royalty payments only grew by 12%, resulting in a decline in indie author pay rates for page-reads.

Other platforms have varying royalty rates and earning potential: iBooks offers a flat 70% rate, while Barnes & Noble Press and Google Play Books offer similar rates.

However, platforms like Smashwords and Kobo have more competitive royalty structures, with some offering up to 80% or 75%.

Book authors are among the top creators, accounting for 9% of all creators in 2023.

The majority incorporated ebooks into their strategies, and digital products were considered a key income stream.

In 2023, 20% of authors made over \$100,000 per year, while 66% made less than \$10,000.

Despite this, many authors remain optimistic about future earnings, with 88% expecting to make more in 2024 than the previous year.

Writing habits were found to be linked to genre diversity, with 83% of writers publishing multiple genres.

Income was also correlated with the number of published titles, with lower-earning authors publishing fewer books and higher-earning authors publishing more.

Marketing emerged as the most challenging part of the writing process for many authors.

In terms of marketing strategies, Bookbub deals were found to be the most effective, followed by promo sites and author newsletters.

Facebook ads, Amazon ads, newsletter swaps, and Bookbub ads also showed promise.

The rise of social media offers new opportunities for authors to boost visibility and drive ebook sales.

With over 5 billion social media users worldwide, platforms like Facebook, Instagram, and TikTok provide a vast audience for reaching potential readers.

Organic growth can be achieved through online book communities on YouTube, Instagram, and TikTok, which have been shown to drive significant increases in author sales.

A majority of authors now maintain their own websites, with many planning to offer direct sales in the future.

Shopify was used by 25%, Payhip by 20%, and WooCommerce by 20% of authors.

Pricing strategies varied: 79% set their most expensive eBook at \$4.99 or more, while 26% priced it at \$4.99 or less.

The majority (50%) priced their least expensive eBook at \$0.99 or free.

Email marketing offered a strong return on investment (ROI), with potential earnings of up to \$36-\$45 per dollar spent.

Lists under 100 generated \$300/month, while those over 15,000 earned up to \$6,119/month.

A study found that 14.4% of consumers engaged in eBook piracy in 2023, driven by accessibility issues.

The demand for publishing piracy increased 189%, with the US leading at 12.8%.

Ebook sales reached 191 million in 2020, a 12.35% increase from the previous year.

However, this figure is down 21.07% from its peak in 2013.

The first half of 2021 saw an 8% decrease in ebook sales compared to the same period in 2020.

Despite this decline, ebook sales remain higher than pre-pandemic levels.

From 2010 to 2020, ebook sales nearly tripled, increasing from 69 million to 191 million.

Adult fiction accounts for 41% of all ebook sales in 2021.

Based on 191 million ebooks sold in 2020, it's estimated that: * 15.92 million ebooks were sold per month * 3.67 million ebooks were sold per week * 524.72 thousand ebooks were sold per day * 21.86 thousand ebooks were sold per hour * 364.38 ebooks were sold per minute

Revenue from ebook sales reached \$1.95 billion in 2022, a decline of 8.5% compared to the previous year.

This marks the first time in five years that ebook revenue has fallen below \$2 billion.

Since 2018, ebook revenue has decreased by 7.67%.

In 2022, ebook revenue accounted for 6.94% of the total publishing industry's revenue in the United States, a drop from 7.27% in 2021 and 8.59% in 2020.

For the first time over the last five years, ebooks account for less than 7% of the publishing revenue.

During this period, the share of ebooks in publishing revenue has dropped by 16.51%.

In 2017, over 65% of all e-publishing income was attributed to e-books.

By 2023, this share is projected to drop to 56%, indicating a decline of 15% over the six-year period.

As for other e-publishing formats, e-papers are expected to grow to 27.24% of total e-publishing revenue, increasing their share by 25% since 2017.

By 2027, e-books are projected to account for only 54% of all e-publishing, while e-papers and em-magazines will rise to 28.4% and 17%, respectively.