# Economic figures for the industry, 2013

## Market share by category (change from previous year)

<table>
<thead>
<tr>
<th>Category</th>
<th>Market Share</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiction</td>
<td>33.8%</td>
<td>-3.5%</td>
</tr>
<tr>
<td>Children's &amp; YA books</td>
<td>15.8%</td>
<td>+1.3%</td>
</tr>
<tr>
<td>Travel</td>
<td>6.3%</td>
<td>+3.5%</td>
</tr>
<tr>
<td>Self-help books</td>
<td>14.5%</td>
<td>+5.5%</td>
</tr>
<tr>
<td>Schools and learning</td>
<td>9.0%</td>
<td>(*)</td>
</tr>
<tr>
<td>Scientific</td>
<td>11.3%</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Non-fiction</td>
<td>9.3%</td>
<td>-0.2%</td>
</tr>
</tbody>
</table>

## New releases (first editions)

- Total new releases: 81,919 (+2.6%)
  - Fiction: 15,610 (+5.2%)
    - Children's & young adult books: 8,268 (+5.2%)

## Translations into German (first editions)

- Total translations: 10,731 (-1.2%)

## Licenses

- Total licenses: 6,466 (-5.7%)

## Employees

- Publishers: 24,513
- Retail trade: 30,900

## Trainees

- Media marketing: 2,173
- Booksellers: 1,278
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Development of sales 2013 (2012) total
€ 9,536 million, +0.2% (€ 9,520 million, -0.8%)

Change in online sales -0.5% (+10.4%)

Market share for e-books* 3.9% (2.4%)
*share of consumer market (private demand, excluding schoolbooks and textbooks)

Market share by distribution channel
Retail bookshops: 48.6%
Publishers' direct sale: 19.7%
Online bookshops: 16.3%
Other sales points: 9.9%
Mail order book trade: 2.3%
Book clubs: 1.6%
Department stores: 1.5%

Market share by publication form
Hard cover: 72.2%
Paperback: 23.9%
Audio book: 3.9%