
ABSTRACT

The Book Panel was established by the Danish Minister of Culture in 2014 and its purpose is first and foremost to document trends in the Danish book market. The Book Panel publishes an annual report that collects the currently available statistics in the area, and the most important observations in the Book Panel's annual report for 2019 are the following.

BOOK PRODUCTION IS INCREASING IN SEVERAL FORMATS

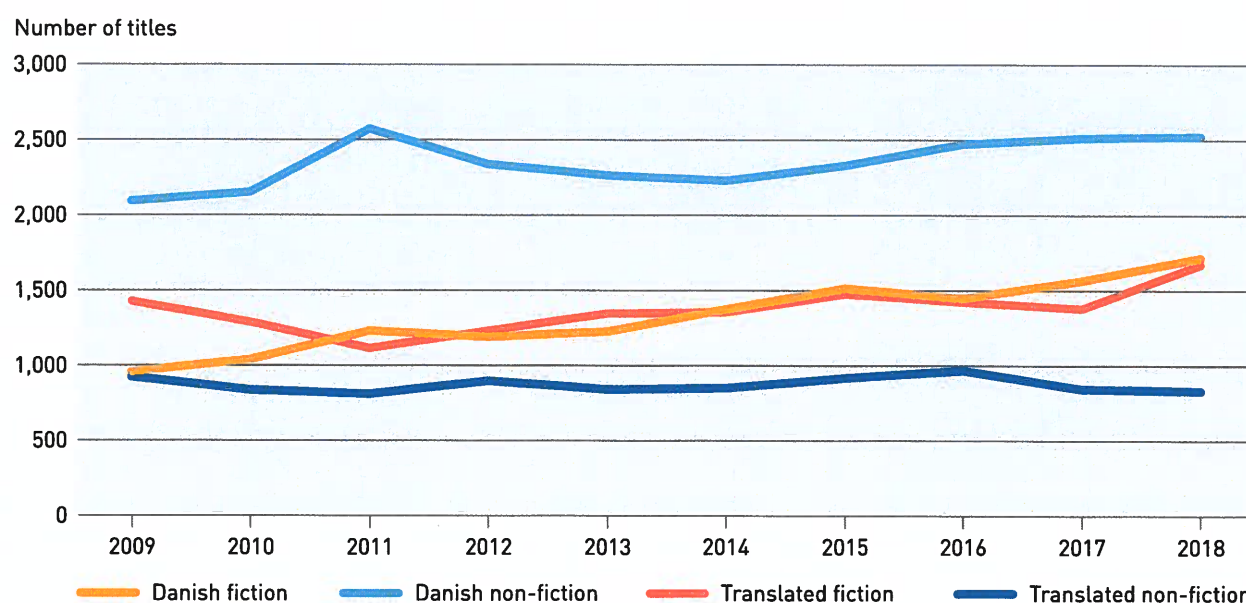
More book titles are produced in Denmark than ever before. In 2018, 6,744 printed books were published. Especially fiction has been increasing in recent years. Since 2009, the number of physical fiction titles has increased by 42%, and

of these, the number of titles that are written in Danish has increased by 79%. A large proportion of the growth in book production is also due to new formats. For example, the number of published digital audiobooks increased by 60% from 2017 to 2018. The publication of older titles in e-book form has also really taken off in recent years, and in 2018, 3,493 e-books were published, of which the corresponding physical book versions were older than five years. [Figure 1.1](#)

THE PUBLISHERS' TURNOVER IS STABLE

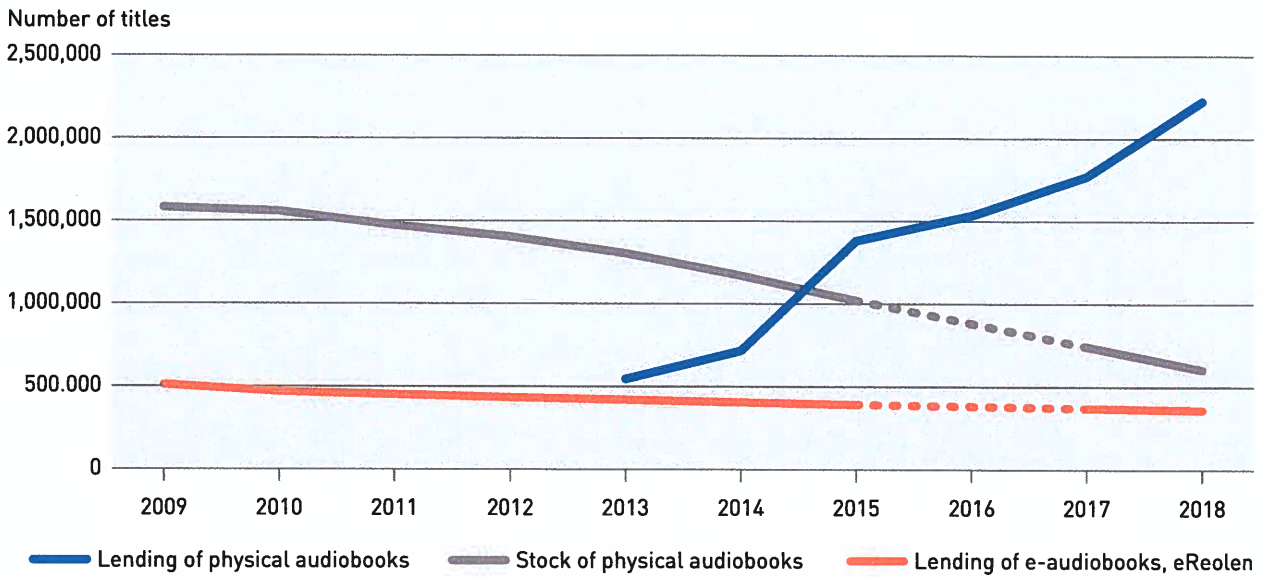
Over the last three years, the Danish publishers' total turnover has been relatively stable. In 2018, the turnover was DKK 1.7 billion. The digital share comprised 20.6% of the publishers'

Figure 1.1: Commercial printed first editions of Danish and translated titles



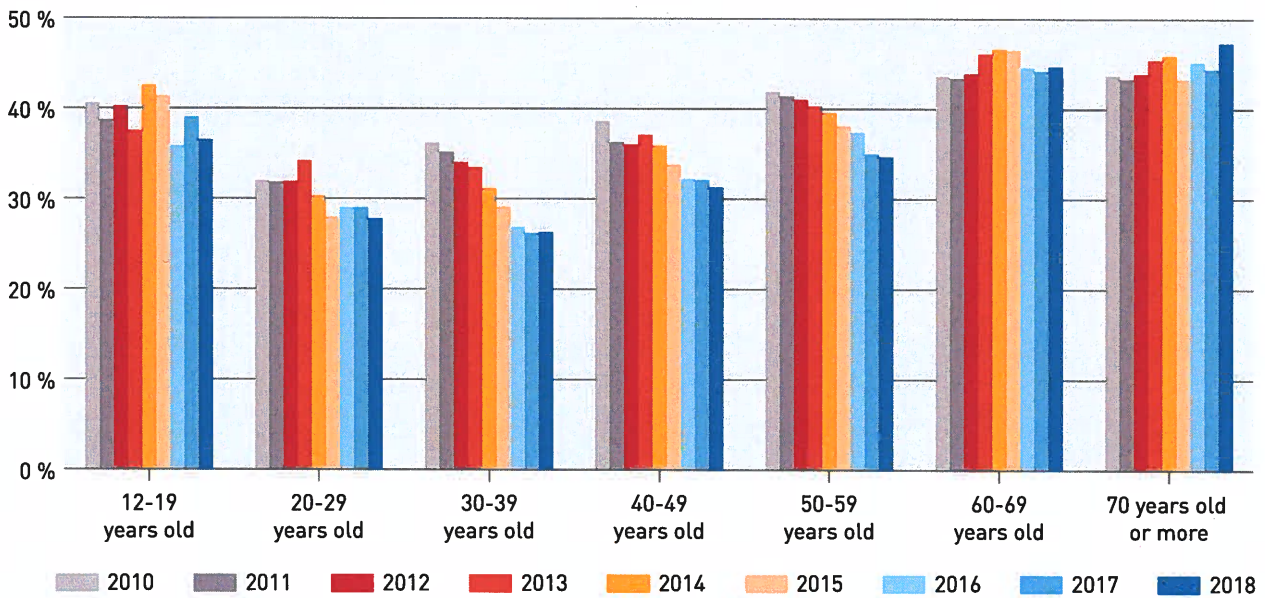
Source: Statistics Denmark, book production statistics, BOG06

Figure 4.5: Lending and stock of audiobooks in public libraries



Source: Statistics Denmark and eReolen's monthly statistics from netbib.dk

Figure 5.4: Read fiction weekly or more frequently



Source: Kantar Gallup, Index Danmark (HH2010-2018)

total turnover, and in recent years, an increasing portion of the publishers' turnover has come from learning aids. Approximately 50% of the Danes bought their latest book in a physical bookshop. Approximately 23% of the Danes bought their latest book from an online bookshop.

E-AUDIOBOOKS ARE A GREAT SUCCESS IN LIBRARIES

The lending of physical books from public libraries has been decreasing for many years. In 2018, 24.4 million printed books were lent. From 2015 to 2018, the lending of physical books decreased by 8.8%. In contrast, the lending of digital audiobooks is rapidly increasing these years, and from 2017 to 2018 alone, the lending increased by 25.6%. When digital audiobooks are lent, approximately 69% of them are novels. The lending of e-books has increased by 19.8% from 2017 to 2018. **Figure 4.5**

THE READING FREQUENCY OF THE DANES IS DECLINING

40% of the Danes have not read fiction during the last three months. In general, the current trend is that more and more people in Denmark read less frequently than previously. For example, 36.2% of the those who are 30-39 years old read fiction weekly or more frequently in 2010, and in 2018, this number fell to 26.3%. The proportion of people who did not read fiction was more or less stable during this period; therefore, this does not mean that people have stopped reading fiction. They simply read less frequently than they did before. **Figure 5.4**

The fiction genres that the Danes prefer to read are crime novels, historical novels and novels with no specific genre. 85.6% of the readers read physical books, 19.9% listen to audiobooks and 18.7% read e-books.

Read more about the Book Panel at:
www.slks.dk/thebookpanel

Translated by Larry Morlan



www.slks.dk/bogpanelet

Kontakt Bogpanelets sekretariat i Slots- og Kulturstyrelsen:

Marie Starup, msta@slks.dk