

Finland – Book production statistics

Area:	338,145 km ² (69% forest, 10% water, 8% agricultural land)
Population:	5.5 million
National languages:	Finnish and Swedish, Sami in parts of northern Finland
Gross Domestic Product:	€ 193.4 billion
GDP per capita :	€ 35,600
Inflation rate:	2.2%, projection for 2014: 1.4%
Unemployment:	8.2%

Sources: Germany Trade & Invest 2014, Wirtschaftsdaten kompakt;
(Updated May 2014)

Sales

In 2013, book trade sales amounted to around 253 million euros for the publishers, which represents a decline of 3.6% compared to the year before. Nevertheless, the Finnish book market counts as relatively stable. Educational books and non-fiction each make up a good third of total sales. These are followed by fiction titles (c. 16%), and children's and young adult books (c. 12%). Digital products make up about 7% of the sales.

Title production/new releases each year

With almost 4.000 new releases a year, Finland occupies a leading position among European countries, in terms of the number of books published per head of the population. Most of these new releases are by Finnish authors, with only about 17% of the titles being translations from other languages.

Fixed pricing

No. Fixed pricing for books was abolished in 1971.

Average book prices

As there is no fixed pricing, the prices of books can vary widely. The same hardcover volume might cost 20 euros at one outlet and 40 euros at another. Paperbacks cost between six and ten euros. VAT of 10% is charged on books (compared to a general rate of VAT of 24%).

Copyright protection laws

Bern Convention, Universal Copyright Convention.

Rights and licenses

In 2012, 48 titles were translated from German into Finnish. As such, Finland's share of the licensing business in Germany is 0.7%. The majority of translated titles in Finland are from English, followed by Swedish, French and then German.

In the other direction, with 36 translations (of which 26 were fiction titles), Finland occupied 14th place in the ranking of countries of origin for titles published in Germany (2011: 17th). For several years, Finnish publishers have observed a distinct growth in the interest shown in their country's literature - above all in Germany and the other Scandinavian countries, but now also in Italy, Spain, France and Central and Eastern Europe. As well as fiction titles, children's and young adult books from Finland are also well received. Most of the Finnish publishers represent their authors for themselves, although the number of agents involved in the licensing business has been growing in recent years. Thanks to the institution Finnish Literature Abroad (FILI), the promotion of Finnish literature internationally is very active and well organised.

Publishers

In Finland as a whole, there are around 3,500 publishers, while the Finnish Book Publishers Association (Suomen Kustannusyhdistys) has about 100 members. The 10 largest publishers account for 33% of the new releases, 55% of the overall book production and 90% of the sales volume. Each year, numerous micro publishers and diverse institutions publish a small number of titles, many of them in the academic field. Most of the larger publishers have wide-ranging programmes and run their

own printing works. This is due to the small scale of the market, which makes it harder to specialise and sustain a niche existence. For instance, there are hardly any publishers in Finland devoted purely to children's books. Instead, this market segment is entirely covered by larger publishers which have a children's books division.

The biggest publishing group is Sanoma Learning, which recently abandoned the general interest segment in order to sharpen its profile as an education business. The largest players in the general interest segment are the publishers Bonnier (Sweden) and Otava. Bonnier owns the major publishers Tammi (a generalist and the market leader in the children's and young adult segment) and WSOY (Werner Söderström). **The most important Finland Swedish publisher is Schildts & Söderström.**

Booksellers

Since the removal of fixed book prices, the number of booksellers has fallen drastically. While there were still around 750 at the end of the 1960s, today there are only about 450. Bookshop chains, some of which belong to the large publishing groups, play an important role. The online bookseller Adlibris, for example, is part of the Bonnier Group, while in the summer of 2011, the chain of bookshops Suomalainen Kirjakauppa changed ownership from the Sanoma Oy Group to Otava. Booksellers buy their titles from the publishers and may not return them.

Sales/distribution channels

About 31% of books are sold in bookshops, 18% in department stores, kiosks and supermarkets, and about 6% over the Internet. Book clubs account for about 10% of sales and play a bigger role than they do in Germany.

Libraries

Finland has a large network of public libraries which are very popular.

Book fair

Helsingin Kirjamesut/Helsinki Book Fair

Venue: Helsinki Exhibition & Convention Center

Organisor:

The Finnish Fair Corporation

Helsinki Book Fair 2008

P.O. Box 21

FI-00521 Helsinki

2014: 23 to 26 October 2014

Sources

2013 statistics of the Finnish Book Publishers Association

Buch und Buchhandel in Zahlen 2013, German Publishers & Booksellers Association,

Buchreport, October 2013