

# International Book Markets 2024



# International Book Markets 2024: Strong fiction and rising prices counter declining non- fiction sales

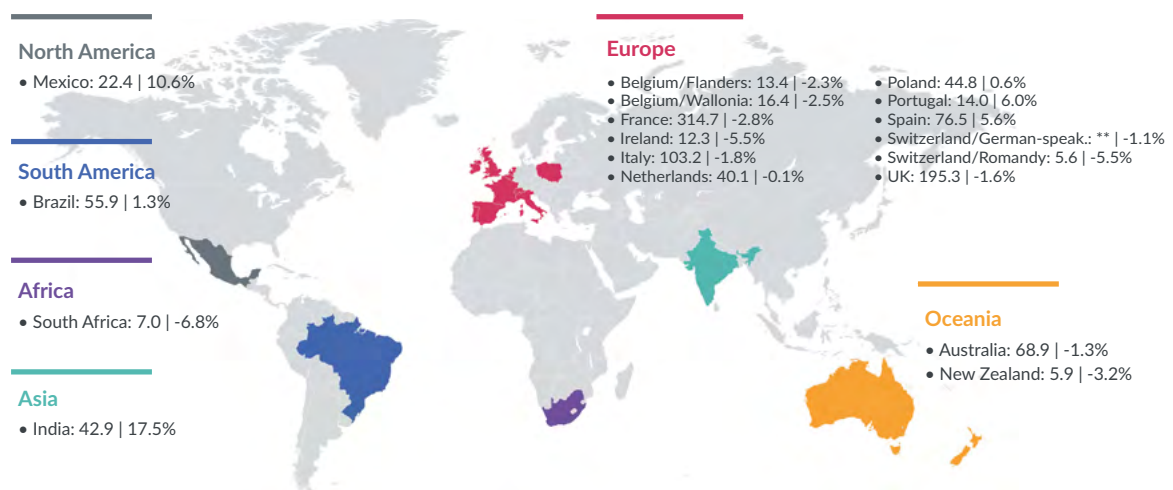
The data reveals increasing fiction revenues, while non-fiction book sales have been declining in many regions. Romance novels and fantasy titles performed particularly well.

Strong-selling novels and continuously rising prices have partially offset the weaker performance of the non-fiction segment. This is one of the key findings from the international book markets report by GfK Entertainment and NielsenIQ BookData for 2024. As the representative data show, 16 out of 18 territories analyzed reported significant revenue growth in fiction. India (+30.7%), Mexico (+20.7%), Brazil

(+16.4%), Spain (+12.0%), and Portugal (+11.4%) even saw double-digit increases.

By contrast, non-fiction books experienced growth in only six regions and, even there, mostly at a comparatively lower level. Children's and young adult books also had a mixed year, though they managed to achieve revenue gains in nine territories

## Sold Units (in millions) and Growth Rates



Based on physical Point-of-Sale-Data in the year 2024.  
\*\*Switzerland: figures will be published by SBVV.

## Revenue growth in almost half of the territories analyzed

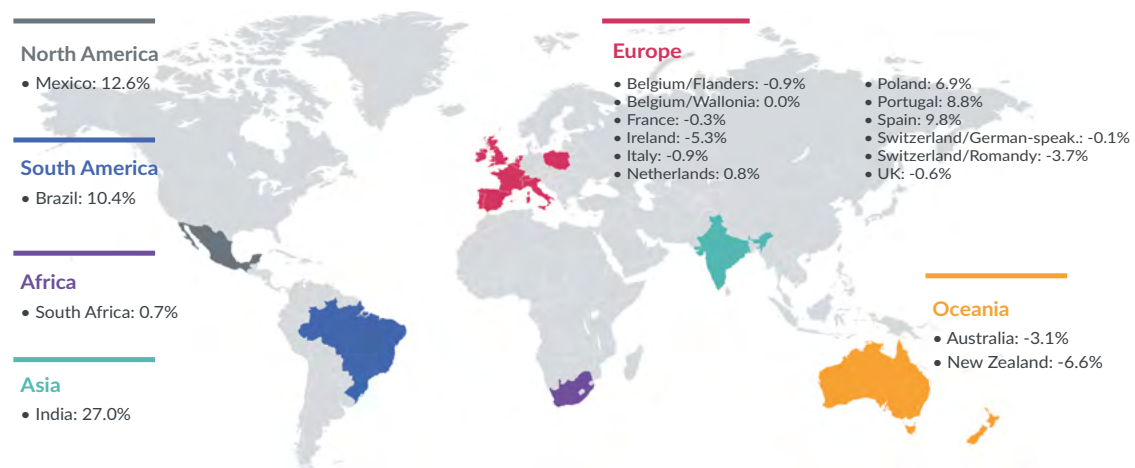
Overall, almost half of the territories analyzed enjoyed increases in their revenues compared to the previous year. The strongest growth was seen in India (+27.0%), Mexico (+12.6%), and Brazil (+10.4%); even though these markets still have a relatively moderate total volume. Spanish retailers enjoyed a substantial 9.8% increase, while figures in Wallonia (Belgium) stagnated at 0.0%. More significant declines were recorded in New Zealand (-6.6%), Ireland (-5.3%), and Australia (-3.1%).

Revenues also fell slightly in France (-0.3%) and the UK (-0.6%), the two largest markets in the analysis. A major factor was declining sales: 315 million books were sold in France (-2.8%), while the UK recorded 195 million copies sold (-1.6%).

## Prices continue to rise, but at a slower rate

Although the number of sold books fell in many territories, the continued rise in prices had a compensatory effect. In South Africa, for example, an increase in average selling prices of +8.0% helped revenues grow by 0.7%, despite a drop in unit sales by -6.8%. However, in many territories price increases were often less pronounced than in the previous year. While book prices rose by +4.8% in France in 2023, they increased by only +2.6% in 2024, reaching an average price of €12.70. In the UK, the rate dropped significantly from +6.6% to +1.1%, whereas books in New Zealand were -3.6% cheaper year on year (average price of NZ\$ 22.09).

## Growth in Revenue



Based on physical Point-of-Sale-Data in the year 2024.

## Romance and fantasy novels gain popularity thanks to BookTok

The fiction genres with the strongest growth included romance and fantasy/science fiction. Particularly noteworthy are authors such as Colleen Hoover (*It Ends with Us* series), who enjoy a large fanbase within the TikTok community BookTok. Crime and thriller novels also performed well in many regions, with Freida McFadden (*The Housemaid* series) ranking in the top five fiction books of the year in six different territories, including France, Portugal, and Wallonia.

In the non-fiction sector, James Clear's *Atomic Habits* was the undisputed number one. Originally published in 2018, the step-by-step manual is still an absolute favorite and made it into the annual top 5 bestselling non-fiction books in ten regions, including Mexico and Spain. Other non-fiction categories experiencing high demand were religious books, political titles, while children's/young adult books by YouTube stars also proved popular.

# About the study

The analysis is based on physical point-of-sale data from 2024 for the following territories: Australia, Belgium (Flanders/Wallonia), Brazil, France, India, Ireland, Italy, Mexico, the Netherlands, New Zealand, Poland, Portugal, Spain, South Africa, Switzerland (German-speaking and Romandy regions), and the UK.

Market coverage and integrated genres may vary from country to country.

The results, together with the press release and additional information, can be downloaded at [nielsenbook.co.uk/press-room](https://nielsenbook.co.uk/press-room) and [gfk-entertainment.com](https://gfk-entertainment.com).

If you would like further data or information, please contact Hans Schmucker ([hans.schmucker@nielseniq.com](mailto:hans.schmucker@nielseniq.com)) from GfK Entertainment or Philip Stone ([mediabookresearch@nielseniq.com](mailto:mediabookresearch@nielseniq.com)) from NielsenIQ BookData.

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