



U.S. BOOK INDUSTRY YEAR-END REVIEW

2013

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

WELCOME

“The only thing that is constant is change.”
Heraclitus – 500 BCE

Approximately 2,500 years later, this quote could easily describe the book business of 2013. Of course “change” in the form of progress is a good thing, and for authors, publishers, retailers, distributors, service providers, and especially consumers, the challenges caused by changes in technology, the marketplace, etc. have actually turned out to be great sources of opportunity over the last twelve months.

With only a slight decline in print book consumption, physical book sales had a strong showing in 2013 (even with the comparison to the Fifty Shades and Hunger Games blockbuster trilogies of 2012). And while eBook growth has slowed and the market has now matured, the innovation is far from over. Naturally, those who embrace change will be more competitive and the best positioned in the months and years ahead.

There is no doubt – the book industry and book consumers are evolving every day, and at Nielsen, we are constantly analyzing these developments with comprehensive sales measurement, analytics, and expertly driven consumer research. So, let’s take a look back at 2013 –with anticipation for the changes that lie ahead in 2014.

JONATHAN STOLPER
SVP, Nielsen Book
Nielsen

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NOTABLE RELEASES

BOOKS & MOVIES

From Middle Earth to Panem, many stories were translated from the page to big screen in 2013. Let's take a peek at some of the titles that were added to bookshelves this year.

- **“THE HUNGER GAMES”**

Suzanne Collins' second part to the trilogy, “Catching Fire”, made its theatrical debut on November 22, 2013. Over **613,000** of this popular title was sold.

- **“THE GREAT GATSBY”**

Over **755,000** copies of this beloved F. Scott Fitzgerald novel were sold.

- **“WORLD WAR Z”**

Inspired by the “World War Z” books written by Max Brooks, **606,000** of this title were sold.

- **“THE MORTAL INSTRUMENTS: CITY OF BONES”**

Written by Cassandra Clare, this action science-fiction movie based on the book with the same name, was released to theaters in the fall. The book title has sold **350,000** throughout 2013.

- **“THE HOBBIT”**

Director Peter Jackson adapted this classic J. R. R. Tolkien novel. The second film in this three-parter was released in 2013, and **543,000** units of the book were sold.

- **“SAFE HAVEN”**

893,000 copies of this Nicholas Sparks novel were sold, which made up a significant portion of the **2.7 MILLION** books Nicholas Sparks sold throughout the year.

- **“ENDERS GAME”**

This cult classic sci-fi novel by Orson Scott Card sold over **530,000** units.

IN REMEMBRANCE

TOM CLANCY – This beloved espionage and thriller novelist sold over 553,000 sales in 2013 alone.

CHINUA ACHEBE – “Things Fall Apart,” first published in 1958 by the Nigerian author, received global critical acclaim and sold 110,000 copies in 2013.

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THE BOOK CONSUMER

THE HISPANIC CONSUMER

- **11%** of Hispanic book consumers read more print books in 2013 than in the previous year.
- **16%** of Hispanic book consumers read print versions of books on a daily basis, while **28%** read them several times a week or weekly.

THE AFRICAN-AMERICAN CONSUMER

- **10%** of African-American book buyers responded saying they read books using a tablet (such as an iPad or Kindle Fire), much more than the previous year.
- **10%** of African-American book buyers also said that they read print magazines much more than last year.
- **11%** of African-American book buyers responded that they discuss books on an online social network site several times a week or weekly.

THE ASIAN AMERICAN CONSUMER

- **10%** of Asian American book buyers participate in using GoodReads as their social network or communities.
- **30%** of Asian American book buyers responded that they read health/fitness magazines and periodicals in the past month. This genre was higher than any other, followed by cooking and technology.

NOTABLE EVENTS

• **BLACK FRIDAY/CYBER MONDAY**

Over **19 MILLION** books were sold the first full week after Black Friday/Cyber Monday (week ending 12/8/13), a **27%** increase over the previous week.

• **MARTIN LUTHER KING JR.'S 50TH ANNIVERSARY OF "I HAVE A DREAM" SPEECH**

Aside from being a great orator, MLK was a writer as well. Over **30,000** books by Dr. King were sold in 2013.

• **ROSA PARKS' 100TH BIRTHDAY ANNIVERSARY**

8,700 books written by Rosa Parks were sold throughout the year.

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CONSUMPTION

NUMBER OF UNITS SOLD BY CATEGORY (IN THOUSANDS)

ADULT NON-FICTION

	2013 % OF CATEGORY TOTAL	2013 YOY VARIANCE
REFERENCE	13.9%	-4.2%
RELIGION/BIBLES	12.9%	4.7%
GENERAL NON-FICTION	12.7%	2.0%
HEALTH/FITNESS/MEDICINE/SPORTS	9.6%	3.8%
BIOGRAPHY/AUTOBIOGRAPHY/MEMOIR	8.5%	-3.4%
HISTORY/LAW/POLITICAL SCIENCE	7.3%	-5.1%
BUSINESS/ECONOMICS	6.7%	-1.8%
COOKING/ENTERTAINING	6.4%	-4.7%
SELF HELP	3.6%	3.1%
CRAFTS/HOBBIES/ANTIQUES/GAMES	3.6%	-5.6%
TRAVEL	3.3%	-4.1%
PERFORMING ARTS	3.2%	5.7%
ART/ARCHITECTURE/DESIGN/PHOTOGRAPHY	2.9%	3.3%
HUMOR	2.3%	4.7%
COMPUTERS	2.3%	-5.3%
HOUSE & HOME/GARDENING	1.0%	-7.7%
TOTAL ADULT NON-FICTION	100.0%	-0.6%

ADULT FICTION

	2013 % OF CATEGORY TOTAL	2013 YOY VARIANCE
GENERAL FICTION	27.1%	-6.2%
ROMANCE	17.2%	-42.5%
SUSPENSE/THRILLERS	14.5%	0.7%
MYSTERY/DETECTIVE	10.9%	-12.4%
FANTASY	6.6%	-9.3%
CLASSICS	6.2%	1.8%
GRAPHIC NOVELS	6.0%	1.1%
SCIENCE FICTION	3.5%	7.0%
OCCULT/PSYCHOLOGICAL/HORROR	3.1%	17.2%
RELIGION	2.3%	-5.5%
ACTION ADVENTURE	1.9%	-17.7%
WESTERN	0.8%	-8.9%
TOTAL ADULT FICTION	100.0%	-14.1%



JUVENILE NON-FICTION

	2013 % OF CATEGORY TOTAL	2013 YOY VARIANCE
HISTORY/SPORTS/PEOPLE/PLACES	25.0%	1.6%
GAMES/ACTIVITIES/HOBBIES	21.5%	-8.9%
EDUCATION/REFERENCE/LANGUAGE	16.5%	7.5%
ANIMALS	9.3%	3.5%
BIOGRAPHIES/AUTOBIOGRAPHIES	8.4%	15.5%
CONCEPTS	7.1%	8.3%
HOLIDAYS/FESTIVALS/RELIGION	6.2%	3.3%
SOCIAL SITUATIONS/FAMILY/HEALTH	6.0%	2.2%
TOTAL JUVENILE NON-FICTION	100.0%	1.8%

JUVENILE FICTION

	2013 % OF CATEGORY TOTAL	2013 YOY VARIANCE
GENERAL	32.6%	1.2%
SCIENCE FICTION/FANTASY/MAGIC	20.4%	-19.9%
SOCIAL SITUATIONS/FAMILY/HEALTH	15.6%	14.6%
HISTORY/SPORTS/PEOPLE/PLACES	9.1%	9.5%
CLASSICS	6.4%	-2.8%
ANIMALS	6.2%	5.3%
CONCEPTS	5.5%	12.5%
HOLIDAYS/FESTIVALS/RELIGION	4.3%	6.6%
TOTAL JUVENILE FICTION	100.0%	-0.9%

PRINT BOOK SALES OVERALL (IN THOUSANDS)

	TITLE	ISBN-13	AUTHOR	PUB DATE	PRICE	2013 SALES
1.	HARD LUCK	9781419711329	JEFF KINNEY	11/2013	\$13.95	1,826
2.	INFERNO	9780385537858	DAN BROWN	5/2013	\$29.95	1,401
3.	KILLING JESUS: A HISTORY...	9780805098549	BILL O'REILLY	9/2013	\$28.00	1,111
4.	PROOF OF HEAVEN: A NEURO...	9781451695199	EBEN ALEXANDER	10/2012	\$15.99	936
5.	THE HOUSE OF HADES	9781423146728	RICK RIORDAN	10/2013	\$19.99	926
6.	DIVERGENT	9780062024039	VERONICA ROTH	2/2012	\$9.99	830
7.	JESUS CALLING: ENJOYING PEACE...	9781591451884	SARAH YOUNG	10/2004	\$15.99	829
8.	SYCAMORE ROW	9780385537131	JOHN GRISHAM	10/2013	\$28.95	700
9.	THE THIRD WHEEL	9781419705847	JEFF KINNEY	11/2012	\$13.95	667
10.	HAPPY, HAPPY, HAPPY: MY LIFE A...	9781476726090	PHIL ROBERTSON	5/2013	\$24.99	651

DEVICE OWNERSHIP OF E-BOOK BUYERS (%) (JANUARY-OCTOBER 2013)

SMARTPHONE	66%
TABLET	66%
E-READER	50%
OTHER (INC. IPOD, MP3 ETC)	38%
NONE	7%

GENRE BY E-BOOK AND PRINT (BASED ON NEW BOOKS PURCHASED JANUARY TO OCTOBER 2013)

	E-BOOK	PRINT	TOTAL MARKET (ALL BINDINGS)
ADULT FICTION	55%	36%	39%
ADULT NON-FICTION	13%	18%	16%
SCIENTIFIC, TECHNICAL, MEDICAL	2%	3%	3%
ACADEMIC AND PROFESSIONAL	10%	14%	12%
CHILDREN'S	12%	20%	17%
RELIGION	6%	8%	12%
ALL OTHER (UNIDENTIFIED)	1%	1%	1%
TOTAL	100%	100%	100%

TOP ADULT FICTION PRINT BOOK SALES (IN THOUSANDS)

	TITLE	ISBN-13	AUTHOR	PUB DATE	PRICE	2013 SALES
1.	INFERNO	9780385537858	DAN BROWN	5/2013	\$29.95	1,401
2.	SYCAMORE ROW	9780385537131	JOHN GRISHAM	10/2013	\$28.95	700
3.	DOCTOR SLEEP	9781476727653	STEPHEN KING	9/2013	\$30.00	565
4.	THE GREAT GATSBY	9780743273565	SCOTT F. FITZGERALD	10/2004	\$15.00	565
5.	AND THE MOUNTAINS ECHOED	9781594631764	KHALED HOSSEINI	5/2013	\$28.95	561
6.	FIFTY SHADES OF GREY	9780345803481	E. L. JAMES	4/2012	\$15.95	558
7.	THE LONGEST RIDE	9781455520657	NICHOLAS SPARKS	9/2013	\$27.00	507
8.	GONE GIRL	9780307588364	FLYNN GILLIAN	6/2012	\$25.00	435
9.	THE RACKETEER	9780345530578	JOHN GRISHAM	8/2013	\$9.99	373
10.	FIFTY SHADES DARKER	9780345803498	E. L. JAMES	4/2012	\$15.95	361

TOP ADULT NON-FICTION PRINT BOOK SALES (IN THOUSANDS)

	TITLE	ISBN-13	AUTHOR	PUB DATE	PRICE	2013 SALES
1.	KILLING JESUS: A HISTORY...	9780805098549	BILL O'REILLY	9/2013	\$28.00	1,111
2.	PROOF OF HEAVEN: A NEURO...	9781451695199	EBEN ALEXANDER	10/2012	\$15.99	936
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4.	HAPPY, HAPPY, HAPPY: MY LIFE A...	9781476726090	PHIL ROBERTSON	5/2013	\$24.99	651
5.	LEAN IN: WOMEN, WORK, AND...	9780385349949	SHERYL SANDBERG	3/2013	\$24.95	629
6.	THINGS THAT MATTER: THREE...	9780385349178	CHARLES KRAUTHAMMER	10/2013	\$28.00	601
7.	SI-COLOGY 1: TALES AND WISDOM	9781476745374	SI ROBERTSON	9/2013	\$22.99	542
8.	STRENGTHS FINDER 2.0: A NEW...	9781595620156	TOM RATH	2/2007	\$24.95	538
9.	DAVID AND GOLIATH: UNDERDOGS...	9780316204361	MALCOLM GLADWELL	10/2013	\$29.00	444
10.	GUINNESS WORLD RECORDS	9781908843357	GUINNESS WORLD RECORDS	9/2013	\$28.95	438

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4.	THE THIRD WHEEL	9781419705847	JEFF KINNEY	11/2012	\$13.95	667
5.	ALLEGIANT	9780062024060	VERONICA ROTH	10/2013	\$19.99	646
6.	THE FAULT IN OUR STARS	9780525478812	JOHN GREEN	1/2012	\$17.99	628
7.	RUSH REVERE & THE BRAVE PILGRI	9781476755861	RUSH LIMBAUGH	10/2013	\$19.99	525
8.	INSURGENT	9780062024046	VERONICA ROTH	5/2012	\$17.99	455
9.	THE BOOK THIEF	9780375842207	MARKUS ZUSAK	9/2007	\$12.99	447
10.	ELF ON THE SHELF	9780976990703	AEBERSOLD	12/2006	\$24.95	439

TOP PRINT BOOKS UNDER \$10

	TITLE	ISBN-13	AUTHOR	PUB DATE	2013 SALES
1.	DIVERGENT	9780062024039	VERONICA ROTH	2/2012	830
2.	GREEN EGGS AND HAM	9780394800165	DR SEUSS	8/1960	412
3.	LOOKING FOR ALASKA	9780142402511	JOHN GREEN	1/2007	380
4.	THE RACKETEER	9780345530578	JOHN GRISHAM	8/2013	373
5.	GOODNIGHT MOON	9780694003617	MARGARET WISE BROWN	8/1991	370
6.	ONE FISH TWO FISH RED FISH...	9780394800134	DR SEUSS	3/1960	339
7.	AMERICAN SNIPER: THE AUTOB...	9780062238863	CHRIS KYLE	1/2013	336
8.	TO KILL A MOCKINGBIRD	9780446310789	HARPER LEE	10/1988	332
9.	A WANTED MAN (WITH BONUS...	9780440246312	LEE CHILD	5/2013	329
10.	THE BEST OF ME	9780446547635	NICHOLAS SPARKS	3/2013	316



“2013 Sales” print book data includes sales from 1/1/13 to 12/29/13.

ABOUT NIELSEN

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