

Sweden

Swedish respondents are avid readers, with 87% of them having read a book in the past year, and 73% having bought one. Their reading and book-buying habits are largely in line with the standard reported across the 19 markets surveyed in this study, with most (90%) opting for a new book while 38% also went for used books. In Sweden, paper books still dominate the market, although our Swedish respondents have a particular penchant for audiobooks - with nearly 30% of them having

purchased audiobooks in the past year. This figure is remarkably far above the study average of 16% across the surveyed markets and can be linked to Swedes' preference to subscribe to audiobook services – a prevalent trend in all Nordic countries. In terms of genres, fiction is the most purchased, followed by education, textbooks, biographies and memoirs. As in all the other surveyed countries, most respondents like to buy their books both online and in physical shops.

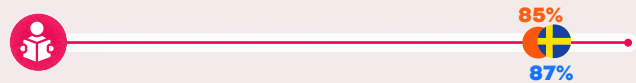


Book buying and reading habits

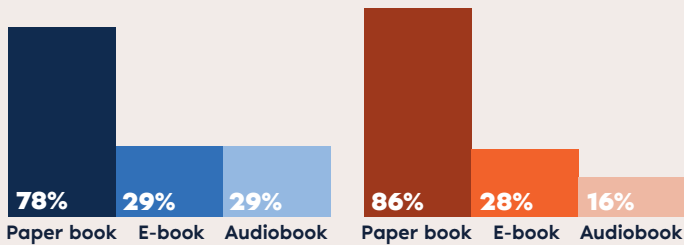
Has purchased a book in the last 12 months



Has read a book in the last 12 months

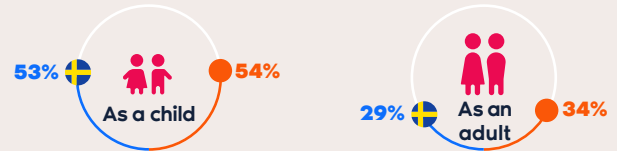


Book formats purchased in the last 12 months*

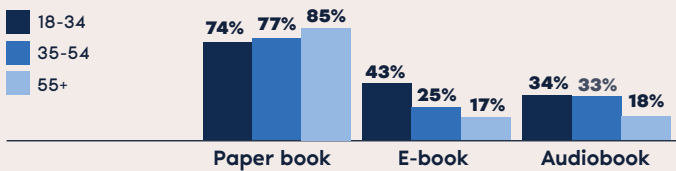


Reading as a hobby: then & now

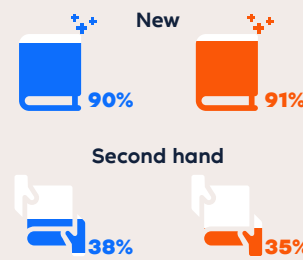
Was reading a hobby as a child and is it a hobby now as an adult?



Purchases per age group



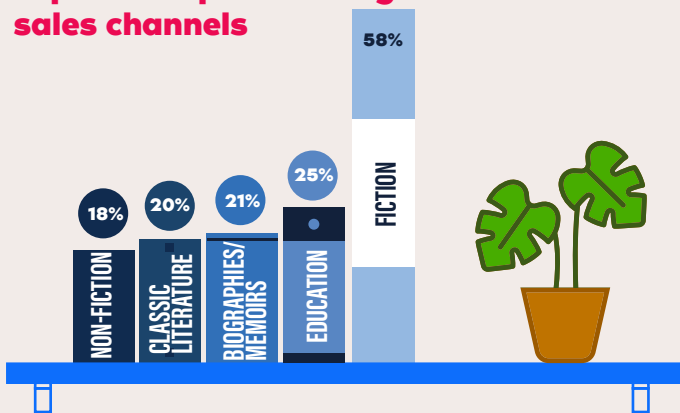
Type of book purchased*



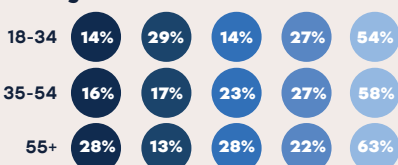
Likelihood to gift a book*



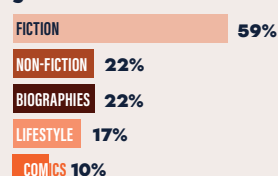
Top 5 most purchased genres across all sales channels



Purchases per age in Sweden: genre breakdown



Top 5 most purchased genres in all 19 countries

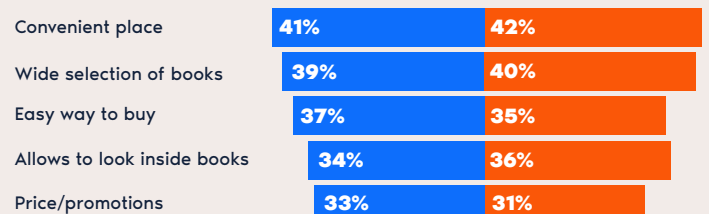


Places of purchase and reasons to purchase in physical bookshops

Places of purchase*



Reasons to purchase in independent physical bookshops**



*Basis: Bought a book in the 12 months prior to April 2024
**Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

Introduction

In order to stay resilient, keep a relevant offer of books and a viable business in a fast-paced world, retailers such as booksellers need a solid understanding and knowledge of current trends and consumers' shopping priorities. To a certain degree, such knowledge can be gained from engaging with the regular customers and the local community, but real foresight can only be achieved through research into customers' priorities and behaviours, through data collection and analysis. To meet this need and sector priority, EIBF commissioned a study through its RISE Bookselling project titled *RISE study on Consumer Behaviour-Book-Buying Trends, Reading Habits & Customer Needs* in December 2023.

Out of several candidates, Listen, a Belgian-based consultancy with pre-existing contacts and experience in multi-country surveys was deemed the most fitting and was contracted in late 2023 to carry out the study. Throughout

spring 2024, Listen conducted an online quantitative survey in 19 countries across the globe, where EIBF's members are based. A representative sample of 500 respondents was collected per country, and 9500 people were surveyed in total, giving us unique insights and the possibility to compare current trends and consumers' attitudes to book-buying in the 19 countries surveyed.

The study takes into consideration that globalisation and the digital revolution have undoubtedly changed the way people purchase and consume goods, including books, thus transforming today's retail environment and customers' buying habits. Research like this is therefore invaluable as it can provide booksellers with tools and precious information to help anticipate what their customers look for and might expect from them, not only today, but also tomorrow. Most importantly, it can help them remain competitive and resilient.

Australia

Bulgaria

Canada

Finland

France

Germany

Ireland

Italy

Latvia

The Netherlands

New Zealand

Norway

Portugal

Slovakia

Spain

Sweden

Switzerland

UK

USA

About RISE Bookselling

Resilience, Innovation and Sustainability for the Enhancement of Bookselling (RISE Bookselling) is a three-year EU co-funded programme run by the European and International Booksellers Federation (EIBF) for its network members, aimed at upscaling, reinforcing and maximising the capacity and resilience of the European bookselling sector.

About EIBF

The European and International Booksellers Federation (EIBF) is a non-commercial European and international umbrella organisation representing national booksellers associations and booksellers across Europe and worldwide. Our mission is to represent our members and their interests on a global platform, as well as to provide a forum for cooperation and foster the exchange of best practices.

About Creative Europe

Creative Europe is the European Commission's flagship programme to support the culture and audiovisual sectors, by investing in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. It encourages cooperation and exchanges among cultural organisations and artists within Europe and beyond.