



FEDERACIÓN DE GREMIOS  
DE EDITORES DE ESPAÑA

# IPA Country Report Spanish book market data

28 August 2014

## Introduction

Each year, the Federación de Gremios de Editores de España (FGEE, Spanish publishers association) undertakes a comprehensive survey into the country's publishing sector. The 2013 survey took place between March and May 2014, with 322 publishing firms providing input. This document is an English-language adaptation of the full study which is available from the FGEE website, [www.federacioneditores.org](http://www.federacioneditores.org).

## 1. Headline figures for Spain's domestic publishing market in 2013 (change from 2012)

Turnover was €2.18 billion (-11.7%)  
154 million copies were sold (-9.6%)  
76,434 titles were published (including reprints) (-3.5%)  
Average circulation was 3,223 copies per title (-9.0%)  
524,213 titles were on offer (+6.8%)  
809 publishing firms were operating (-0.9%)

NB: From 2008 to 2013, turnover fell by 29.8%, the number of copies sold by 34.9% and average circulation by 1,100 copies per title.

## 2. Sales revenues, by genre, 2013 (change from 2012)

Fiction: €469 million (-17.2%)  
Children's and young adults: 267 million (-9.8%)  
School textbooks: 726 million (-9.6%)  
Scientific, technical, university: 70 million (-23.4%)  
Humanities and social sciences: 230 million (-14.4%)  
Practical & self-help: 142 million (+1.1%)  
Popular science: 149 million (-8%)  
Comics: 53.5 million (-2.9%)



Librería San Gines, Madrid

NB: At 469 million euros, fiction represents 21.5% of the total. In the last 5 years, fiction revenues have fallen by 34.3%.

## 3. Number of titles published, by language (change from 2012)

Spanish-language: 58,612 (-5%)  
Catalan: 10,268 (+3.3%)

## 4. Market share by size of company

Very large and large companies, representing 3.0% of the number of publishers, had 60.8% share of the market in 2013.

## 5. Average book price

Dividing total revenues of 2181.97 million euros by 153,830,000 total copies sold, there was an average price per copy of **14.18 EUR**, representing a decrease of 0.34 euros compared with 2012.

CATEGORY	REVENUES (million euros)	COPIES SOLD	AVG PRICE (euros)
Fiction	468.81	38,203,62	12.27
Children/YA	267.28	28,172,08	9.49
School textbooks	726.29	39,166,01	18.54
STM	70.06	3,159,45	22.18
Social sciences	230.33	12,695,45	18.14
Practical, self-help	141.78	11,609,49	12.21
Popular science	149.19	10,568,02	14.12
Comics	53.54	6,989,35	7.66

## 6. Turnover by distribution channel (change from 2012)

Category	Turnover (million euros)	Change
Independent bookstores	773.10	(-14.1%)
Chain bookstores	345.58	(-16.3%)
Supermarkets	203.24	(-15.6%)
Kiosks	78.99	(-21.3%)
Companies, organisations	337.13	(-2.4%)
Libraries	10.32	(-3.6%)
Venta a credito	74.86	(-5.6%)
Telephone sales	33.81	(-28.3%)
Book clubs	61.18	(-16%)
Subscriptions	72.6	(+2.3%)
Internet	17.22	(-14.9%)
E-book distribution platforms	80.27	(+8.1%)

NB: For e-book sales, direct sales from publishers' websites accounted for 20.5% of revenues. E-book sales through specific digital distribution platforms (e-retailers) represented 74.5% of revenues.

## 7. Paperbacks

In 2013, 15,610,014 copies were sold, down 19.9% from 2012. Revenues totaled 117.28 million euros, down 17.5% from 2012. The average price was 7.51 EUR.

## 8. Author royalties and rights sales

During 2013, FGEE members made a total of €158.7 million in royalty payments, €4 million in translation payments and €2 million for other rights acquisitions. The sum of these three figures amounted to €164.6 million euros in total payments.

Rights sales generated €34.9 million in 2013: €20.4 million in author rights managed by publishers, and €14.5 million for publishers' own rights sales.