## The Unfinished Book

### A Novelty in a Digital World

- **72%** of people prefer reading printed books and newspapers.
- **69%** turn to print to ‘switch off’ from their electronic devices.
- **62%** of 16 to 24 year-olds prefer printed books to ebooks, as they “like to hold the product”.

Ebook sales have stabilised at around **6-7%** of total book sales.

> “THE PUBLISHING INDUSTRY AS A WHOLE HAS RESPONDED TO EBOOKS BY MAKING BOOKS MUCH MORE BEAUTIFUL, TACTILE OBJECTS.”
> Piers Pickard, Managing Director of Publishing at Lonely Planet

### Books Are Big Business

In 2015, European book publishers had total sales of **£22.3 BILLION**

- European book publishers added around **575,000 new titles** to the 22 million they held in stock in 2015.
- In 2015, the industry employed over **150,000 PEOPLE**

> “ANY SUGGESTION THAT THE PHYSICAL BOOK IS DOOMED CAN DEFINITELY BE REFUTED.”
> Joanna Prior, Managing Director of Penguin General Books

### What is the Next Chapter for Books?

- In Europe, page volumes have stabilised at around **500 BILLION**
- Digital production currently only accounts for **10%** of all printed books in Europe.
- By 2022, the total digital print volume of books will reach **100 BILLION PAGES**
- Books have a predicted CAGR of **15%** in both mono and colour digital print between 2017 and 2022.

> “CONSUMPTION HAS CHANGED – IN MEDIA AND FORMAT, TIME AND PLACE, IN SEQUENCE AND SPONTANEITY, IN DURATION AND PERCEIVED VALUE.”
> Peter Fisk, Author

### Printed Books in the Digital Age: A Snapshot

- The global book market is worth **$151 BILLION**

> "Any suggestion that the physical book is doomed can definitely be refuted.”
> Joanna Prior, Managing Director of Penguin General Books

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#UNLEASHPRINT

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**Canon**