

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



PRINTED BOOKS IN THE DIGITAL AGE: A SNAPSHOT

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



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

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

#UNLEASHPRINT

Canon