



Audio Publishers Association

**AUDIOBOOK INDUSTRY SALES SURVEY KEY POINTS**

**Sales Overview**

2012	2013	2014	2015	2016
<ul style="list-style-type: none"> <li>• Audiobook sales in 2012 totaled \$1.2 billion, up 13.5% over 2011.</li> <li>• Unit Sales were up 17.9%. 16,309 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>• Audiobook sales in 2013 totaled \$1.3 billion, up 11.8% over 2012.</li> <li>• Unit Sales were up 14.3%.</li> <li>• 24,305 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>• Audiobook sales in 2014 totaled \$1.47 billion, up 13.2% over 2013.</li> <li>• Unit Sales were up 19.5%.</li> <li>• 25,944 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>• Audiobook sales in 2015 totaled \$1.77 billion, up 20.7% over 2014.</li> <li>• Unit Sales were up 24.2%.</li> <li>• 35,574 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>• Audiobook sales in 2016 totaled \$2.1 billion, up 18.2% over 2015.</li> <li>• Unit Sales were up 33.9%.</li> <li>• 50,937 audiobook titles were published.</li> </ul>

**Units Sold**

	2012	2013	2014	2015	2016
<b>Units Sold</b>	42,022,525	45,716,525	54,391,225	67,341,630	89,558,322

**Average % of Returns**

	2012	2013	2014	2015	2016
<b>Returns %</b>	8.3%	7.5%	7%	5.7%	5.0%

**Formats (sales units)**

	2012	2013	2014	2015	2016
<b>CD</b>	34%	27.8%	21.2%	15.6%	10.8%
<b>Download</b>	62.9%	69.6%	76.9%	83.1%	87.4%
<b>Other (pre-loaded devices, MP3-CD, Apps, Book &amp; CD sets)</b>	3.1%	2.6%	1.9%	1.3%	1.7%

**Formats (sales dollars)**

	2012	2013	2014	2015	2016
<b>CD</b>	43%	35.5%	29%	21.8%	16.2%
<b>Download</b>	54.4%	61.7%	69.1%	76.8%	82.4%
<b>Other (pre-loaded devices, MP3-CD, Apps, Book &amp; CD sets)</b>	2.8%	2.8%	2.1%	1.4%	1.4%

### Unabridged vs. Abridged Format (sales units)

	2012	2013	2014	2015	2016
Unabridged	89.9%	89.4%	91.7%	96.3%	95.9%
Abridged	9.7%	10.3%	8.3%	3.5%	3.8%

### Fiction vs. Non-Fiction (sales units)

	2012	2013	2014	2015	2016
Fiction	78.4%	77.6%	77.4%	76.3%	76.8%
Non-Fiction	21.6%	22.4%	22.6%	23.7%	26.2%

### Target Age (sales units)

	2012	2013	2014	2015	2016
Children	14.1%	9.5%	13.3%	9.6%	10.2%
Adult	85.9%	90.5%	86.7%	90.4%	89.8%