



Audio Publishers Association

AUDIOBOOK FACT SHEET

- Publisher receipts in 2018 totaled almost 1 billion dollars, up 24.5% from 2017.
- Unit sales were up 27.3% over 2017
- Audiobook listening is on the rise, according to Edison Research and Triton Digital's The Infinite Dial 2019 which shows 50% of Americans age 12 and older have listened to an audiobook, up from 44% in 2018.
- 44,685 audiobooks were published in 2018 (an increase of 5.8% over 2017)
- 55% of all audiobook listeners are under the age of 45, and 51% of frequent listeners are between 18-44.
- 56% of audiobook listeners say that they are making "new" time to listen to audiobooks, and subsequently consuming more books.
- 74% of audiobook consumers listen in their car, up from 69% in 2018. The home is the second most popular spot at 68%, down from 71% in 2018. This coincides with increased adoption of in-dash car players.
- Smart speakers provide growth opportunities as penetration among audiobook consumers is nearing twice the US average – 42% of audiobook listeners age 18 and older own a smart speaker.
- Over half (55%) of audiobook listeners have also listened to a podcast in the last month, continuing the strong historical association between podcast listeners and audiobook listeners.
- General Fiction, Mysteries/Thrillers/Suspense and Science Fiction/Fantasy are the most popular genres sold

*These statistics are based on the sales survey conducted for the APA by the independent research firm Management Practice and on the consumer behavior survey conducted by Edison Research – both surveys completed in Spring 2019.

For media inquiries and questions about the industry please contact APA Headquarters, press@audiopub.org