



Audio Publishers Association

AUDIOBOOK FACT SHEET

- Publisher receipts in 2021 totaled 1.6 billion dollars, up 25% from 2020.
- 45% of consumers 18 and up have ever listened to an audiobook.
- Nearly 74,000 audiobooks were published in 2021 (an increase of 6% over 2020).
- 54% of frequent audiobook listeners are under the age of 45; this is up from 52% in 2019.
- Listeners continue to prefer professional narration over author-read books.
- Membership in audiobook services increased in 2021, with 41% of listeners indicating they subscribe to at least one such service.
- 70% of consumers agree audiobooks are a good choice for relaxing.
- 61% of parents say their children listen to audiobooks, compared to the 35% measured in 2020. This sharp increase is almost certainly due to pandemic-related school disruptions.
- In 2021, Science Fiction and Fantasy narrowly edged out Mysteries/Thrillers/Suspense as the most popular genre by percentage of sales, with Romance and Fiction following close behind.
- The Romance genre experienced the most growth in 2021 with a 75% increase in revenues, followed by Self-help (34%) and Science Fiction (32%).
- The overall share of time spent listening to audio (Share of Ear) for audiobooks has grown 106% since 2017.

*These statistics are based on the sales survey conducted for the APA by the independent research firm InterQ and on the consumer behavior survey conducted by Edison Research – both surveys completed in Spring 2022.

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