



Audio Publishers Association

**AUDIOBOOK INDUSTRY SALES SURVEY KEY POINTS**

**Sales Overview**

2013	2014	2015	2016	2017
<ul style="list-style-type: none"> <li>Estimated 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>Estimated 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>Estimated 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>Estimated audiobook sales in 2016 totaled \$2.1 billion, up 18.2% over 2015.</li> <li>Unit Sales were up 33.7%.</li> <li>42,960 audiobook titles were published.</li> </ul>	<ul style="list-style-type: none"> <li>Estimated audiobook sales in 2017 totaled \$2.5 billion, up 23% over 2016.</li> <li>Unit Sales were up 21.5%.</li> <li>46,089 audiobook titles were published.</li> </ul>

**Units Sold**

Year	2013	2014	2015	2016	2017
Units	45,716,525	54,391,225	67,341,630	89,445,168	108,165,983

**Average % of Returns**

Year	2013	2014	2015	2016	2017
Returns %	7.5%	7.1%	5.7%	5.0%	4.1%

**Formats (sales units)**

	2013	2014	2015	2016	2017
CD	27.8%	21.2%	15.3%	10.8%	5.8%
Digital	69.6%	76.9%	83.3%	87.4%	93%
Other (pre-loaded devices, MP3-CD, Apps, Book & CD sets)	2.6%	1.9%	1.3%	1.7%	1.2%

**Formats (sales dollars)**

	2013	2014	2015	2016	2017
CD	35.5%	29.0%	21.8%	16.2%	11.3%
Digital	61.7%	69.1%	76.8%	82.4%	87.5%
Other (pre-loaded devices, MP3-CD, Apps, Book & CD sets)	2.8%	2.1%	1.4%	1.4%	1.2%

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

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Fiction</b>	77.6%	77.4%	76.3%	73.8%	70.6%
<b>Non-Fiction</b>	22.4%	22.6%	23.7%	26.2%	29.4%

### **Target Age (sales units)**

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Children</b>	9.5%	13.3%	9.6%	10.1%	10.2%
<b>Adult</b>	90.5%	86.7%	90.4%	89.9%	89.8%

Annual Sales Surveys conducted for the APA by Management Practice, Inc.