



Audio Publishers Association

AUDIOBOOK INDUSTRY SALES SURVEY KEY POINTS

Growth Rates

Year	2014	2015	2016	2017	2018
Dollars	13.2%	20.7%	18.2%	22.7%	24.5%
Units	19.5%	24.2%	33.9%	21.5%	27.3%

Titles Produced

Year	2014	2015	2016	2017	2018
# titles	25,944	35,574	42,960	42,441	44,685

Returns (sales dollars)

Year	2014	2015	2016	2017	2018
Returns %	7.1%	5.7%	5.0%	4.1%	3.9%

Formats (sales units)

Year	2014	2015	2016	2017	2018
CD	21.2%	15.3%	10.8%	5.8%	3.8%
Digital	76.9%	83.3%	87.4%	93.0%	95.4%
Other (pre-loaded devices, MP3-CD, Apps, Book & CD sets)	1.9%	1.3%	1.7%	1.2%	.8%

Formats (sales dollars)

Year	2014	2015	2016	2017	2018
CD	29.0%	21.8%	16.2%	11.3%	7.8%
Digital	69.1%	76.8%	82.4%	87.5%	91.4%
Other (pre-loaded devices, MP3-CD, Apps, Book & CD sets)	2.1%	1.4%	1.4%	1.2%	.8%

Fiction vs. Non-fiction (sales units)

Year	2014	2015	2016	2017	2018
Fiction	77.4%	76.3%	73.8%	70.6%	67.3%
Non-Fiction	22.6%	23.7%	26.2%	29.4%	32.7%

Target Age (sales units)

Year	2014	2015	2016	2017	2018
Children/YA	13.3%	9.6%	10.1%	10.2%	9.5%
Adult	86.7%	90.4%	89.9%	89.8%	90.5%

*These statistics are based on the sales survey conducted by the independent research firm Management Practice completed in Spring 2019.

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