



Audio Publishers Association

AUDIOBOOK INDUSTRY SALES SURVEY KEY POINTS

Growth Rates

Year	2015	2016	2017	2018	2019
Dollars	22.1%	18.6%	22.4%	34.7%	16.4%
Units	25.1%	33.7%	20.3%	45.4%	28.1%

Titles Produced

Year	2015	2016	2017	2018	2019
# titles	35,944	42,960	45,704	50,914	60,303

Returns (sales dollars)

Year	2015	2016	2017	2018	2019
Returns %	5.7%	5.0%	4.3%	3.6%	3.8%

Formats (sales units)

Year	2015	2016	2017	2018	2019
CD	15.3%	10.8%	5.9%	3.8%	1.9%
Digital	83.3%	87.4%	92.9%	95.4%	94.5%
Other (pre-loaded devices, MP3-CD, Apps, Book & CD sets)	1.3%	1.7%	1.2%	0.8%	0.6%

Formats (sales dollars)

Year	2015	2016	2017	2018	2019
CD	21.8%	16.2%	11.5%	7.8%	4.8%
Digital	76.8%	82.4%	87.4%	91.4%	94.5%
Other (pre-loaded devices, MP3-CD, Apps, Book & CD sets)	1.4%	1.4%	1.1%	0.8%	0.6%

Fiction vs. Non-fiction (sales units)

Year	2015	2016	2017	2018	2019
Fiction	75.1%	74.4%	70.8%	63.4%	60.9%
Non-Fiction	24.9%	25.6%	29.2%	36.6%	39.1%

Target Age (sales units)

Year	2015	2016	2017	2018	2019
Children/YA	9.6%	10.1%	10.2%	9.0%	9.1%
Adult	90.4%	89.9%	89.8%	91.0%	90.9%

*These statistics are based on the sales survey conducted by the independent research firm InterQ completed in Spring 2020.

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