



Audio Publishers Association

AUDIOBOOK INDUSTRY SALES SURVEY KEY POINTS

Growth Rates

Year	2016	2017	2018	2019	2020
Dollars	18.6%	22.4%	34.7%	14.3%	12.2%

Returns (sales dollars)

Year	2016	2017	2018	2019	2020
Returns %	5.0%	4.3%	3.6%	3.9%	3.9%

Formats (sales dollars)

Year	2016	2017	2018	2019	2020
CD	16.2%	11.5%	7.2%	5.9%	3.8%
Digital	82.5%	87.4%	92.1%	93.2%	95.8%
Other (pre-loaded devices, MP3-CD, Apps, Book & CD sets)	1.3%	1.1%	0.8%	0.9%	0.4%

Fiction vs. Non-fiction (sales dollars)

Year	2016	2017	2018	2019	2020
Fiction	72.7%	69.8%	64.8%	61.3%	59.7%
Non-Fiction	27.3%	30.2%	35.2%	38.7%	40.3%

Target Age (sales dollars)

Year	2016	2017	2018	2019	2020
Children/YA	9.9%	9.4%	8.7%	8.1%	7.9%
Adult	90.1%	90.6%	91.3%	91.9%	92.1%

Titles Produced

Year	2005	2010	2015	2020
# titles	2,667	6,200	35,944	71,502

*These statistics are based on the sales survey conducted by the independent research firm InterQ completed in Spring 2021.

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