



Audio Publishers Association

AUDIOBOOK INDUSTRY SALES SURVEY KEY POINTS

Growth Rates

Year	2017	2018	2019	2020	2021
Dollars	22.4%	34.7%	14.3%	12.9%	25.0%

Returns (sales dollars)

Year	2017	2018	2019	2020	2021
Returns %	4.3%	3.6%	3.9%	3.5%	1.5%

Formats (sales dollars)

Year	2017	2018	2019	2020	2021
CD	11.5%	7.2%	5.9%	4.0%	2.9%
Digital	87.4%	92.1%	93.2%	95.8%	96.9%
Other (pre-loaded devices, MP3-CD, Apps, Book & CD sets)	1.1%	0.8%	0.9%	0.2%	0.2%

Fiction vs. Non-fiction (sales dollars)

Year	2017	2018	2019	2020	2021
Fiction	69.8%	64.8%	61.3%	60.6%	63.4%
Non-Fiction	30.2%	35.2%	38.7%	39.4%	36.6%

Target Age (sales dollars)

Year	2017	2018	2019	2020	2021
Children/YA	9.4%	8.7%	8.1%	8.6%	8.1%
Adult	90.6%	91.3%	91.9%	91.4%	91.9%

Titles Produced

Year	2006	2011	2016	2021
# titles	3,098	7,237	42,960	73,898

*These statistics are based on the sales survey conducted by the independent research firm InterQ completed in Spring 2022.

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