

# EUROPE REGION



# Summary

In the European region, Nielsen BookData has collected data through Federation of European publishers (FEP). As a result, the Nielsen BookData questionnaire was not directly sent to the IPA members based in European countries. Desk research from Nielsen BookData was also important in locating data available in the public domain for European markets. The total population of the countries is around 620 m, and the Russian Federation is the most populous nation with 143 m people.

## The Publishing Industry

Data on ISBNs registered are available for 17 countries of the 23 countries surveyed. The countries with the highest ISBNs registered are Germany, United Kingdom, Italy, Spain, and the Netherlands. Data around the number of publishing houses are available for 18 countries, and the largest figure is for the Netherlands which has nearly 75,000 publishers.

Germany is Europe's largest book market in terms of revenue and approaching 10%<sup>1</sup> of all translations worldwide originated from German books. The United Kingdom has the advantage of English being a lingua franca around the world and it exports both through book sales and translations. The proportion of the population aged 0-14 years is 12%, the lowest figure amongst the countries surveyed in the region.

<sup>1</sup> <https://www.wipo.int/edocs/pubdocs/en/wipo-pub-941-2023-en-world-intellectual-property-indicators-2023.pdf>

Table: ISBNs registered and number of publishers

Country	ISBNs registered	Number of publishers
Germany	277,000	68,611
United Kingdom	153,167	10,969
Italy	139,970	5,999
Spain	95,811	27,629
Netherlands	59,283	74,671

A comparative measure between national industries is new title production per capita of the population. The first five countries by this measure are Slovenia, Iceland, Sweden, Netherlands and Germany.

## Fixed Book Price Regimes

There was an incomplete response in this area, but fixed book pricing or an equivalent policy is in place in several European countries including France and Germany.

## School Education

According to the data collected by Nielsen BookData, France has 57,000 schools operating in the country. Russian Federation had 44,000 schools; followed by the United Kingdom, which has more than 32,000 schools.

The countries with the highest proportion of their total population in school education are Ireland, France, Sweden, Norway, and Belgium.

Table: European countries with highest proportion of their population in School Education

Country	School population as % of total population	% of population aged 0-14
Ireland	20	20
France	19	17
Sweden	17	18
Norway	16	17
Belgium	16	17

## Higher Education

According to the data collected by FEP, the Russian Federation reported 1,247 higher education institutions operating in the country; and the United Kingdom 590. Secondary data suggested that there are 75 universities in Spain and 71 universities in France.

The countries with the highest proportion of their population in higher education are Greece, the Netherlands, and Norway.

Table: European countries with highest proportion of their population in Higher Education

Country	% of population in Higher Education
Greece	8
Netherlands	6
Norway	6
Norway	16
Belgium	16

## Imports and Exports

Responses to the survey around the book importation highlighted the role of 23 countries. The top 3 countries for the sourcing of books were the United Kingdom, United States and Germany. These were ranked according to the recording of mentions. In terms of book exports, 29 countries were mentioned: the top 4 with the most mentions were Germany, United States, United Kingdom and France.

## Digital Inclusion

The rates of mobile usage are high across the region with an average mobile subscriber score of 124%, suggesting multi-device usage is common. Internet usage is also high across the regions with the lowest scores to be found in Albania and Ukraine (both 72%). Social media usage reached high levels in Iceland (96%), the Netherlands (91%) and Sweden (91%).

## International Publishing Data 2023



International Publishers Association

Published in association with the IPA (International Publishers Association, Geneva)

ISBN: 978 1910 284230 (Digital Edition)

Full Report (including methodology) is available:

<https://www.internationalpublishers.org/international-publishing-data-2023/>

### Authors:

Nielsen BookData Team: Vikrant Mathur, Subrato Banerjee, Ambuj Tiwari, Gunjan Ahuja

IPA Advisory Team: Pranav Gupta, Jose Borghino, James Taylor

Editor: Angus Phillips

Design: Prints Publications Pvt Ltd, New Delhi, India

@InfPublishers  

@InternationalPublishersAssociation 

international-publishers-association 

@nielsenbook   

### Disclaimer

The International Publishing Data 2023 Report or any extract from it may not be copied, paraphrased, reproduced or distributed in any manner or form, whether by photocopying, electronically, by internet, within another document or otherwise without the prior written permission of International Publishers Association and Nielsen BookData.

All data and information is sourced from publisher association, Nielsen BookData's secondary research and third parties; and is not intended as a substitute for financial, investment, legal, business or other professional advice. Recipients of the report remain solely responsible for their decisions, actions, use of the data.

# About International Publishers Association (IPA)

The International Publishers Association (IPA) is the world's largest federation of publishers associations with 92 members in 76 countries. Established in 1896, the IPA is an industry body with a human rights mandate. The IPA's mission is to promote and protect publishing and to raise awareness of publishing as a force for economic, cultural and social development. Working in cooperation with the World Intellectual Property Organization (WIPO) and numerous international NGOs, the IPA champions the interests of book and journal publishing at national and supranational level. Internationally, the IPA actively opposes censorship and promotes copyright, freedom to publish (including through the IPA Prix Voltaire), and literacy.

[info@internationalpublishers.org](mailto:info@internationalpublishers.org) | [www.internationalpublishers.org](http://www.internationalpublishers.org)

# About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. We are responsible for the ISBN and SAN Agencies in the UK & Ireland as well as providing search and discovery services for booksellers and libraries around the world. Our Research services provide retail sales analysis for print books in 11 countries alongside research from our Books and Consumers Survey and other detailed reports. For publishers we offer a range of services from assigning an ISBN to your book to adding your metadata to our database and promotional tools to help market your book.

[bookindia@nielseniq.com](mailto:bookindia@nielseniq.com) | [www.nielsenbook.co.uk](http://www.nielsenbook.co.uk)