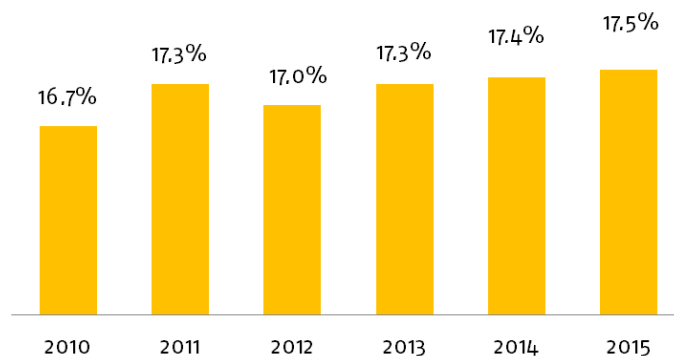


The Children's and Young Adult Book Market in Figures

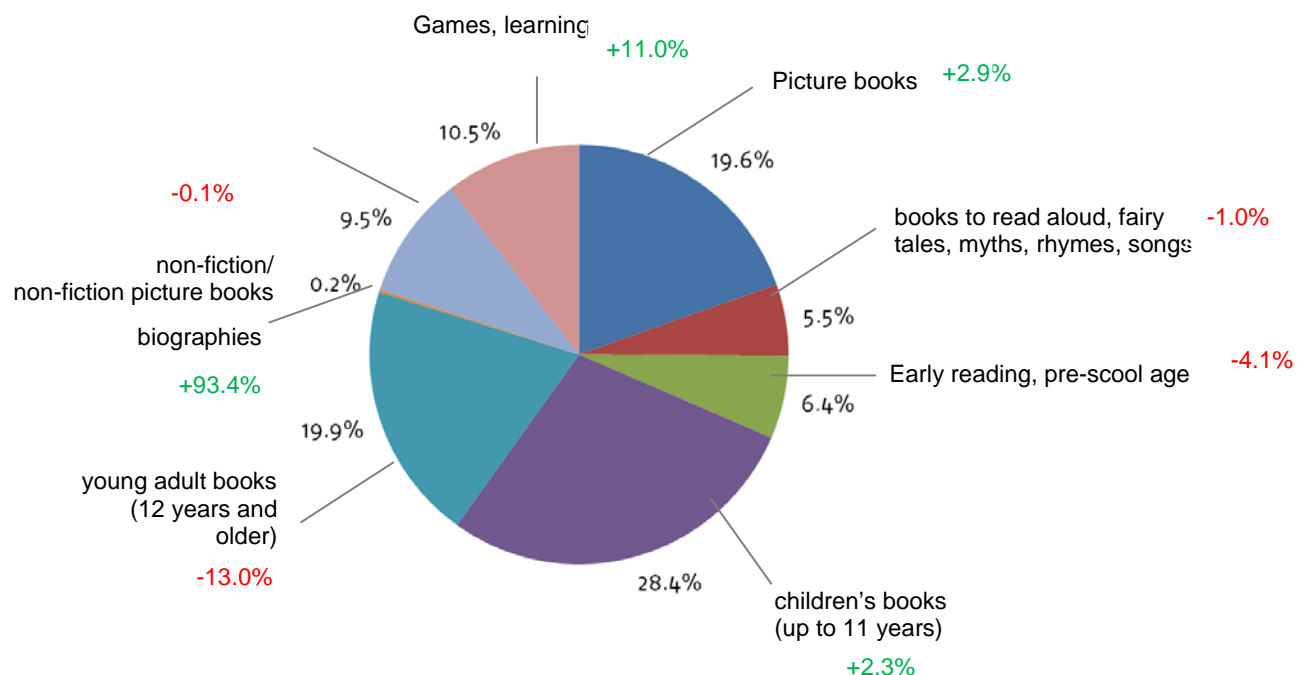
Sales of children's and young adult books as a proportion of the overall market, from 2010 to 2015¹⁾

About one sixth of the turnover from book sales is derived from children's and young adult titles, which have enjoyed a gradually increasing share over the past six years.



Sales shares and development of different genres within the children's and young adult category, in 2015¹⁾

In 2015, sales of children's and young adult books showed a modest **decline of one percent** (preliminary figures for the total book market: -1.7 percent). The different sub-categories revealed a mixed picture with, among others, picture books and books for games and learning achieving increased sales.



Bestsellers in 2015 ¹⁾

	Children's books	Young adult books
1	Andreas Steinhöfel: Rico, Oskar and the Deeper Shadows (Carlsen)	Jeff Kinney: Diary of a Wimpy Kid – Old School (Baumhaus Medien)
2	Lea Schmidbauer, Kristina Magdalena Henn: Ostwind – Aufbruch nach Ora (“Ostwind –Departure for Ora”; Alias Entertainment)	Jeff Kinney: Diary of a Wimpy Kid – The Long Haul (Baumhaus Medien)
3	Bibi & Tina – Voll verhext, audio book (Bibi & Tina – “Totally Bewitched”; Kiddinx Entertainment)	Jeff Kinney: Diary of a Wimpy Kid (Book 1) (Baumhaus Medien)

Title production for children's and young adult books (respective share shown in brackets)

	Title production, first editions ²⁾	Translations ²⁾	Licences ³⁾
2014	8,142 (11.0%)	1,997 (20.0%)	2,362 (36.7%)
2013	8,268 (10.1%)	2,005 (18.7%)	2,357 (36.5%)
2012	7,857 (9.8%)	1,905 (17.5%)	2,168 (31.6%)

Trends: multicultural children's and young adult books ⁴⁾

- In 2015, more than 1,000 children's and young adult books in multiple languages were registered as print editions in the catalogue of available German books (vlb), with a further 600 listed as e-books (both new releases and older titles). About 500 books and 250 e-books have already been announced for the first half of 2016.
- 60 current or recently announced new releases in the children's and young adult category deal explicitly with the topics of migration, tolerance and integration.

Sources

- 1) GfK Entertainment, on behalf of the Börsenvereins des Deutschen Buchhandels (German Publishers & Booksellers Association). Distribution channels: highstreet bookshops, e-commerce, department stores, (including railway station bookshops since 2012); does not include category 8, schools and learning
- 2) German National Bibliography/Verzeichnis lieferbarer Bücher (vlb, catalogue of available German books)
- 3) Licensing survey, German Publishers & Booksellers Association
- 4) Verzeichnis lieferbarer Bücher (vlb)