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US Collection



Books: United States

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About This Report

Scope & Method

This report forecasts US book publishing revenues in nominal US dollars to 2021. Total revenue is segmented by media type in terms of:

- print
- internet
- other media such as CDs, audiobooks, and e-books published on physical media.

Publishers who exclusively publish books online are excluded from the scope of this report. Revenues from activities other than book publishing, such as those from the sale or licensing of content rights, subscriptions to databases or other information, or from contract printing by publishers are also excluded. Re-exports of books are excluded from trade figures.

Total revenue is also segmented by market as follows:

- textbooks
- adult trade
- professional, technical, and scholarly
- children's
- general reference.

To illustrate historical trends, total revenue, the various segments, and trade are provided in annual series from 2006 to 2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Books: United States (FF25010) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 8 | Industry Codes Related to Book Publishing

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
323117	Book Printing	2731	Books: Publishing, or Publishing and Printing
323121	Tradebinding and Related Work	2732	Book Printing
424920	Book, Periodical, and Newspaper Merchant Wholesalers	2789	Bookbinding and Related Work
451211	Book Stores	5192	Books, Periodicals, and Newspapers
453310	Used Merchandise Stores	5932	Used Merchandise Stores
511130	Book Publishers	5942	Book Stores

Source: US Census Bureau

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Resources

The Freedonia Group

Freedonia Industry Studies

Global Protective Packaging Market, May 2017

Retail E-Commerce Packaging Market in the US, November 2016

Corrugated & Paperboard Boxes, April 2016

World Adhesives & Sealants, January 2016

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Commercial Printing: United States

Communication Services: United States

E-Commerce: United States

Education: United States

Internet Content & Search: United States

Music Production & Publishing: United States

Newspaper Publishing: United States

Printing Machinery & Equipment: United States

Paper & Paperboard: United States

Recreation: United States

Freedonia Custom Research

Trade Publications

Book Business

Digital Book World

PostPress

Printing Impressions

Publishers Weekly

Agencies & Associations

American Book Producers Association

Association of American Publishers

Book Industry Study Group

International Publishers Association

United States Department of Commerce

United States Census Bureau

United States Department of Labor

Bureau of Labor Statistics

United States International Trade Commission