+44 20 8123 2220
info@marketpublishers.com

Trends in Digital and Trade Book Retailing 2013

https://marketpublishers.com/r/T03750C4A18EN.html
Date: May 2013
Pages: 149
Price: US$ 2,745.00 (Single User License)
ID: T03750C4A18EN

Abstracts

Over the years, Simba has seen e-book retailing appear as a topic in its own right, and last year's Trends in Trade Book Retailing 2012 we included e-bookselling intelligence alongside the comprehensive print book data this report series is known for. Simba has upped the ante once again, and this year we present the fifth edition of our retail report series, Trends in Digital and Trade Book Retailing 2013.

If 2012 taught the publishing industry anything, it is that neither print books nor e-books can sell themselves. Trends in Digital and Trade Book Retailing 2013 shows comprehensive, independent data on where consumers are buying print, where they are buying digital, how much they are spending—and what extent their worlds overlap.

This report allows the user to understand and better serve the 'dual-format consumer' more than ever before by compiling nationally representative consumer data on who is buying books, what they are buying and where they are buying them. The report again brings five-year trend information on bookstore, online and 'other' channels; displaying just what kind of path each segment of bookselling is traveling—and what kind of market share each may be heading for in the future. And for the first time, Simba presents exclusive data on Kindle users—and where else they shop for books might surprise you.

Using proprietary data, this report also shows two years' worth of data or more to allow users to see where e-book retailers like Amazon, Apple's iBookstore and Barnes & Noble stand among e-book consumers as well as how print book channels have fared. This data provides the comprehensive review of the state of book retailing that just isn't available anywhere else.

Trends in Digital and Trade Book Retailing 2013 covers the complicated facets of the print and e-bookselling world with over 125 pages and over 70 charts. Reserve your copy today!

+44 20 8123 2220
info@marketpublishers.com

Contents

METHODOLOGY

CHAPTER 1: INTRODUCTION

INTRODUCTION

CHAPTER 2: CHANNEL TRENDS & DEMOGRAPHICS

Introduction
Estimated Size of the Book Market (Retail Level)
Book Consumption Trends
The Four Channels
Additional Trends and Challenges in Book Retailing
Demographic Data and the Channels
Gender
Age
Race
Region and Metro Markets
Education Level
Employment Status/Employed Adults in HH
Household Income
Marital Status
No. of People in Household
Age of Children in Household
No. of Children in Household
Type of Residence
Table 2.1: Overview of Book Purchasing Population (U.S. Adults): Consumers Who Did/Did Not Buy a Book in Previous 12 Months
Table 2.2: Overview of Book Purchasing Population (U.S. Adults): Format Trends
Table 2.3: Overview of Book Purchasing Population (U.S. Adults): Buying Books as Gifts
Table 2.4: How Much Did You Spend On Print Books in 2012?
Table 2.5: Overview of Book Purchasing Population (U.S. Adults): Customer Trends
Table 2.6: Overview of Book Purchasing Population (U.S. Adults): Sales Channel Trends

+44 20 8123 2220
info@marketpublishers.com

Table 2.7: Overview of Book Purchasing Population (U.S. Adults): The Channels Crossed Against Themselves
Table 2.8: Over the Last 12 Months Where Did You Get Your Printed Books? (2012-2013)
Table 2.9: Where All Adults/E-Book Buyers Acquire Printed Books (2013)
Table 2.10: Overview of Book Purchasing Population (U.S. Adults): Channel Allocations: Type of Book Purchased
Table 2.11: Overview of Book Purchasing Population (U.S. Adults): Channel Allocation: No. of Hardcover Books Purchased
Table 2.12: Overview of Book Purchasing Population (U.S. Adults): Channel Allocation: No. of Paperback Books Purchased
Table 2.13: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Gender
Table 2.14: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Age
Table 2.15: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Race
Table 2.16: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Region
Table 2.17: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Metro Markets
Table 2.18: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Education Level
Table 2.19: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Employment Status
Table 2.20: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Employed Adults in HH
Table 2.21: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Household Income 30
Table 2.22: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Marital Status 32
Table 2.23: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by No. of People in Household
Table 2.24: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Age of Children in Household
Table 2.25: Overview of Book Purchasing Population (U.S. Adults): Channel Allocation by Children/No Children in Household
Table 2.26: Overview of Book Purchasing Population (U.S. Adults): Channel Preferences by Type of Residence

+44 20 8123 2220
info@marketpublishers.com

CHAPTER 3: BOOKSTORE PERFORMANCE AND CHALLENGES

Introduction
The Importance of Bookstores Over Other Channels
Bookstore Trends
Superstores and Small-Format Store Closings
Performance and Outlook of Key Chain Bookstores
Barnes & Noble
Books-A-Million
Operating Performances at the Big Two Chains
Independent Booksellers and Their Role with Electronic Books
Table 3.1: Chain, Independent Bookstore, and Used/Swap Bookstore Purchase Habits (2012-2013)
Table 3.2: Five-Year Trend: Bookstore Book Buyers (2008-2012)
Table 3.3: Five-Year Trend: Bookstore Only Book Buyers (2008-2012)
Table 3.4: Bookstore Users: Key Statistics and Demographics
Table 3.5 Bookstore ONLY Users: Key Statistics and Demographics
Table 3.6: Major U.S. Bookstore Chains: Number of Superstore Outlets: 2007-2012
Table 3.7: Growth in Superstore Sales, Major Retail Chains, 2007-2012
Table 3.8: Books-A-Million Revenue Allocation (2011-2013)
Table 3.9: Bookstore Chains' Operating Performance, 2007-2012
Table 3.10: Who Is the Most Common/Least Common Customer at Your Store?
Table 3.11: How Much Bookstore Channel Users Spent on Books (2012)
Table 3.12: How would you rate the following tools in terms of their marketing effectiveness in 2012?
Table 3.13: To what extent do you know anyone who has bought the following E-reading devices?
Table 3.14: If you know anyone who owns one of these devices who has been a customer of yours, what are their book purchasing habits at your store today?
Table 3.15: How was business at your store for all 2010?
Table 3.16: How was business at your store for all 2011?
Table 3.17: How was business at your store for all 2012?

CHAPTER 4: INTERNET RETAILING AND E-BOOKS

Introduction
Amazon.com

+44 20 8123 2220
info@marketpublishers.com

Barnes & Noble and Book-A-Million
Online Sales and the Purveyance of Used Books
Where E-Books Were Bought (2011-2012)
Online Book Buyer Characteristics
Online ONLY Book Buyer Characteristics
Table 4.1: Five-Year Trend: Online Book Buyers (2008-2012)
Table 4.2: Five-Year Trend: Online Only Book Buyers (2008-2012)
Table 4.3: Amazon's Net Sales and Total Media Sales Growth, Q12007-Q42012
Table 4.4: Amazon's Media Sales vs. Electronics Sales as a Percentage of Total Sales, Q12007-Q12012
Table 4.5: Amazon Kindle Fire vs. E-Ink Kindle Use (2012-2013)
Table 4.6: Amazon Users And Books
Table 4.7: Amazon and Multiple Book Buyers
Table 4.8: Amazon and Cross Channel Book Purchasing
Table 4.9: Amazon Kindle Buyers' Print Shopping Habits
Table 4.10: Amazon Users And E-Book Devices
Table 4.11: New & Used Print Book Purchase Trends (2011-2012)
Table 4.12: How Much Online Channel Users Spent on Books (2012)
Table 4.13: Over the Last Three Months, Where Did You Get Your Digital Books?
Table 4.14: Online Book Buyers: Key Statistics and Demographics
Table 4.15: Online ONLY Users: Key Statistics and Demographics

CHAPTER 5: THE GROWTH OF NON-BOOKSTORE RETAILERS AND THEIR IMPACT

Introduction
Overview of 'Other' Buyers
Table 5.1: Number of Stores, Big Three vs. Big Box (2002-2012)
Table 5.2: Price Comparison of the Top 10 Bestselling Books at Select Stores, April 2013
Table 5.3: Five-Year Trend: 'Other' Book Buyers (2008-2012)
Table 5.4: Five-Year Trend: 'Other' ONLY Book Buyers (2008-2012)
Table 5.5: "Other" Users: Key Statistics and Demographics
Table 5.6: How Much 'Other' Channel Users Spent on Books (2012)
Chapter 6: Consumer Psychographics
Introduction
Table 6.1: Overview of Book Purchasing Population (U.S. Adults): Attitudes and Opinions of the Internet By Channel (Any Agree)

+44 20 8123 2220
info@marketpublishers.com

Table 6.2: Overview of Book Purchasing Population (U.S. Adults): Attitudes and Opinions of Hi-Tech, By Channel (Any Agree)
Table 6.3: Overview of Book Purchasing Population (U.S. Adults): Attitudes and Opinions on Cell Phones, By Channel (Any Agree)
Table 6.4: Overview of Book Purchasing Population (U.S. Adults): Attitudes and Opinions of Advertising, By Channel (Any Agree)
Table 6.5: Overview of Book Purchasing Population (U.S. Adults): Ad Negativity Scale, By Channel
Table 6.6: Overview of Book Purchasing Population (U.S. Adults): Advertising Noticed in the Last 30 Days, By Channel (Any Agree)
Table 6.7: Overview of Book Purchasing Population (U.S. Adults): Attitudes and Opinions of Shopping, By Channel (Any Agree)
Table 6.8: Overview of Book Purchasing Population (U.S. Adults): Impulse Shopping Habits, By Channel
Table 6.9: Overview of Book Purchasing Population (U.S. Adults): General Attitudes, By Channel (Any Agree)

CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

Introduction
Recommendations

CHAPTER 8: CHANNEL PROFILES

Introduction
Table 8.1: Book Club Users: Key Statistics and Demographics
Table 8.2: Book Store Users: Key Statistics and Demographics
Table 8.3: Book Store ONLY Users: Key Statistics and Demographics
Table 8.4: Online Book Buyers: Key Statistics and Demographics
Table 8.5: Online ONLY Users: Key Statistics and Demographics
Table 8.6: “Other” Users: Key Statistics and Demographics

PROFILES OF LEADING BOOKSELLERS

Amazon.com
Barnes & Noble
Books-A-Million

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Trends in Digital and Trade Book Retailing 2013
Product link: https://marketpublishers.com/r/T03750C4A18EN.html
Price: US$ 2,745.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/T03750C4A18EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970