



The Future of Reading



Associação Portuguesa de Editores e Livreiros

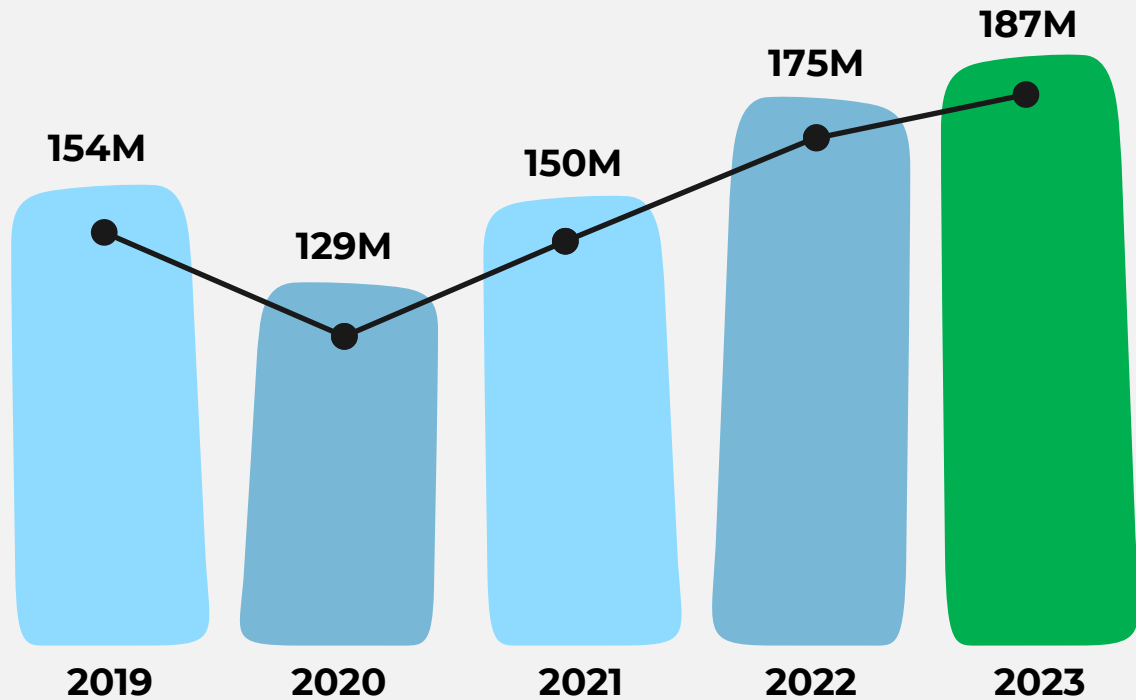
Portuguese Publishers and Booksellers Association

Mercado do Livro:

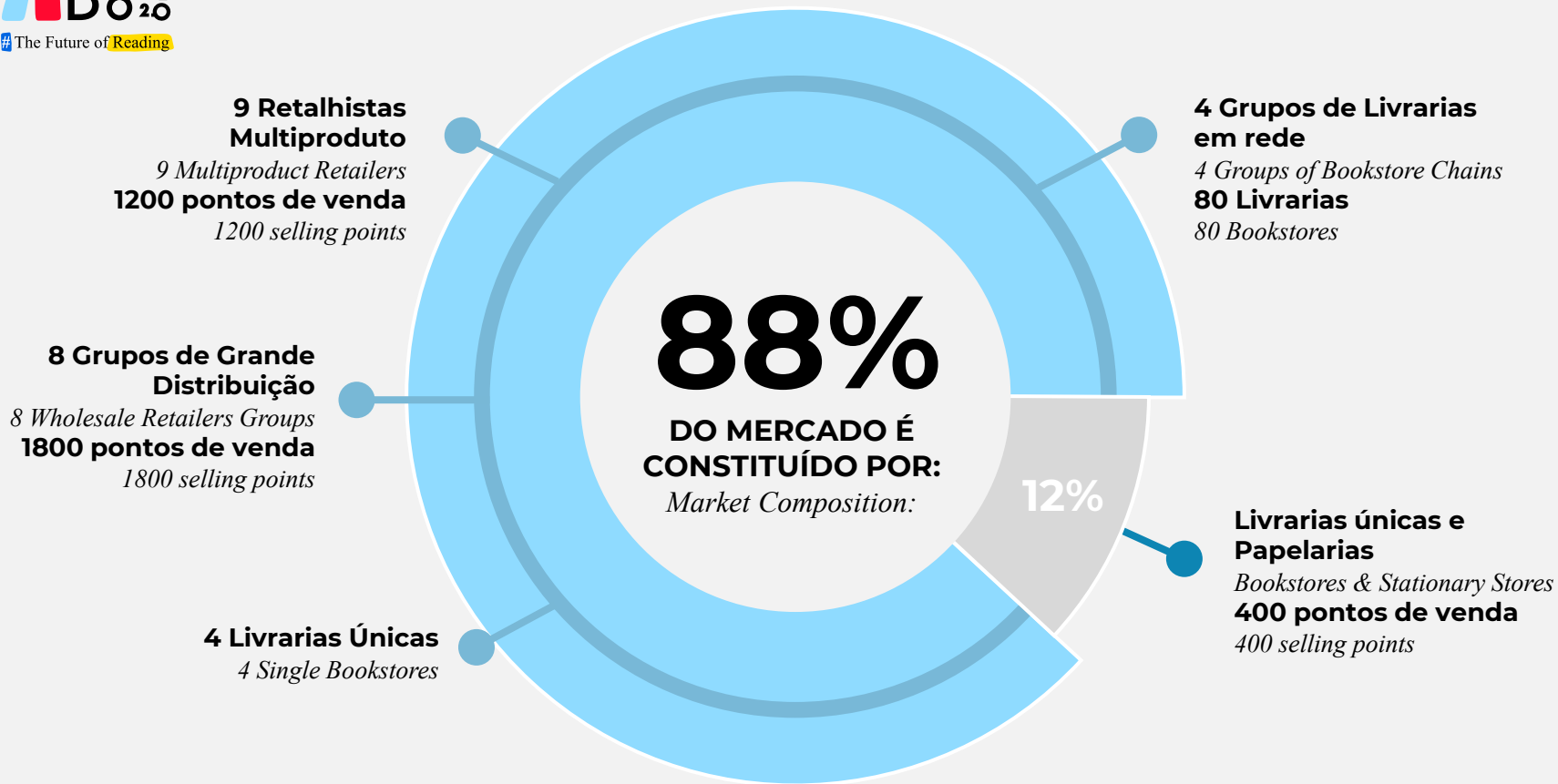
Hábitos de Compra e Leitura em Portugal

The Book Industry: Purchase and Reading Habits in Portugal

Resultados 2023 e comparativo 2022 | *2023 results and 2022 comparison*



EVOLUÇÃO DO MERCADO (Euros)
Market Evolution (Euros)



9 Retailistas Multiproduto
9 Multiproduct Retailers
1200 pontos de venda
1200 selling points

8 Grupos de Grande Distribuição
8 Wholesale Retailers Groups
1800 pontos de venda
1800 selling points

4 Livrarias Únicas
4 Single Bookstores

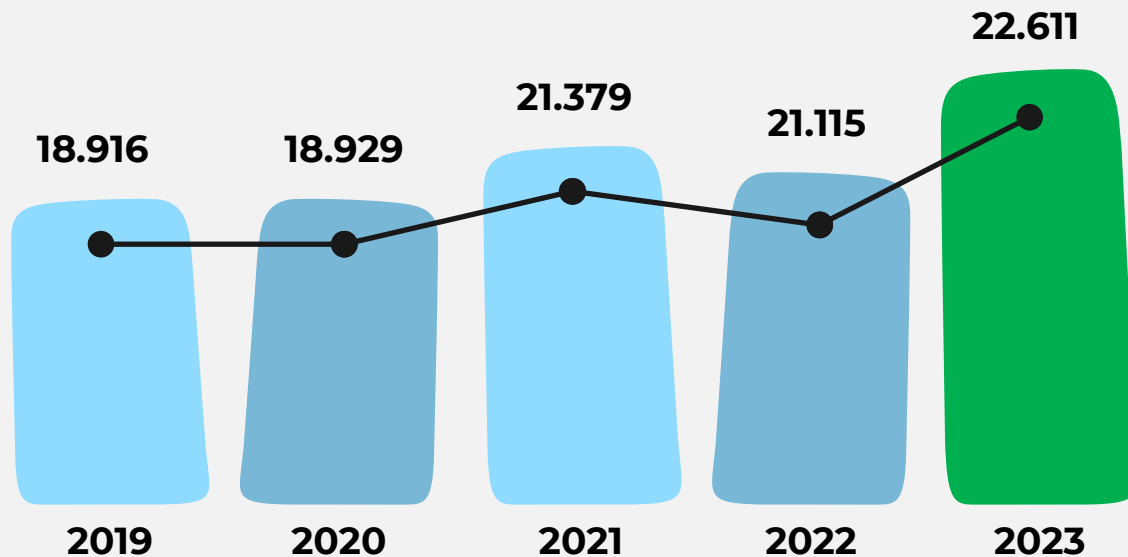
4 Grupos de Livrarias em rede
4 Groups of Bookstore Chains
80 Livrarias
80 Bookstores

Livrarias únicas e Papelarias
Bookstores & Stationary Stores
400 pontos de venda
400 selling points

88%

DO MERCADO É CONSTITUÍDO POR:
Market Composition:

12%



NÚMERO DE NOVOS LIVROS (ISBN)

Number of New Books (ISBN)

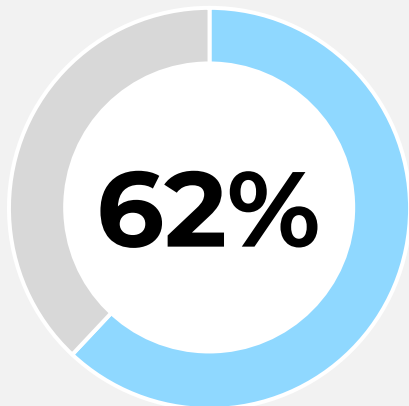


#The Future of Reading

COMO FOI A COMPRA DE LIVROS PELOS PORTUGUESES?

2022 vs 2023

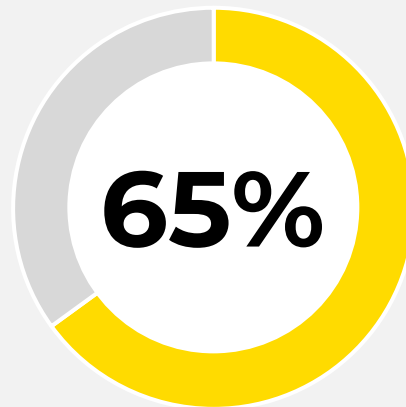
*How was the book purchase
by the Portuguese population?
2022 vs 2023*



**PORTUGUESES
COMPRARAM LIVROS
EM 2022**

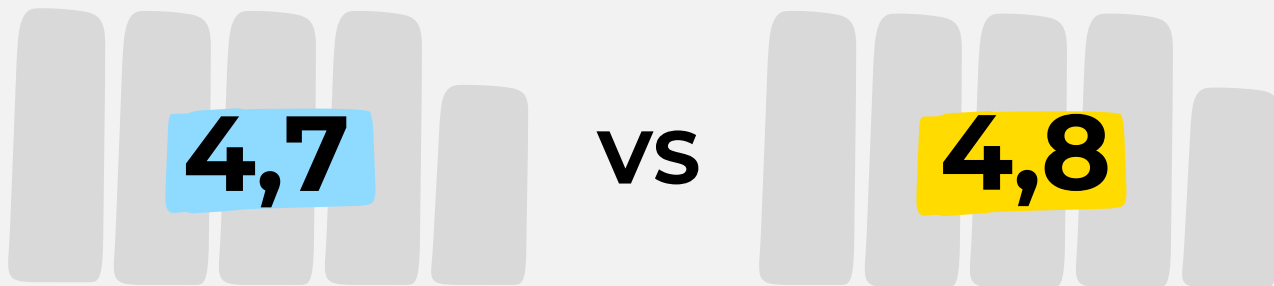
*Portuguese bought
books in 2022*

VS



**PORTUGUESES
COMPRARAM LIVROS
EM 2023**

*Portuguese bought
books in 2023*



**MÉDIA TOTAL DE
LIVROS COMPRADOS
POR PESSOA EM 2022**

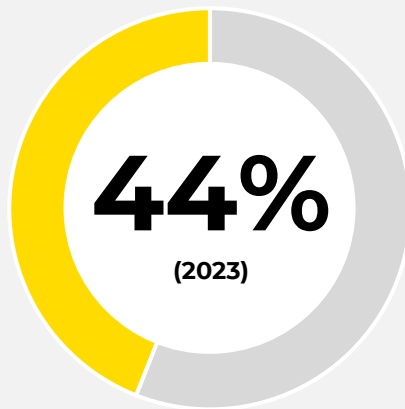
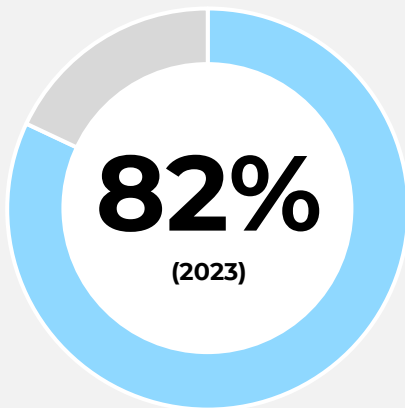
*Total average of books
purchased in 2022*

**MÉDIA TOTAL DE
LIVROS COMPRADOS
POR PESSOA EM 2023**

*Total average of books
purchased in 2023*

**COMPRARAM PARA
CONSUMO PRÓPRIO**

Bought for personal use
VS 82% (2022)



**COMPRARAM PARA
OFERECER**

Bought to give as a gift
VS 53% (2022)

QUEM COMPROU MAIS LIVROS VERSUS O ANO ANTERIOR?

Who bought more books versus previous year?

15 a 24 ANOS

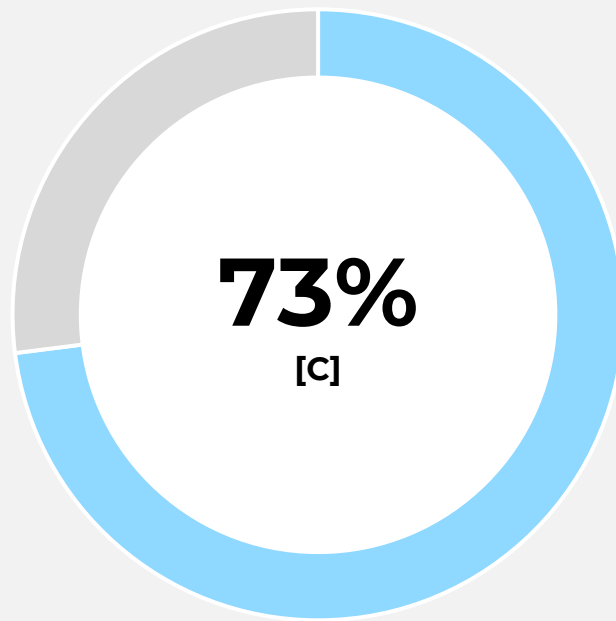
41%

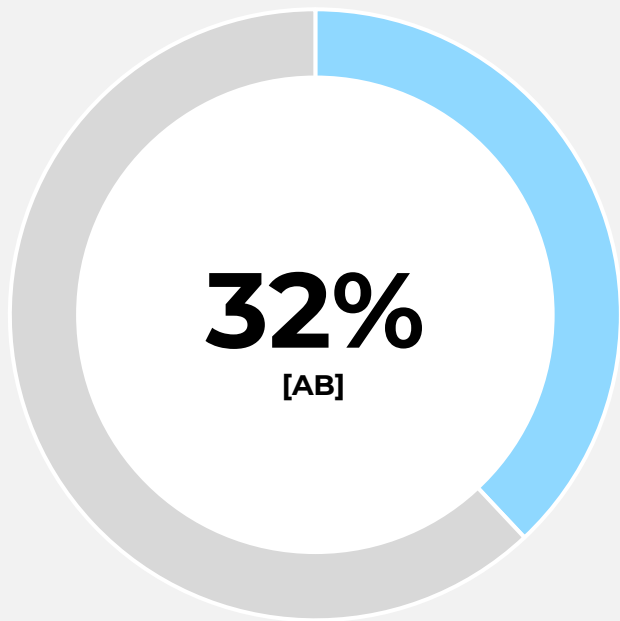
(2023)

**A CLASSE MÉDIA [C] VOLTOU
À LIDERANÇA NA COMPRA
DE LIVROS EM 2023**

*The middle class [C] returned to the
lead in book purchase in 2023*

VS
84% [AB] (2022)





**É NOS LARES DE STATUS SOCIAL
MAIS ELEVADO QUE MAIS SE
COMPRAM LIVROS PARA AS
CRIANÇAS E/OU ADOLESCENTES**

It is in the higher social status households that more books for children and/or teenagers are acquired

VS

42% [AB] (2022)

**SEGMENTO QUE MAIS COMPROU
PARA OFERECER**

Segment that purchased the most to give as a gift

**SEGMENTO QUE MAIS
COMPROU PARA SI**

Segment that purchased the most for personal use

C

(2023)

VS

AB

(2022)

DE

(2023)

VS

AB

(2022)

OS LIVROS E LOJAS FÍSICAS CONTINUAM A REUNIR A PREFERÊNCIA DOS PORTUGUESES

Printed books and Brick & Mortar remain as the Portuguese buying preference

97%

VS 99% (2022)

LIVROS FÍSICOS

Printed Books

86%

VS 88% (2022)

LOJAS FÍSICAS

Brick & Mortar

NO ENTANTO, O **DIGITAL** ESTÁ A GANHAR CADA VEZ MAIS EXPRESSÃO

*However, digital is gaining more and more
significance*

FORMATO **DIGITAL**

Digital format

8%

(2022)

VS

10%

(2023)

LOJAS **ONLINE**

Online stores

39%

(2022)

VS

42%

(2023)

PRINCIPAIS CATEGORIAS

Main Categories

ROMANCE

Romance Novel

61%

69% (2022)

POLICIAL

Crime

49%

42% (2022)

ROMANCE HISTÓRICO

Historical Romance Novel

43%

52% (2022)

INFANTIL-JUVENIL

Young adult

42%

50% (2022)

MAIORES QUEBRAS DE COMPRA NO ÚLTIMO ANO (2023)

*The most significant purchase losses in the
last year (2023)*

-19%

+9% (2022)

ILHAS
Islands

-5%

-10% (2022)

LITORAL
Coast

-4%

-10% (2022)

INTERIOR
Inland

0%

-14% (2022)

PORTO
Oporto

COMO FORAM OS HÁBITOS DE **LEITURA** DOS PORTUGUESES EM **2023?**

*How were the reading habits
of the Portuguese in 2023?*

73%

**DOS PORTUGUESES TÊM
HÁBITOS DE LEITURA**

*73% of Portuguese people
have reading habits*

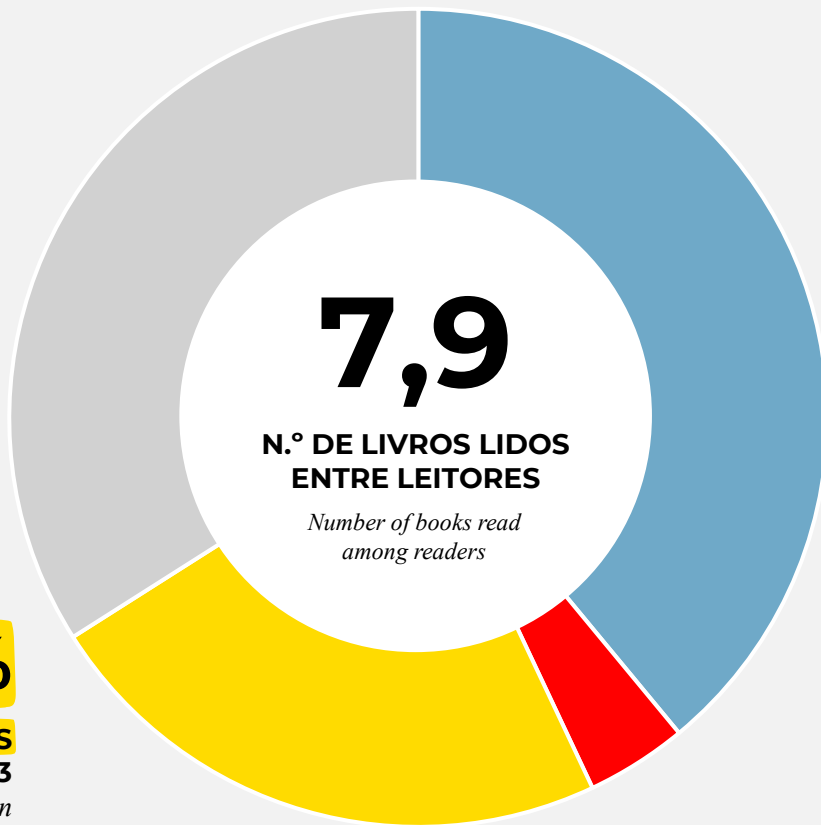
5,6

**LIVROS POR ANO LIDOS, EM
MÉDIA, POR CADA PORTUGUÊS**

*5.6 books per year, on average,
read by each Portuguese*

34%
**LEU MENOS
LIVROS EM 2023**
*Read less books in
2023*

23%
**LEU MAIS
LIVROS EM 2023**
*Read more books in
2023*



39%

**LEU A MESMA
QUANTIDADE DE
LIVROS EM 2023**

*Read the same amount of books
in 2023*

4%

**NÃO SABE/ NÃO
RESPONDEU**

Doesn't know/ Didn't answer



QUEM LEU **MAIS** LIVROS
VERSUS O ANO ANTERIOR?

Who read more books versus previous year?

15 aos 24 ANOS

40%

(2023)



QUEM LEU **MENOS** LIVROS
VERSUS O ANO ANTERIOR?

Who read more books versus previous year?

55 a 74 ANOS

39%

(2023)

**SEGMENTO QUE
MAIS LEU**

Segment that read the most

**SEGMENTO QUE
MENOS LEU**

Segment that read the least

C e E

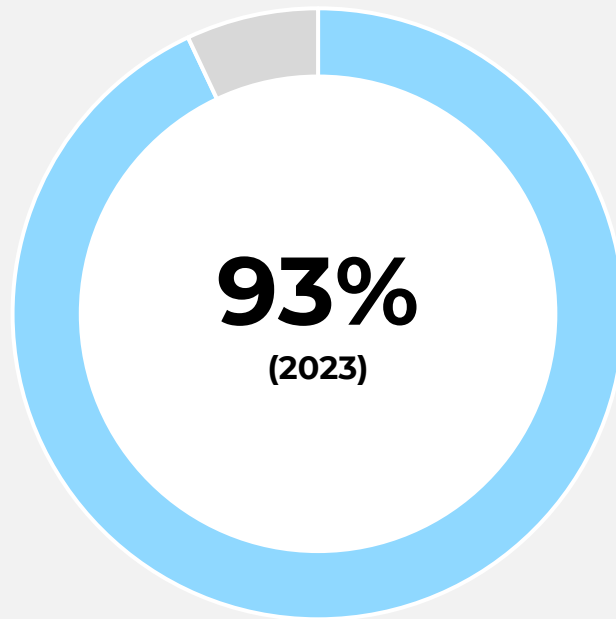
(2023)

D

(2023)

**O PAPEL CONTINUA A SER O
FORMATO PREFERIDO DOS
PORTUGUESES PARA LER**

*Printed books remain as the preferred
format for the Portuguese to read*





The Future of Reading

INTERNET CONTEÚDO GRATUITO

Internet free content

63%

INTERNET CONTEÚDO PAGO

Internet paid content

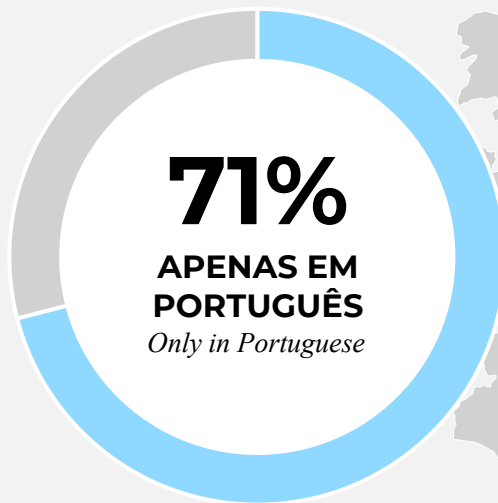
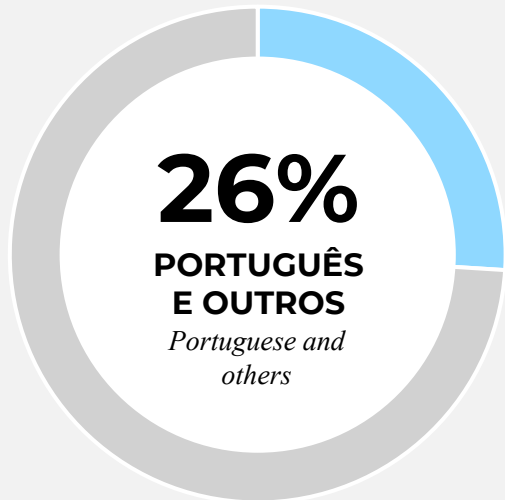
48%

**CEDÊNCIA POR AMIGOS
E FAMILIARES (EMAIL, USB, OUTROS)**

Shared by friends and family (Email, USB, others)

31%





PREFERÊNCIA POR IDIOMA ORIGINAL

Preference for original language

42%
(2023)

DIFERIMENTO DO MOMENTO DO LANÇAMENTO

Deferral of the launch moment

22%
(2023)

PREÇO

Price

21%
(2023)

QUALIDADE DA TRADUÇÃO

Quality of translation

21%
(2023)

A donut chart with a light blue segment representing 26%. The chart is overlaid on a faint map of Portugal. The text '26%' is prominently displayed in the center of the white circle, with 'PORTUGUÊS E OUTROS' and 'Portuguese and others' below it.

26%
**PORTUGUÊS
E OUTROS**
*Portuguese and
others*

Uma iniciativa /An initiative



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Portuguese Publishers and Booksellers Association



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