

THE BOOKTOK GENERATION: HOW SOCIAL MEDIA IS TRANSFORMING GEN Z READING HABITS

- *Almost two-thirds (59%) of 16-25 year olds say that BookTok or book influencers have helped them discover a passion for reading*
 - *Over half (55%) turn to BookTok for recommendations*
- *Two thirds say that BookTok has inspired them to read a book that they would have never considered otherwise*

London, DATE: New research from the Publishers Association has found that BookTok, the social media trend focusing on books and literature, is playing a key role in getting Gen-Z reading again. In a poll of over 2,000 16-25 year olds, almost two-thirds (59%) say that BookTok or book influencers have helped them discover a passion for reading.

The new reading list

The research also found that BookTok and book influencers significantly influence what choices this audience make about what they read, with over half (55%) of respondents saying they turn to the platform for book recommendations.

38 per cent of young people now turn to BookTok for recommendations ahead of family and friends, while seven in 10 (68%) say that BookTok has inspired them to read a book that they would have never considered otherwise.

This influence has also allowed Gen Z-ers to connect with their peers and create communities based on what they're reading. Nearly one in five (19%) say that following the Booktok hashtag helped them find a community and another 16 per cent reported that they made new friends through BookTok.

A boost for bookshops

The good news is that Booktok can also have a positive impact on physical bookshops, with nearly half (49%) of respondents visiting a physical bookshop to buy a book they have seen on BookTok.

As a result, many bookshops are responding quickly to the growing trend. Book Bar, an independent bookshop and wine bar in London, aims to bring this community to life and has felt the impact of BookTok first-hand. Due to trends driven by BookTok, the shop now stocks more contemporary books which cater to a broader demographic.

Chrissy Ryan, the owner of Book Bar, said: *"Launching in the pandemic was challenging but BookTok has been really helpful in driving customers into our store. More and more we are seeing young people come to the shop asking for books they discovered on TikTok. At Book Bar, we really want to facilitate those connections they've found online to create an authentic in person experience. We are increasingly looking to BookTok to help determine our stock and predict demand. It's exciting to see that BookTok has helped made reading cool again."*

Dan Conway, Chief Executive of The Publishers Association, said: *"It's great to see that the BookTok phenomenon is igniting a love of reading for young people. Reading can be so beneficial to health and happiness and is a way for all ages to connect over common interests. Publishers are fully embracing this trend and it is really interesting that this is a digital phenomenon which is being felt directly on the high street."*

ENDS

Consumer research was conducted by Savanta in October 2022 on a UK nationally representative sample of 2,001 respondents aged 16-25.

Definition of BookTok

BookTok is a subcommunity on social media focused on books and literature. The creators in this community are known as BookTokers or Bookfluencers and make short videos reviewing and discussing books. Although predominantly based on TikTok, the BookTok hashtag is also used on other platforms such as Instagram

About the Publishers Association

We are the member organisation for UK publishing, representing companies of all sizes and specialisms. Our members produce digital and print books, research journals and educational resources across genres and subjects.

We exist to champion publishing to the wider world and to provide our members with everything they need to thrive. We have helped change laws, improved business conditions and inspired people to become publishers.

We are passionate about the capacity for books and reading to make life better for people.
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