

A year in publishing

Overall

Publishing in 2022 is a summary of the UK publishing industry's response to another extraordinary year, containing statistical snapshots of the industry across sectors, formats and markets.

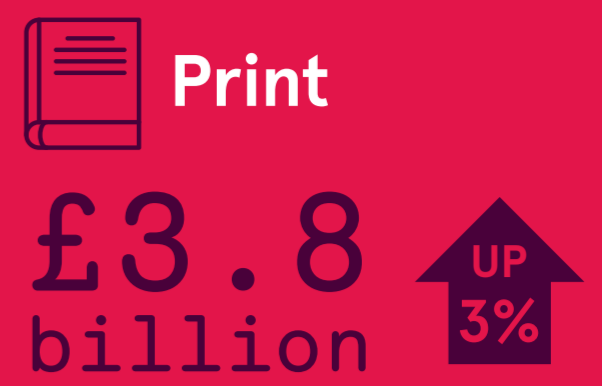
The popularity of books continues, in all formats. Total publishing income once again reached its highest ever overall level. Increases this year have however been driven by exports, with UK home market revenues slightly down.

2022 was dominated by the war in Ukraine, UK government changes, and a cost-of-living crisis, as the world recovered from the global pandemic of the past two years. Despite all this, the publishing industry continued to show remarkable resilience.



£2.7 billion **DOWN 1%**
Home market

£4.1 billion **UP 8%**
Export market



669 million **UP 3%**
Total volume/net units

Digital
£3.1 billion **UP 5%**

Consumer

Modest growth overall, driven by really strong export performance, with fiction and audio doing particularly well. The domestic market has slowed slightly, by 4% compared to 2021.

2022 was another challenging year for consumer publishing within the UK home market as the market stabilised post pandemic and the cost-of-living crisis started to bite, with sales in the home market down. However, despite these challenges at home, exports of consumer books were buoyant and increased by an impressive 13% on 2021.

Fiction, children's, and especially audio books all saw growth in 2022. Print remains king overall, with increases of sales for this format driven by the export market.

“It's fantastic to see people's overall appetite for consumer books has remained high despite another year of challenging global events. It is particularly encouraging to see the large increase in exports driving sector growth, contributing to the UK's cultural footprint abroad. Whilst it is disappointing to see a modest decrease in overall sales at home, it is great to see fiction and audio doing particularly well as people continue to seek entertainment and discovery through books. The ongoing strength of children's book sales is also a very positive sign, building as it does on such strong growth during the lockdown years.”

*Rebecca Smart
Chair of Consumer Publishers Council and Co-CEO,
DK Books*



£1.4 billion **DOWN 4%** **Home market**

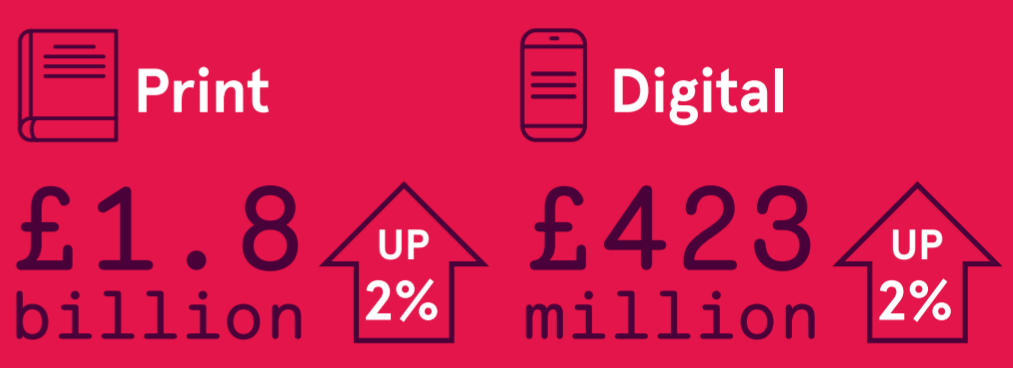
£825 million **UP 13%** **Export market**

£797 million **UP 9%** **Fiction**

£164 million **UP 8%** **Audio downloads**

£1 billion **DOWN 2%** **Non-fiction**

£429 million **UP 1%** **Children's**



£1.2 billion **DOWN 4%** **Home market**

£423 million **UP 2%** **Digital**

£261 million **DOWN 2%** **Home market**

£662 million **UP 15%** **Export market**

£162 million **UP 8%** **Export market**



Education

2022 saw the education publishing market continue to recover from the decreases seen during the global pandemic of the previous years. Whilst revenue was up 16% overall this again is driven by exports with a significant 26% increase. However, within the UK the market saw a 2% decline in 2022 with Q1 2023 already looking tough as domestic market conditions are more challenging.

“It's pleasing that we saw a strong increase in education sales overall in 2022, as we continue to support with education recovery, post-pandemic. The growth is driven particularly by export sales of both print and digital education resources, showing the ongoing strength of the UK's curriculum reputation and the global appetite for high-quality published content from the UK. It is unsurprising to see the ongoing growth in digital in both home and export sales as we support learners and teachers with enhanced digital education experiences.”

*Lindsay Nadin
Chair of Education Publishers Council and Director,
Schools Product Management,
Pearson*

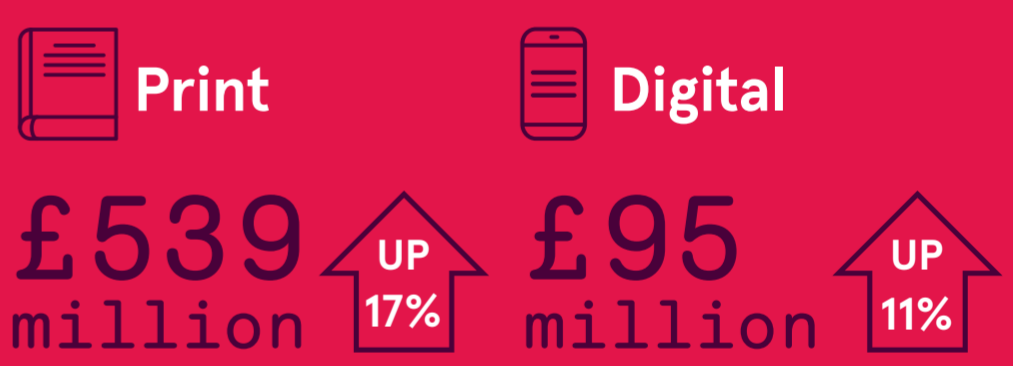


£194 million **DOWN 2%** **Home market**

£440 million **UP 26%** **Export market**

Top 3 export countries

- Spain** **UP**
- UAE** **UP**
- Egypt** **UP**



£151 million **DOWN 4%** **Home market**

£95 million **UP 11%** **Digital**

£42 million **UP 6%** **Home market**

£388 million **UP 27%** **Export market**

£53 million **UP 16%** **Export market**

Academic

In an era of artificial intelligence, social media, and dis/misinformation the importance of disseminating high-quality learning resources and research that people can trust continued to be clear in 2022. The UK's gold-standard copyright regime incentivises authors and publishers to keep investing in creating the latest world-class content. Increasingly, that content is licensed to tech firms for text and data mining, providing the high quality fuel that will drive the government's ambitions to grow a domestic AI industry.

“2022 saw some return to normal in teaching, learning and research in higher and further education. It was really pleasing to see growth over 2021 across the sector. The stronger growth in digital formats was in line with the hybrid teaching that was taking place in many universities and the changing demands of students. Publishers continue to work with universities and other partners to ensure a flexibility and choice of content that meets the needs of faculty, institutions and students as the market continues to adjust and evolve.”

*Katie Thorn
Chair of Higher and Further Education Publishers Council and
Vice President, Global Sales and Marketing,
Macmillan Learning*



This is the one publishing sector where we saw growth across both the home market and the export market in 2022. Total income across books and journals reached £3.5 billion in 2022, up 3% on 2021. Journals (£2.4bn) now account for around two-thirds of academic publishing sales and are fundamental to the UK's science and tech superpower ambitions.

“It is great to see the impressive performance across academic publishing, and particularly journals. The UK is a known global centre of excellence in academic research, which is something we want to continue to help deliver the UK's science superpower agenda. Publishers ensure the dissemination and wide availability of trusted research. In this era of AI developments, fake news, and misinformation, it has never been more vital that publishers play our role in validating the quality and integrity of research to safeguard trust in science.”

*Victoria Eva
SVP, Global Policy and Industry Relations,
Elsevier*

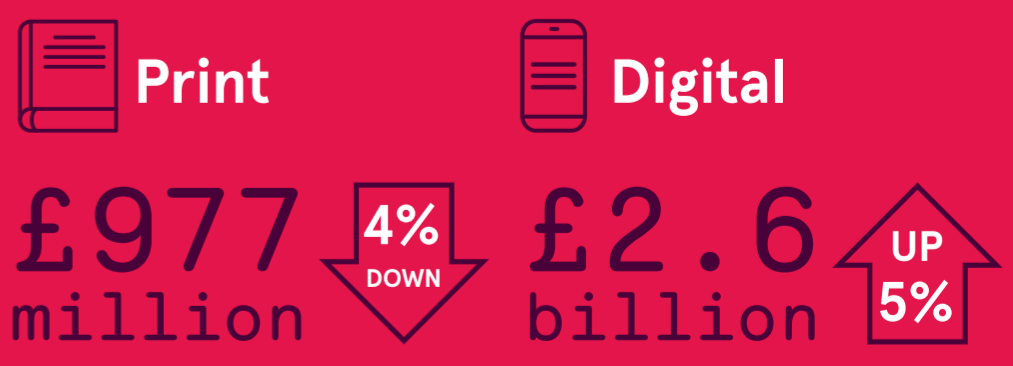


£1 billion **UP 2%** **Home market**

£2.5 billion **UP 3%** **Export market**

Top 3 export countries

- USA** **UP**
- Germany** **UP**
- Australia** **UP**



£1.2 billion **UP 5%** **Books**

£2.6 billion **UP 5%** **Digital**

£2.4 billion **UP 2%** **Journals**

£668 million **DOWN 3%** **Print**

£309 million **DOWN 5%** **Print**

£514 million **UP 17%** **Digital**

£2 billion **UP 3%** **Digital**