

# Book publishing

## Key insights at a glance

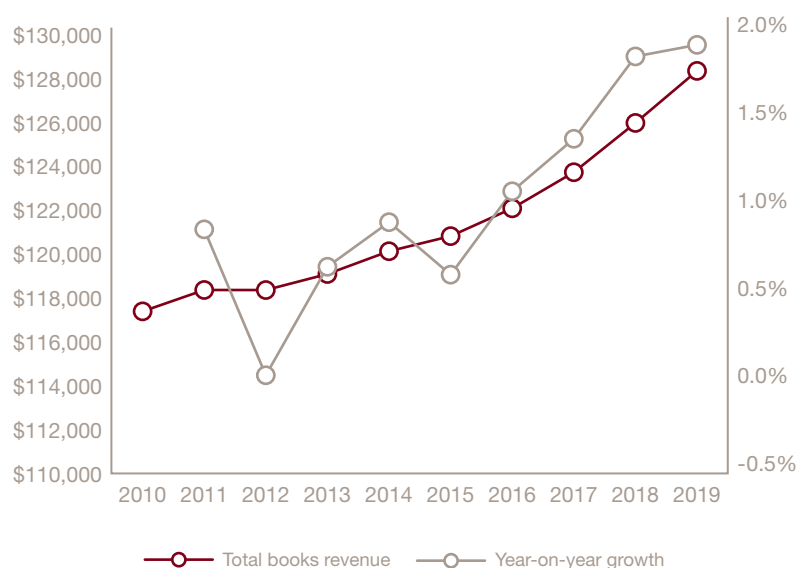


# 1

**Global books revenue will rise by US\$8bn over the forecast period.** Global total books revenue is set to rise at a 1.3% CAGR to US\$128.34bn in 2019, from US\$120.13bn in 2014. Growth will be driven by India, which became the tenth-largest book market in 2014 and will see the fastest growth globally in total books revenue.

**Fig. 1: Books revenue will rise, driven by expanding middle classes**

Global total books revenue (US\$m) and year-on-year growth (%), 2010–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

*Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019*

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