

Children's Books: A Shifting Market

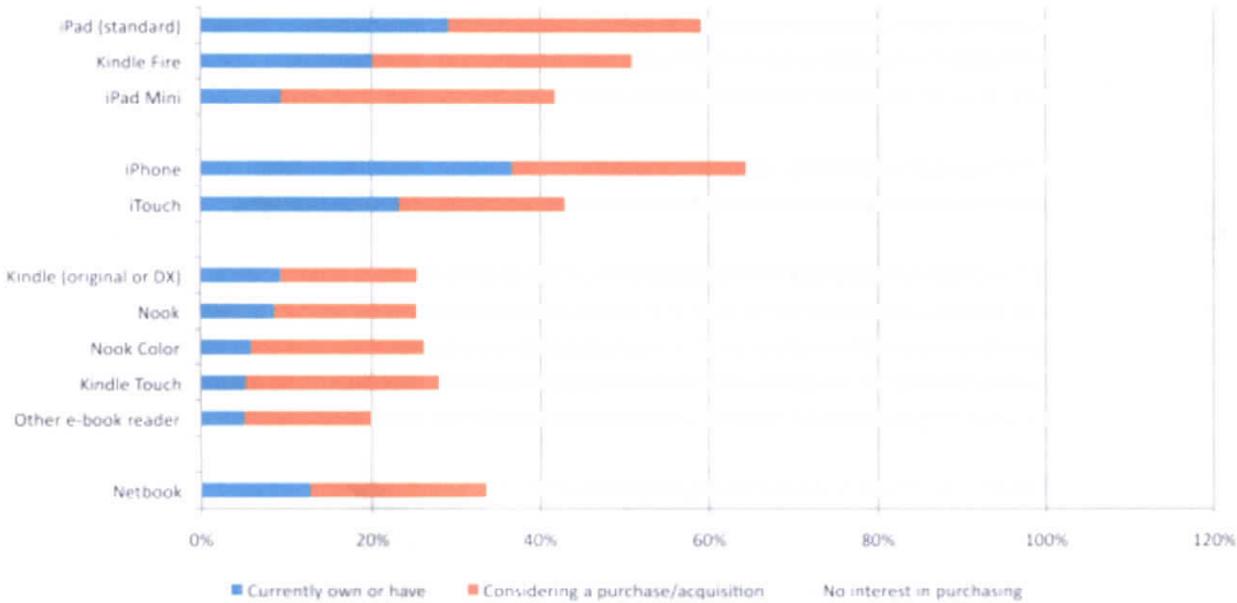
The rise of e-books is one factor affecting book buying in the category

<http://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/61167-children-s-books-a-shifting-market.html?>

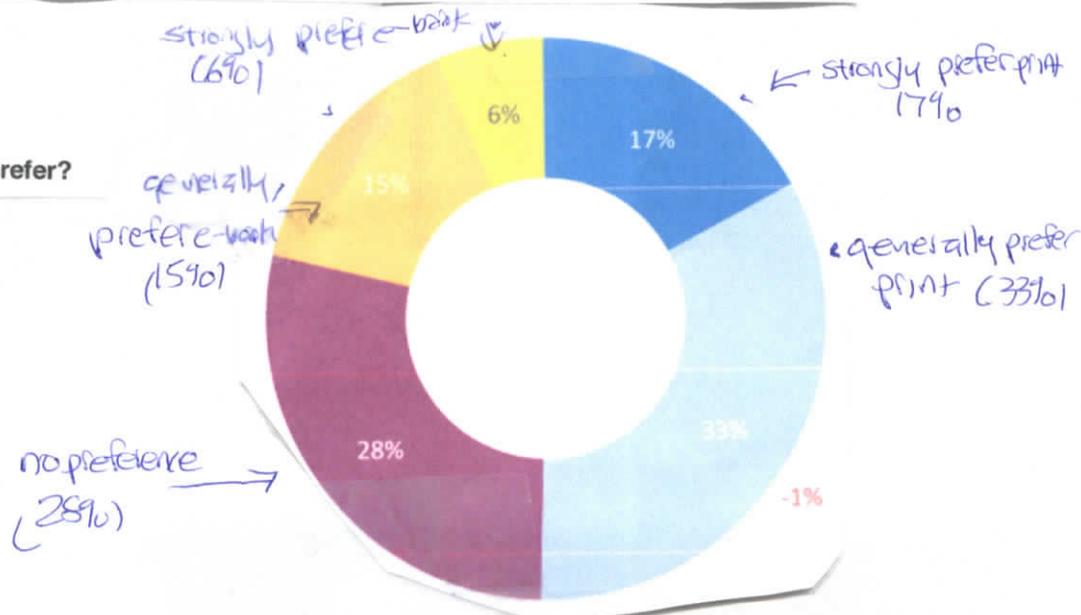
"Following a strong 2012, when sales rose 9%, to \$3.3 billion, book sales in the children's market are likely to be slightly down when the final numbers are counted in 2013. Through the first 10 months of 2013, sales in the children's market (which includes young adult) were down 9.7%, according to the Association of American Publishers' monthly StatShot program, which collects sales from 23 children's publishers. Boosted by sales of the Divergent trilogy by Veronica Roth, sales for the final two months of last year were generally strong, but full-year sales for 2013 will likely be lower than those for 2012."

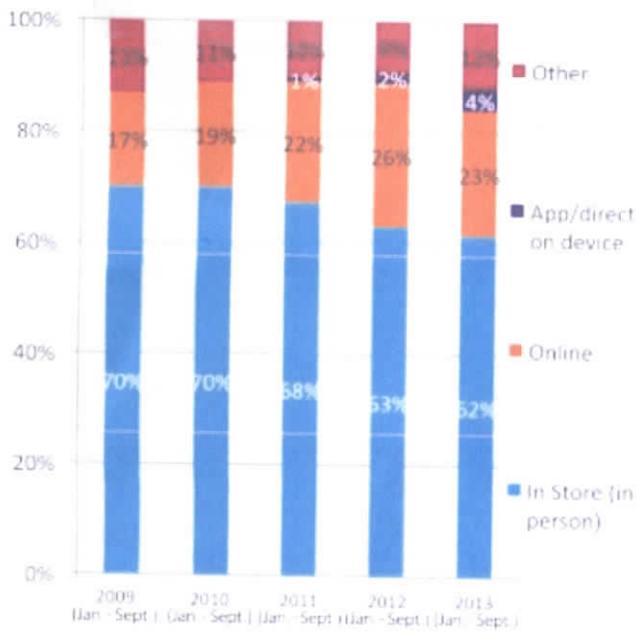
E-book Market Share by Category:

2009 – 2012 (units)

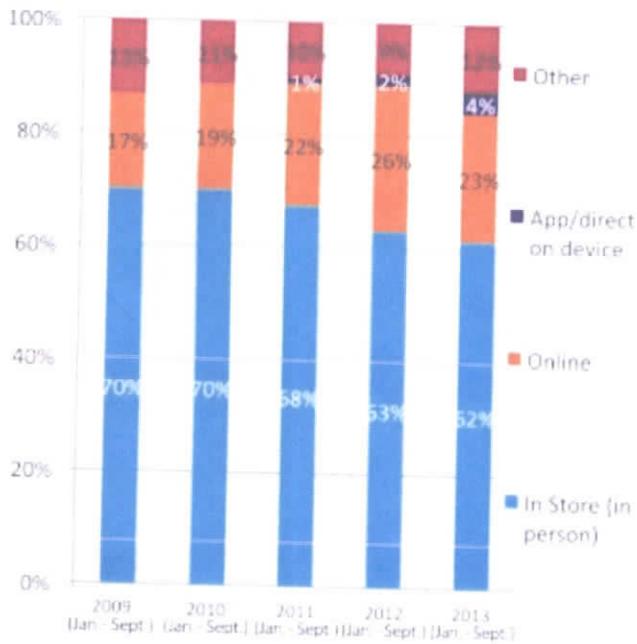


Which Format Do Teens Prefer?



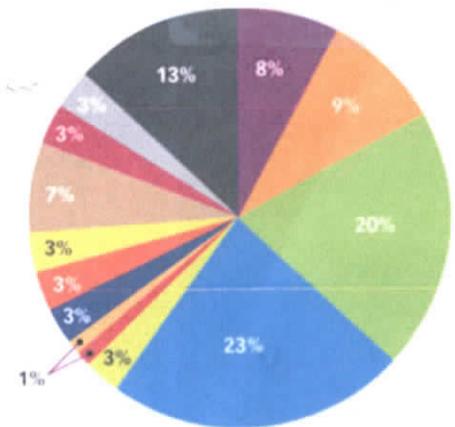


Shifts In Where Children's Books are Bought



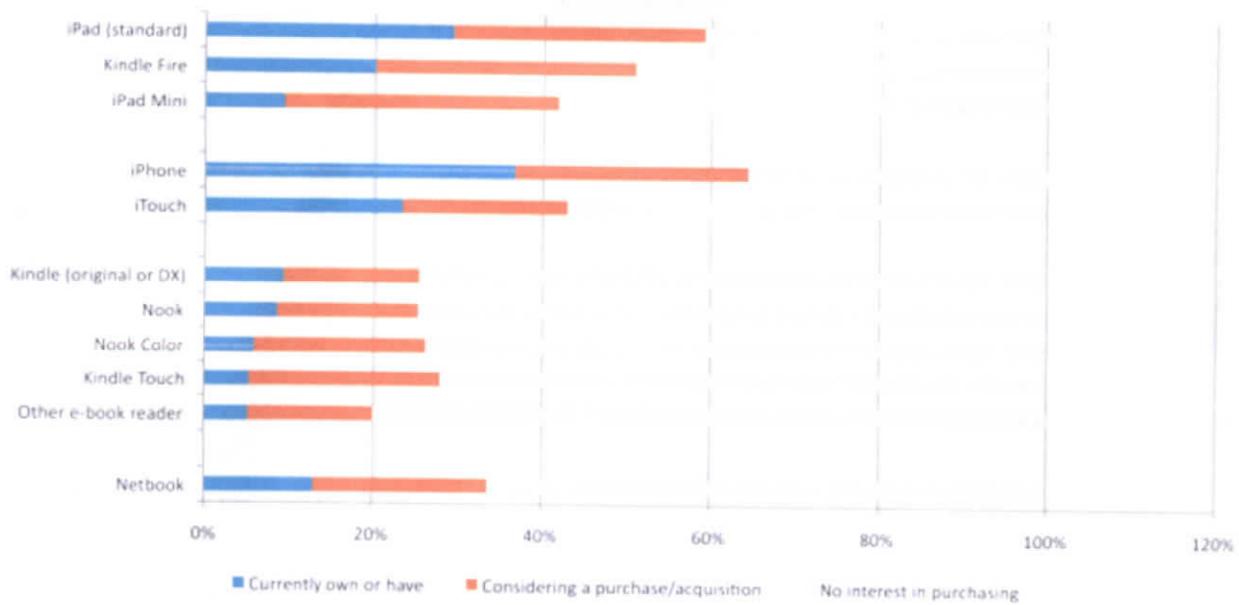
Shifts In Where Children's Books are Bought

excluding YA

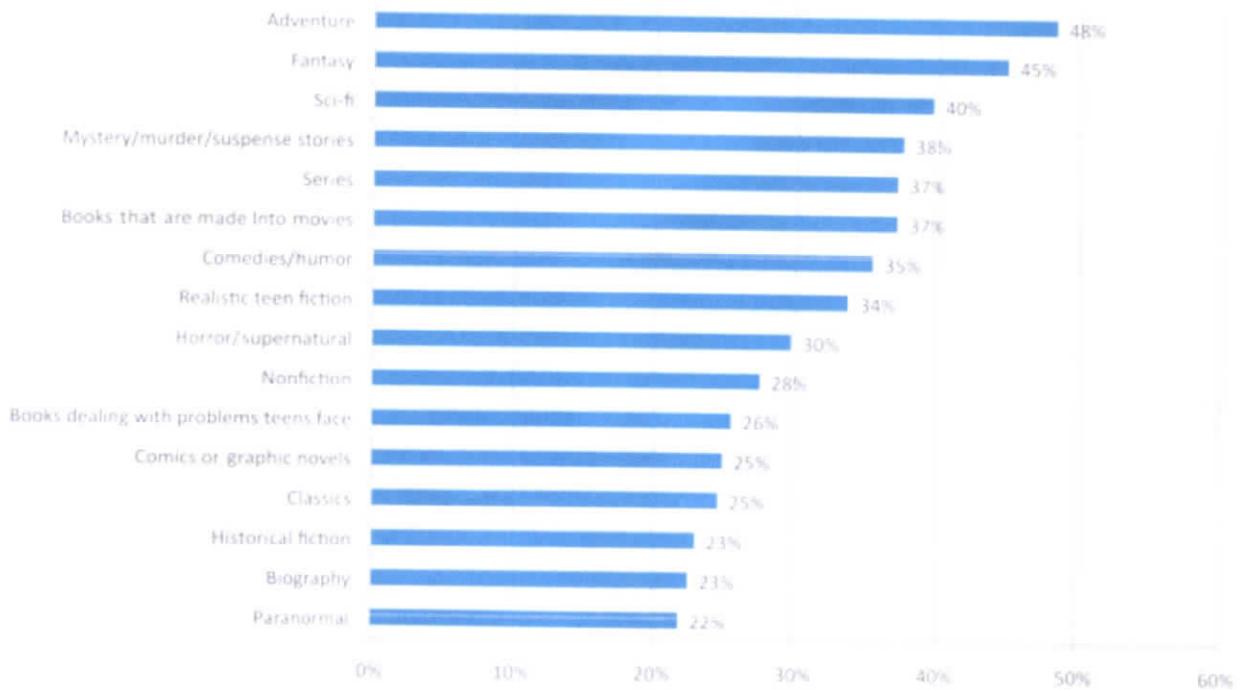


Trends In Where Children's Books are Bought

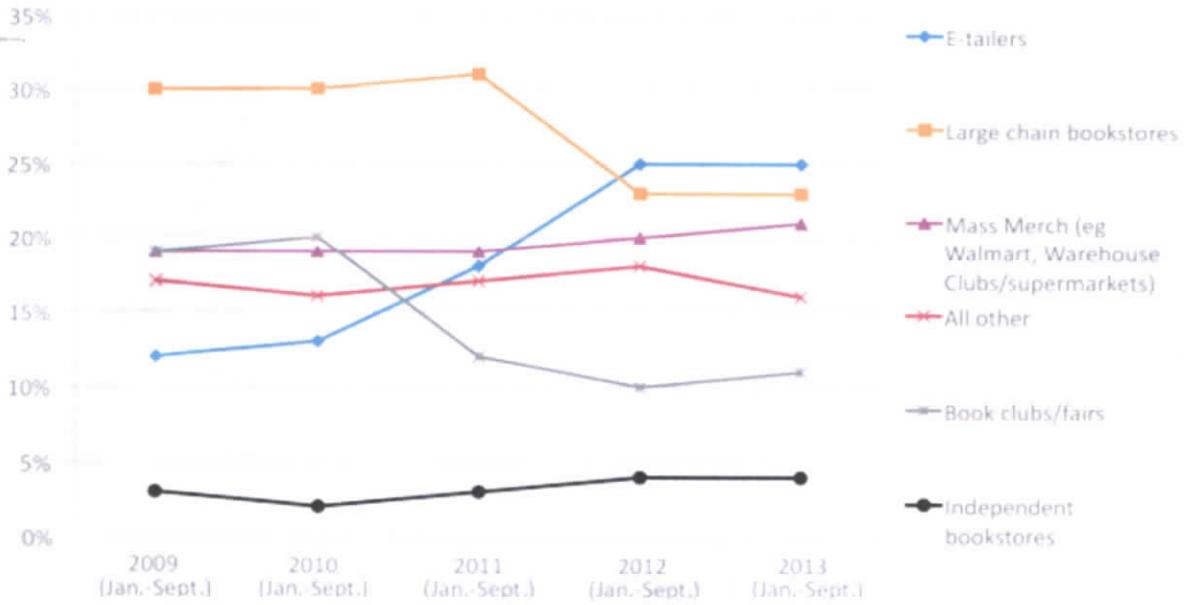
Device Ownership & Interest



Most Popular Teen Genres



Trends In How Books are Purchased



Age of YA Book Buyers (units)

