

# Audiobook Trends

Updated Nov 1 2017

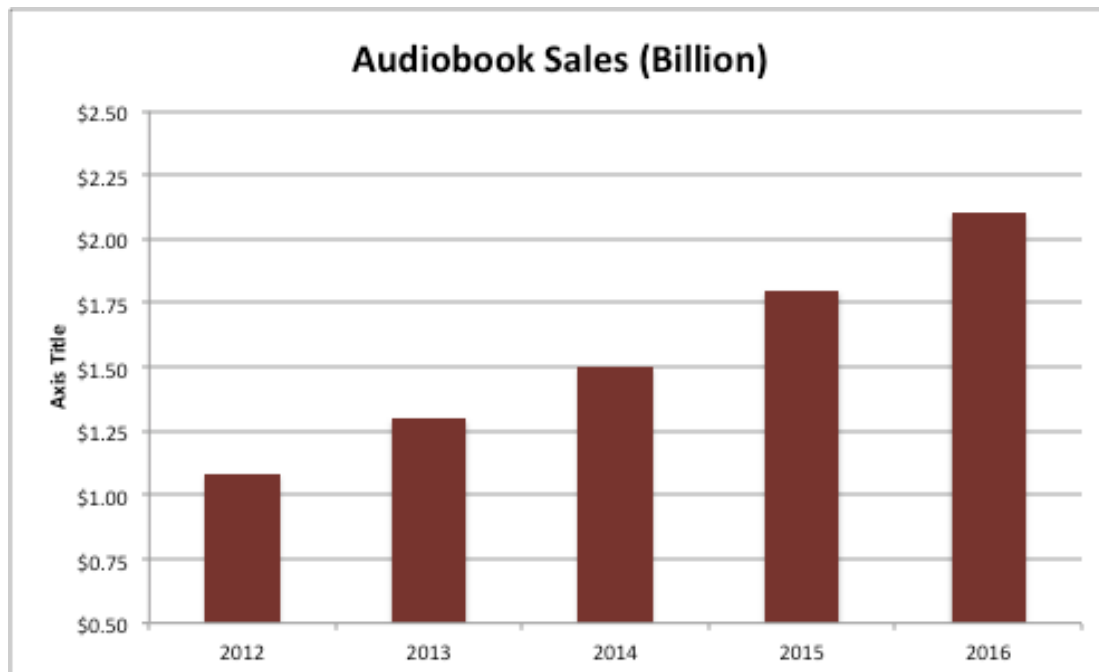
Audiobooks have proven to be a rapidly growing business. This is in part due to a rise of independent authors and publishers, reduced complexity and cost for audio production, and most of all, increasing power and sophistication of mobile electronics. With the ease of digital downloads and power of mobile devices, audiobooks can be listened to and carried with us everywhere we go.

The following describes how and where audiobooks are listened to. This information was published by Audio Publishers Association.

([https://www.audiopub.org/uploads/pdf/APAC2017PR\\_final.pdf](https://www.audiopub.org/uploads/pdf/APAC2017PR_final.pdf))

- Far more listeners are saying they use their smartphone most often to listen to audiobooks than ever before – 29% in 2017 vs. 22% in 2015.
- A majority of audiobook listening is done at home (57%), with the car being the second most frequently-cited location (32%).
- 68% of frequent listeners do housework while listening to audiobooks. Other multitasking activities among frequent listeners include baking (65%), exercise (56%) and crafting (36%).
- The 2017 survey asked about voice-enabled wireless speakers (such as Amazon Echo or Google Home) for the first time, with 19% of all listeners reporting using them to listen to an audiobook in the last year. Among frequent listeners, that rises to 30%.

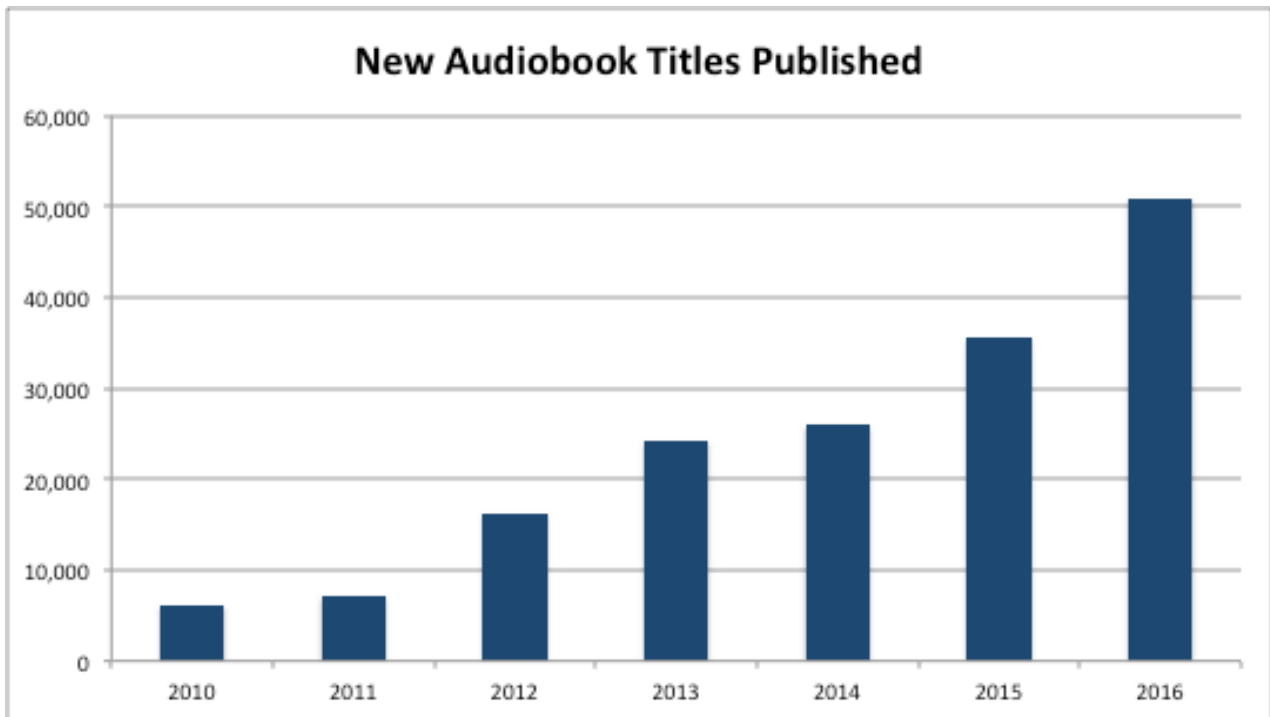
Below is a chart showing the increasing revenue generated by audiobook sales on a year-by-year basis. Data for this chart was from Publishers Weekly.



In addition to audiobook sales revenue, the total number of audiobooks being published each year is also rapidly increasing. Here are some of the factors.

- A rapidly growing number of publishers and independent authors are utilizing audiobooks as an added income stream for book revenue.
- Amazon's ACX group (Audiobook Creation Exchange) makes it very easy for independent authors to connect to audiobook producers and narrators.
- There is an increasing demand for people to listen to books rather than read books.

Data for the following chart comes from Publishers Weekly.



Many industry sources say that the audiobook in digital format is the fastest growing segment of the publishing industry.