Trends in Trade Book Retailing 2010

Description: While most publishers and industry pundits were caught off guard by the price wars of Amazon, Target and Walmart during fall 2009, Simba Information and the buyers of Trends in Trade Book Retailing 2009 were ready for it. Stay ahead of the curve with this all-new edition.

A sister report to our annual Business of Consumer Book Publishing which debuted in 2009, Trends in Trade Book Retailing 2010 compiles national data on who is buying books, what they're buying and where they're buying them, as well as detailed overviews of the major channels, how their market share is trending, and what outside factors are affecting each. The report provides a “scorecard” for each channel—bookstores, the Internet, book clubs, and “other”—and a demographic overview of the average consumer.

Simba compiled data from Simmons Market Research Bureau’s national consumer survey for this analysis. The four channels are also ranked by the estimated number of customers, what formats they buy, and how many titles the consumers purchase.

To gain a better understanding of the relationship consumers have with books on the retail level, Simba has added this essential analysis to its annual research collection.

With the book retailing segment as challenged as it is, no publisher, retailer, or industry analyst can afford not to have this vital tool.

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Books-A-Million
Borders Group
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