

UK Book Sales Source of Purchase - 2009-2014

UK Market Share (Value) %	2012	2013	2014
Internet-only retailer	41	44	46
Direct seller	4	3	3
Other non-specialist shop	6	6	7
Supermarket	10	9	7
Bookshop	39	38	38
Format Share (Value) Print %	2012	2013	2014
Internet-only retailer	33	35	35
Direct seller	4	4	3
Other non-specialist shop	7	7	7
Supermarket	11	10	9
Bookshop	45	45	46
Format Share (Value) Ebook %	2012	2013	2014
Internet-only retailer	94	92	88
Bookshop	3	3	6
Others	3	5	6
Books Bought Online %	2012	2013	2014
Volume Share	48	51	56
Value Share	45	47	50

Source: [Books & Consumers](#)

UK Market Share (Volume) %	2009	2010	2011	2012	2013
Internet-only retailer	21	25	30	44	48
Direct seller	8	6	6	4	3
Other non-specialist shop	11	11	11	7	6
Supermarket	14	14	12	12	10
Bookshop	46	43	40	33	31

Source: [Books & Consumers](#)

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