

UK Book Sales ASP v RRP Discount 2005-2014

ASP = Average Selling Price
RRP = Recommended Retail Price

	ASP	RRP Discount %
2005	£7.46	23.9
2006	£7.33	24.9
2007	£7.38	25.4
2008	£7.35	25.5
2009	£7.34	27.0
2010	£7.36	27.9
2011	£7.46	27.6
2012	£7.32	28.1
2013	£7.56	26.8
2014	£7.57	24.6

Source: [Nielsen BookScan](#)

BA Reports Library
January 2015