

# Publishing in 2024

## Overall

Publishing in 2024 is a summary of the UK publishing industry's performance, containing statistical snapshots of the industry across sectors, formats and markets. It's a positive picture overall in 2024, with publishing holding firm in the face of global turmoil, demonstrating the importance of books, journals and high-quality published resources.

The export market was up 3% and makes up 63% of revenue. This is a reminder of the vital importance of exports to the UK's publishing industry and its global influence and impact. Digital also grew in 2024, while print revenue remained steady.



**Total Publishing Revenue**  
£7.2 billion

Up 1%

**Home market**  
£2.6 billion

Down 2%

**Export market**  
£4.5 billion

Up 3%

**Print**  
£3.8 billion

Down 3%

**Digital**  
£3.4 billion

Up 6%

## Consumer



It is an encouraging overall picture for the consumer market in 2024. Exports, fiction, audio downloads and digital all did particularly well with strong growth.

While digital has been growing faster it's important to remember that print is still by far the preferred medium in the consumer market, accounting for 78% of revenue.

**TOTAL REVENUE CONSUMER**

£2.5 billion

Up 5%

**Total volume/net units**  
696m units

Up 5%

**Home market**  
£1.5 billion

Up 2%

**Export market**  
£1 billion

Up 9%

**PRINT**

Up 2%



£2 billion

**Home market**  
£1.2 billion

Down 1%

**Export market**  
£780 million

Up 8%

**DIGITAL**

Up 17%



£566 million

**Home market**  
£341 million

Up 17%

**Export market**  
£225 million

Up 17%

**Fiction**

Up 18%

£1.1 billion

**Audio downloads**

Up 31%

£268 million

**Non-fiction**

Down 4%

£1.1 billion

**Children's**

No change

£413 million



**TOP 3 EXPORT COUNTRIES**

**United States**  
Up 23%

**Australia**  
Up 9%

**Germany**  
Up 4%

## Education



Total revenue in the education market fell in 2024, with a decrease in the home market and flat export growth.

Digital exports were up in this sector, while overall demand in export markets for UK education publishing products was flat. Domestic market conditions were challenging, with both print and digital down.

**TOTAL REVENUE EDUCATION**

£640 million

Down 3%

**Home market**  
£171 million

Down 11%

**Export market**  
£467 million

No change

**TOP 3 EXPORT COUNTRIES**

**Spain**  
Down 7%

**UAE**  
Up 19%

**Saudia Arabia**  
Up 10%

**PRINT**

Down 5%



£539 million

**Home market**  
£136 million

Down 11%

**Export market**  
£403 million

Down 2%

**DIGITAL**

Up 5%



£100 million

**Home market**  
£36 million

Down 8%

**Export market**  
£64 million

Up 15%

## Academic



Total revenue was down in the academic sector. Breaking this down, while academic books revenue was down, academic journals revenue was up.

Academic revenue is driven by export market growth, which demonstrates the esteem that UK research is held in globally and the key role academic publishing plays within the research ecosystem. Journals were up, with digital growing by 4%.

**TOTAL REVENUE ACADEMIC**

£3.5 billion

Down 1%

**Home market**  
£852 million

Down 9%

**Export market**  
£2.7 billion

Up 2%

**PRINT**

Down 13%



£836 million

**Books**  
£1 billion

Down 8%

**Print books**  
£574 million

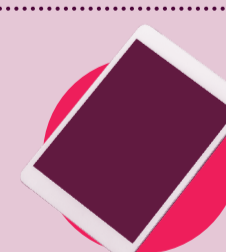
Down 13%

**Digital books**  
£471 million

No change

**DIGITAL**

Up 4%



£2.7 billion

**Journals**  
£2.5 billion

Up 3%

**Print journals**  
£261 million

Down 12%

**Digital journals**  
£2.2 billion

Up 5%

**TOP 3 EXPORT COUNTRIES**

**United States**  
Up 1%

**Germany**  
Down 9%

**China**  
No change