Audiobooks
Market Outlook

$2.1B
Value of U.S. Audiobook Market 2016

$3.5B
Value of Global Audiobook Market 2016

30%+
Sales growth over the last 5 years
Making it the fastest growing segment of the publishing industry

$25,000
Average production cost in 1998

$2,500-$5,000
Average production cost in 2018

Young Listeners

Listeners under the age of 35

48% and rising

Young Listeners

Audiobooks improve comprehension and promote literacy

51 million Americans now own a smart speaker. Audio trends are on the rise!

Sources: Audioengine, iTworldCanada, Michelle Cobb (APA)