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October 14, 2023

Book sales continue to slow down in first half of 2023 ?



After unit sales of print books were basically flat in the first quarter of 2023 compared to 2022, they finished the first half of the year down 2.7%. Sales fell from 363.4 million in the first six months of 2022 to 353.5 million this year at outlets that report to Circana BookScan.

First-quarter sales were given a big boost by Spare by Prince Harry, which sold about 1.1 million copies during the period and became the bestselling book for the first half of the year.

million copies during the period and was also the bestselling book for the first half of the year. But no title came close to matching its sales level in the second quarter. (More bestselling books of the year so far will be featured in next week's issue.)

The 2.7% decline in the first half of 2023 followed a 6.6% drop in the first six months of 2022 compared to 2021; unit sales were 387.5 million in the first half of 2021, 8.5% higher than in the same period this year. In taking the longer view back to prepandemic times, units were up 12% in the first half of this year compared to 2019.

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