

# NielsenIQ BookData

---

## BRAZILIAN DIGITAL PUBLISHING SECTOR

Ebook & Audiobook - Base Year - 2024

April, 2025





## BRAZILIAN DIGITAL PUBLISHING SECTOR

### Ebook & Audiobook

Industry analysis - ebook & audiobook

This is the only study on the subject in Brazil

Conducting the study periodically makes it possible to analyze the performance of the publishing digital market over the years.

Developed By:

**CBL** Câmara Brasileira do Livro

**SNEL**

**NIQ BookData**

# RIGHLIGHTS

## REVENUE

**Publishers' revenue** from **digital books** (ebooks and audiobooks) recorded a **nominal increase** of **21.6%**. After adjusting for **inflation**, this translates to a **real growth** of **16%**. (inflation variation - IPCA - was 4.87%)

## CATEGORIES

Once again, **growth** was primarily **driven** **by** the performance of **online libraries**, which recorded a **nominal increase** of **47.6%** and now **account** for **44%** of publishers' **revenue** from **digital market**.

## PERFORMANCE

The **strong performance** of **digital market** **allowed the sector** to end **2024** with a modest **real growth** of **0.2%**.





# PRODUCTION

Ebook & Audiobook

**NIQ** BookData

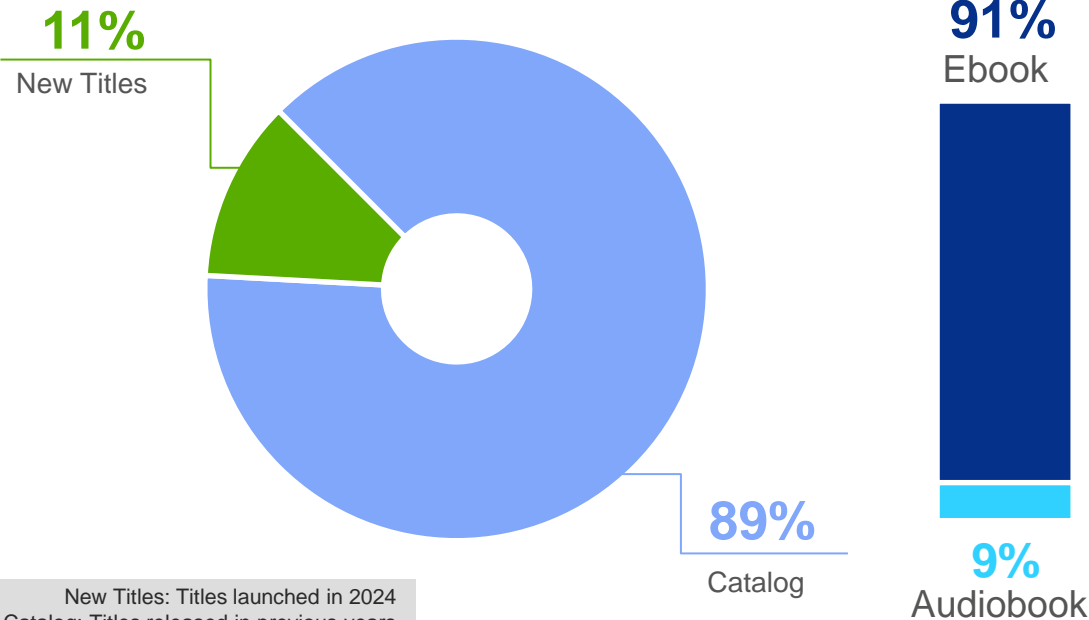
# Publishers' Digital Production

Ebook & Audiobook

In 2024, Brazil ended the year with



a collection of **135,000** titles



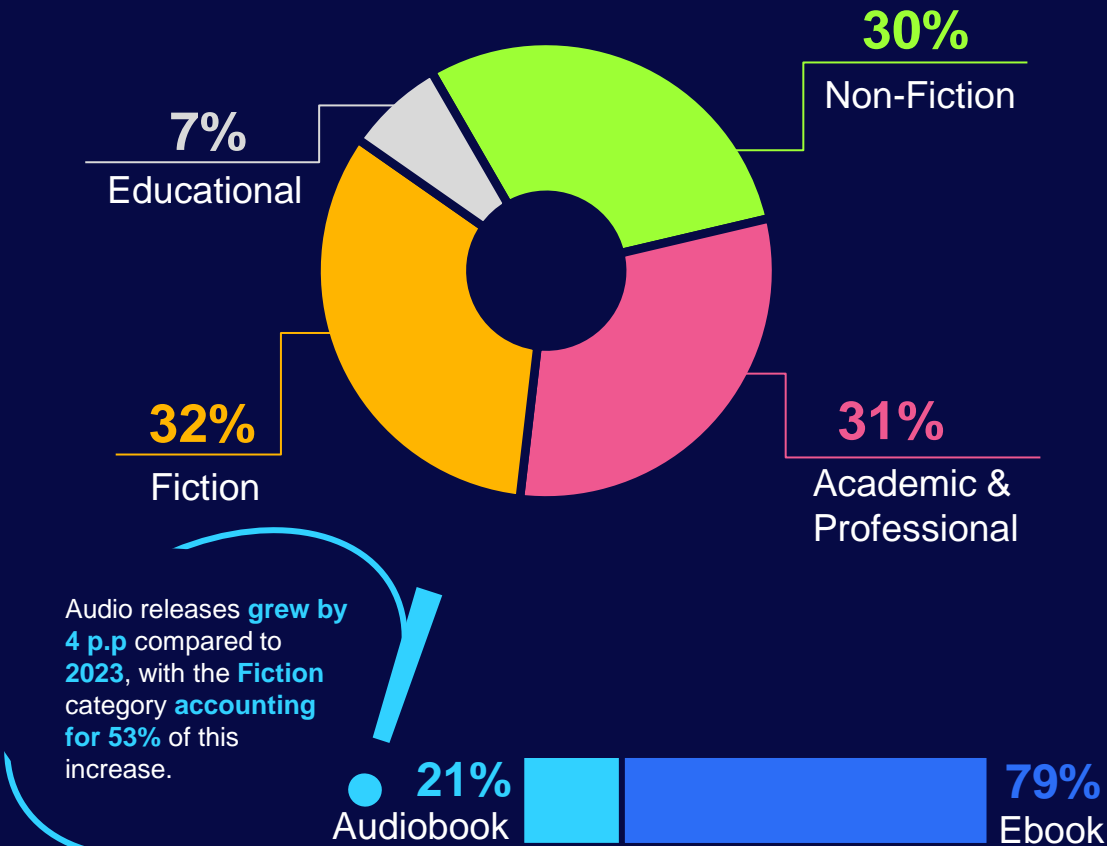
New Titles: Titles launched in 2024  
Catalog: Titles released in previous years

Nielsen BookData | Conteúdo Digital Ano-base 2024

Were Published:



**15,000** New Titles



# SALES

Ebook & Audiobook

**NIQ BookData**

---



# Publishers' Digital Sales

Sold Units - À la carte

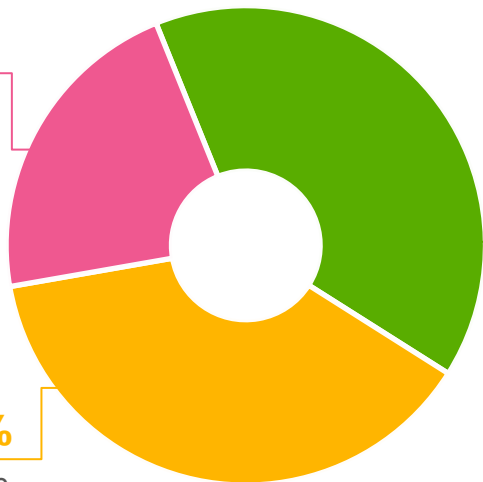
À la carte → sale of an entire unit



**12,2** Millions of Sold Units

**22%**

Academic & Professional

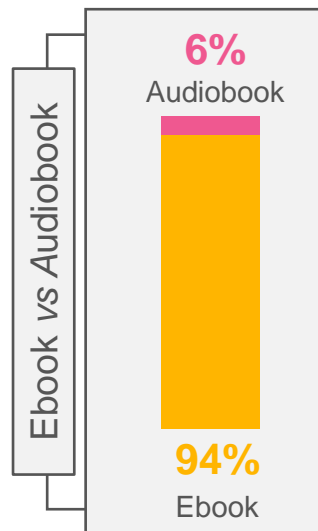


**39%**

Non-Fiction

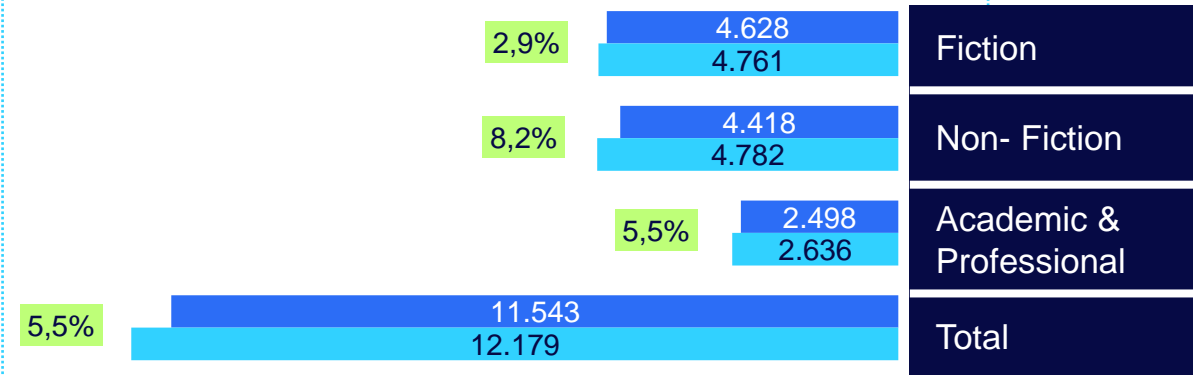
**39%**

Fiction



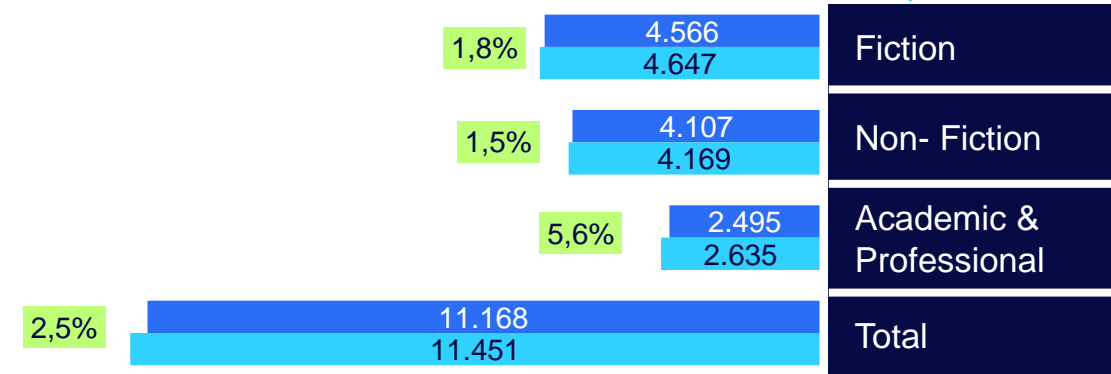
## Sold Units – Total

(ebook + audiobook) In Thousands



## Sold Units - Ebook

In Thousands



Educational Publishers do not sell à la carte -----

# Publishers' Digital Sales

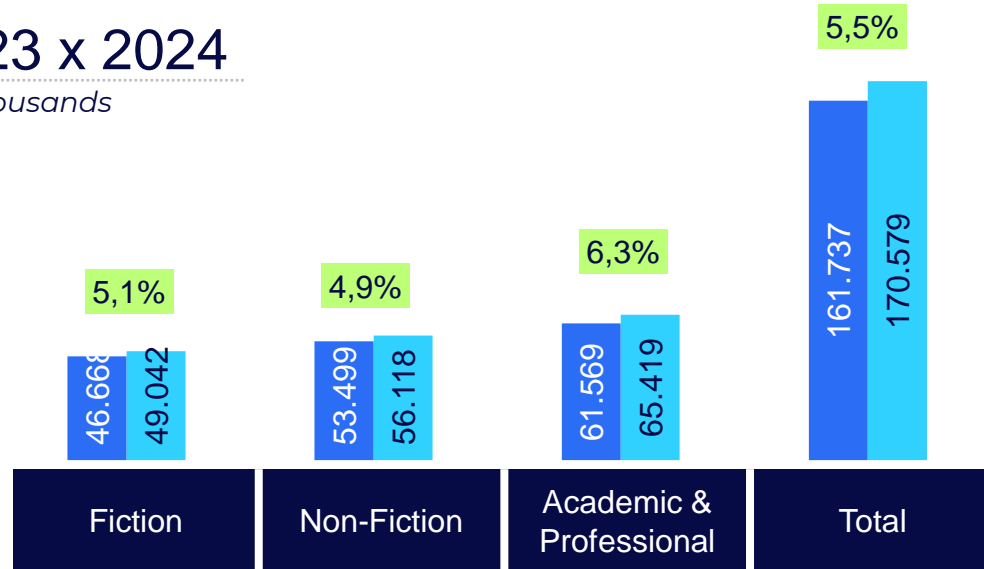
Revenue - À la carte

À la carte → sale of an entire unit

**\$ R\$171** million was the publisher's revenue with sales of à la carte units

2023 x 2024

In Thousands

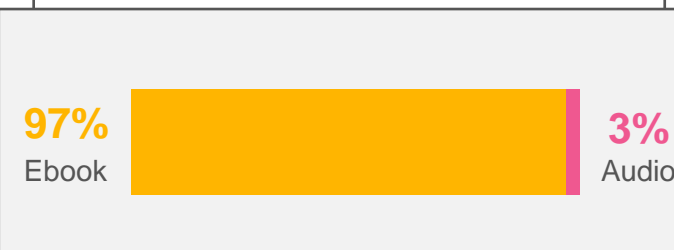


In Real Terms



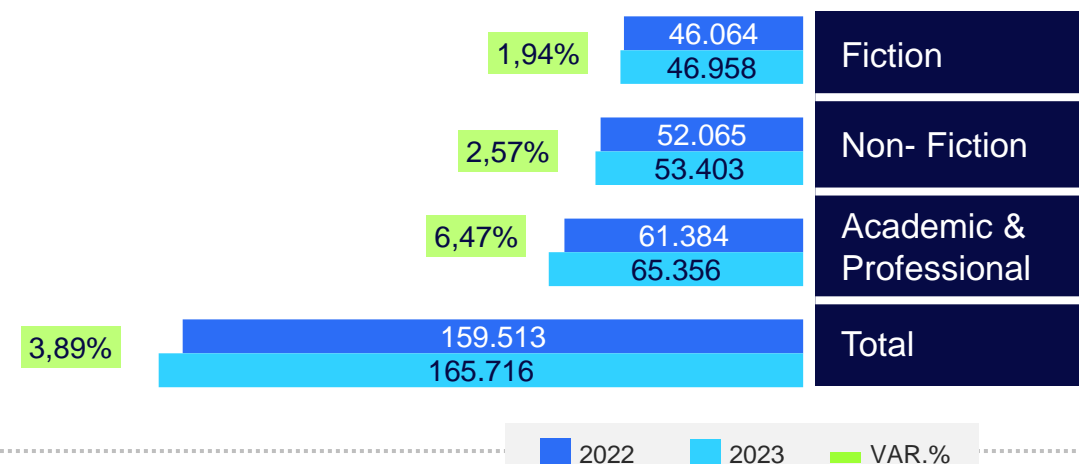
■ 2023 ■ 2024 ■ VAR. %

Ebook vs Audiobook



Revenue - Ebook

In Thousands



■ 2022 ■ 2023 ■ VAR. %

Educational Publishers do not sell à la carte

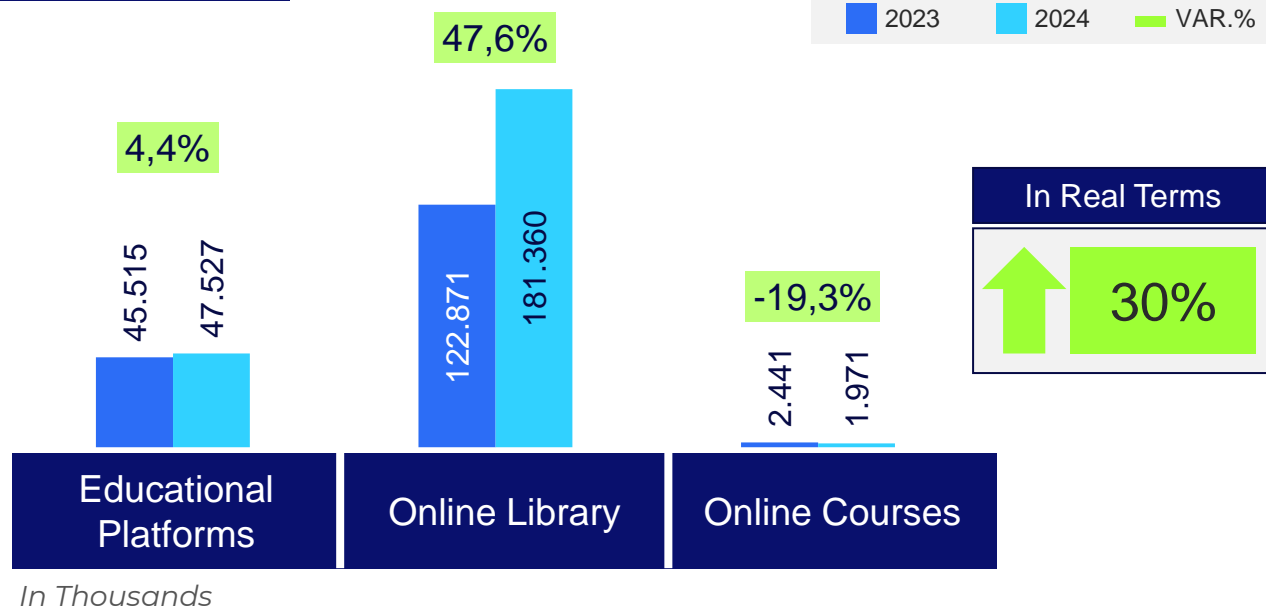


# Publishers' Digital Sales

Revenue – Other Categories

**\$ R\$241,9**  
Millions

2023 x 2024



Educational Platforms: used in kindergarten, primary school and secondary school  
Online Library primarily focus on academic and professional books.



Subscriptions

2023

R\$ 6.711

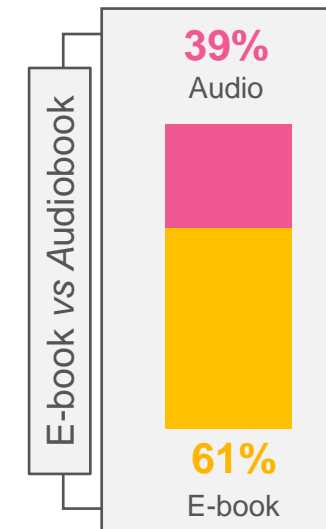
2024

R\$ 11.021

growth of  
**64%!**

## Ebook vs Audiobook

Subscriptions



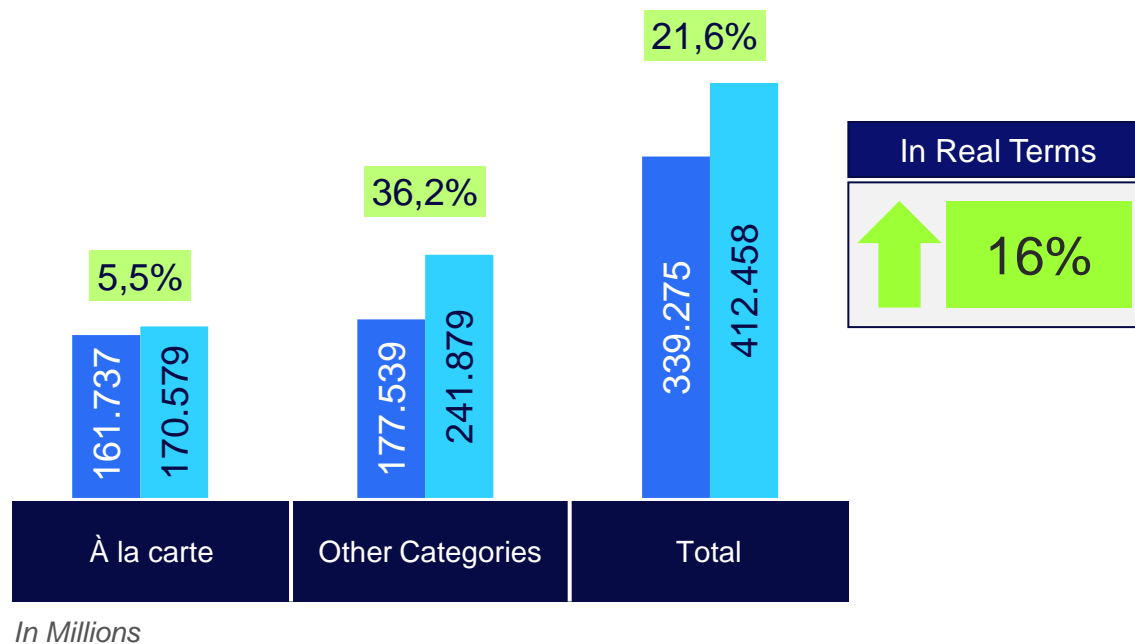
Audio

For the **first time**, **Fiction** represents the **largest share (54%)** of publishers' revenue from the **subscription format**.

# Publishers' Digital Sales

Revenue – Total

**\$** **R\$412,5**  
Millions

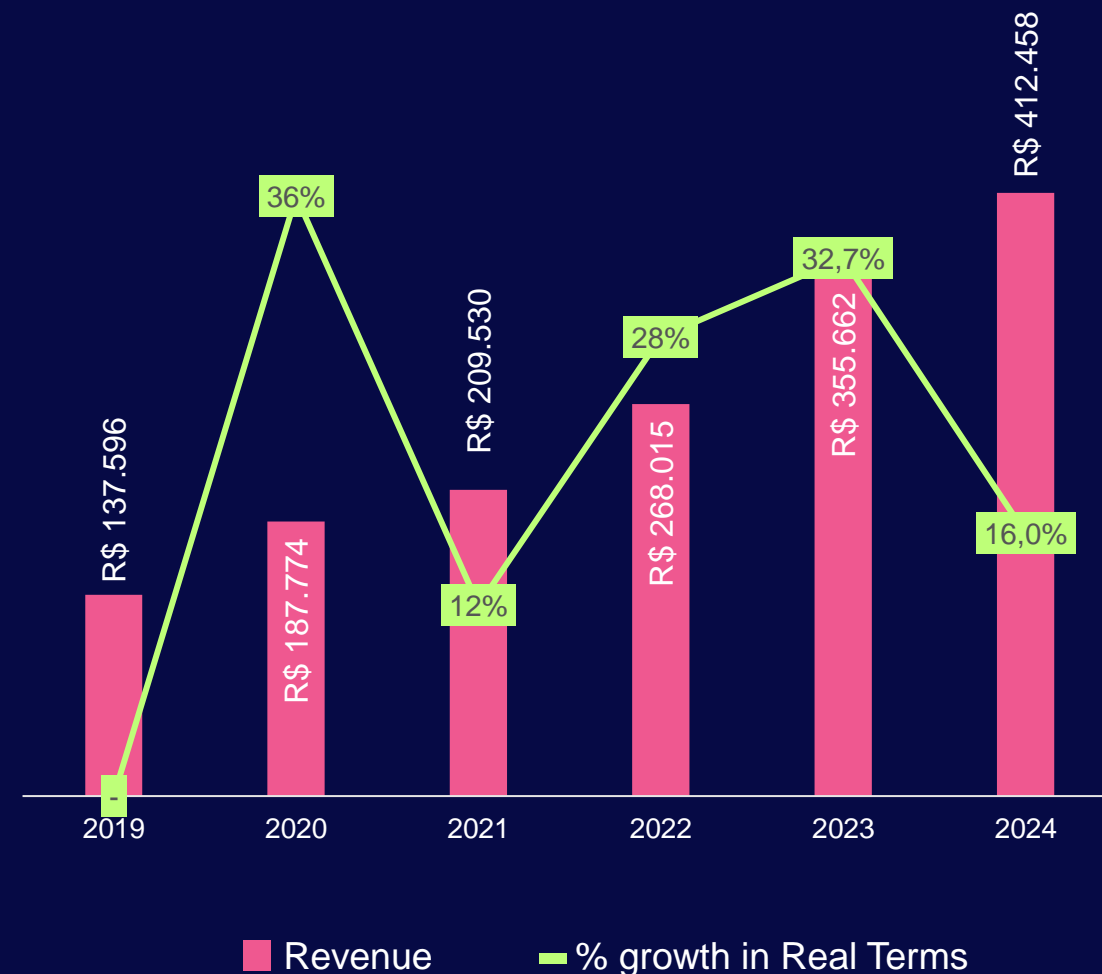


■ 2023 ■ 2024 ■ VAR. %

**\$**

Revenue in Real Terms

R\$ 2024 – In Thousands



# PRINT VS DIGITAL

## NielsenIQ BookData



# Sales

## Print vs Digital

Scale in Thousands

	2023	2024	Var%
PRINT*	R\$ 4.041.758	R\$ 4.190.836	3,7%
DIGITAL	R\$ 339.275	R\$ 412.458	21,6%
TOTAL	R\$ 4.381.033	R\$ 4.603.294	5,1

In Real Terms

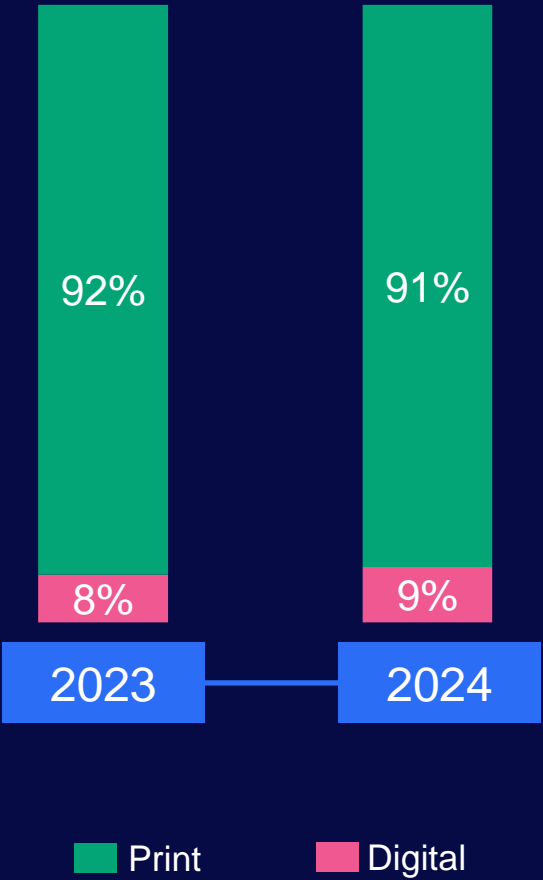
↑

0,2%

\*\* For book prints, only market sales were considered.

## Print vs Digital

Share 2023 x 2024





mariana.bueno.consultant@nielseniq.com  
producao.vendas@nielseniq.com

# NielsenIQ BookData