



2021 Facts & Figures



Norway	Norge (Bokmål), Noreg (Nynorsk), Norga (Northern Sámi)
Population	5,466,000 (UN, 2021)
Total area	385,180 km ² , of which the mainland makes up 323,772 km ²
Population density	15 inhabitants per km ² (UN, 2021)
Official languages	Norwegian (Bokmål and Nynorsk) and Sámi
Gross domestic product per capita	USD 66,871 (UN, 2020)
The book market in Norway**	
Total number of titles/editions in print*	57,356
New titles published (excluding e-books, audiobooks, and pocket editions)*	2021: 4,700 50 % published as e-books
Turnover per year based on sale prices (estimated gross turnover)**	2021: NOK 5,932,000,000 (EUR 581,568,627)
Number of books sold (incl. digital and audio learning materials)*	21,617,010
People buying at least one book a year (including e-books and audiobooks)	68 % Average no. of titles bought: 6.8
Average book price (publisher's price)*	2021: NOK 137 (EUR 13.43)
Publishing houses with at least one edition published (2018)	428
Biggest publishers in Norway	Cappelen Damm AS Gyldendal Norsk Forlag AS H. Aschehoug & Co (W. Nygaard) AS Universitetsforlaget Vigmostad & Bjørke
Number of bookshops	2020: 480
Translations 2004 - 2021	NORLA has contributed to translations of more than 7,000 Norwegian books into 70 languages
Reading in Norway***	
People reading at least one book a year	83 %
Average number of books read, per person per year	13,2
Proportion of readers who listen to audiobooks	29 % (2019) Average: 2.9 audiobooks listened to
Proportion of readers who listen to audiobooks streamed	16 % Average: 12.9 audiobooks streamed
Proportion of readers who read e-books	25 % (2019) Average: 2 e-book titles read Average: 8 e-book titles read by e-book readers
Proportion of the population who borrow library books	32 %
Average number of library books borrowed per capita	3.7

* Figures from the Norwegian Publishers Association's members, including the general market, schoolbooks, and academic publications. The member publishing houses account for approx. 75,9 % of total sales in Norway.

** Estimated total market. Based on the Norwegian Publishers Association's trade statistics publication 'Bokmarkedet 2020' ('The Book Market 2020').

*** Based on 'Leserundersøkelsen 2020' ('The Readers' Survey 2020') carried out by Ipsos (previously named MMI) for the Norwegian Publishers Association and the Norwegian Booksellers Association. Numbers based on 1000 interviews with people aged 16+.