Romance Fiction Statistics

Total Romance Novel Sales in 2013
$1.1 billion
That’s roughly one-fifth of all adult-fiction sales.

Voracious Readers
46 percent of romance consumers read at least one book per week. In comparison, the typical American reads five books a year.

Romance Readers At A Glance
Age 30-54
Education College-educated
Average Income $55K
Relationship Status 59 percent are coupled, 84 percent are women, 16 percent are men

*Romance readers are more likely than the general population to be currently married or living with a partner.

On a GLOBAL Scale:

(Global statistics for all publishers of romance are not available, but there are statistics available for the largest romance publisher, Harlequin, which is based in Toronto.)

Harlequin is one of the world’s leading publishers of romance novels and books for women. The Toronto-based company alone publishes more than 110 titles a month in 34 languages in 102 international markets on 6 continents.

Harlequin Business Facts:
Last year Harlequin sold more than 3 books per second worldwide. Approximately half of Harlequin’s books are sold outside North America. Over 800 titles hit the stands each month around the world, generated from publishing operations in 16 countries. In total, Harlequin has shipped more than 6.38 billion books around the world.

Harlequin sells romance novels in all of these languages:

Afrikaans  Finnish  Icelandic  Norwegian  Spanish
Chinese  French  Indonesian  Polish  Swedish
Czech  German  Italian  Portuguese  Tagalog
Danish  Greek  Japanese  Russian  Tamil
Dutch  Hebrew  Korean  Serbian  Turkish
English  Hindi  Lithuanian  Slovakian  Vietnamese
Estonian  Hungarian  Marathi  Slovene
Top 10 Fiction Genres
1. $1.09 billion, Thrillers
2. $1.08 billion, Romance
3. $811 million, General
4. $548 million, Literary
5. $442 million, Mystery & Detective
6. $377 million, Fantasy
7. $185 million, Comics & Graphic Novels
8. $156 million, Historical
9. $143 million, Contemporary Women
10. $113 million, Action & Adventure

Reading Behavior
29 percent of romance readers usually carry a romance novel with them. Romance readers typically begin and finish a romance novel within 7 days.

On average romance readers read more than one book:
- A Week — 25.5 percent
- Every Week — 20.9 percent
- Every 2-3 Weeks — 17.8 percent
- A Month — 16.1 percent

Romance Vs. All Adult-Fiction Purchases
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<thead>
<tr>
<th></th>
<th>Romance</th>
<th>Adult Fiction</th>
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<tbody>
<tr>
<td>Paperback</td>
<td>51 percent</td>
<td>46 percent</td>
</tr>
<tr>
<td>E-Book*</td>
<td>38 percent</td>
<td>30 percent</td>
</tr>
<tr>
<td>Hardback</td>
<td>10 percent</td>
<td>21 percent</td>
</tr>
<tr>
<td>Audio</td>
<td>1 percent</td>
<td>3 percent</td>
</tr>
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Amazon e-Book $ Author Earnings by Genre & Publisher Type (July 14, 2014)

Sources: Nielsen, Bookstats, PEW Research Center, RWA, Entertainment Weekly, Author Earnings’ July 2014 Author Earnings Report, Harlequin