

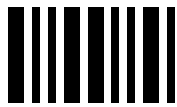
# Infographic: 2021 NZ publishing at a glance



**304.3m** ↑0.7%

Total publishing revenue\*

\*includes trade, education & professional sectors - all other figures below include trade & education only



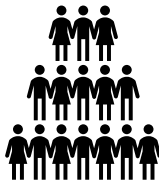
**21.1m** ↓0.8%

Total units sold



**2644** ↑5.8%

Number of books published



**535** ↑3%

People employed



**\$19.6m** ↑1.4%

Export earnings



**\$53.2m** ↑1.2%

Domestic revenue (NZ content)



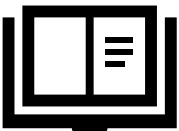
**\$168.2m** ↑0.6%

Print book revenue: domestic + export



**\$95.2m** ↑5.7%

Sold through physical bookstores



**\$13.7m** ↑4.7%

Digital book revenue: domestic + export



**\$11.5m** ↑20.0%

Sold through eTailers