

## **United States Audiobooks Market Report and Forecast 2025-2034**

Market Report | 2025-06-06 | 108 pages | EMR Inc.

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### **Report description:**

The United States audiobooks market reached approximately USD 2.92 Billion in 2024. The market is projected to grow at a CAGR of 10.10% between 2025 and 2034. It is estimated to reach a value of around USD 7.64 Billion by 2034.

#### United States Audiobooks Market Growth

A key driver of the market is the increased availability of smartphones and other electronic devices. Listening to audiobooks is convenient when performing other things, including walking, working out, traveling, or doing housework. Additionally, audiobooks can be utilized in situations where it is not feasible to read a book, such as when one is not in the mood to read or when it is dark outside. Before going to bed, a lot of individuals enjoy listening to audiobooks. They just switch on the audiobook and listen to the narration as they nod off. The ease that audiobooks provide is anticipated to contribute to the growth of the United States audiobooks market.

The busy lifestyles of individuals are a major contributor to the market as well. Audiobooks prove to be a convenient and 'quicker' alternative to physical books that are comparatively difficult to carry around and require more time to finish. As of the year 2021, the average number of books read reduced to 12.6 from 15.6. In the United States, audiobook sales brought in more than USD 1.81 billion in 2022. Over the previous five years, audiobook sales revenue in the United States climbed by more than 50%.

Other contributors to the United States audiobooks demand growth are the increasing popularity of podcasts and audio talks as well as high-quality content. As per industry reports, 57% of audiobook listeners reported using audiobooks as their everyday commute to work. When audiences hear the familiar voice of a celebrity they know, they tend to gravitate towards the content. Platforms such as 'Audible' have made a place in the market. As of 2022, Audible controls over 63.4% of the US audiobook market and accounts for 13.5% of the total number of audiobooks published in a year.

#### Key Trends and Recent Developments

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Growing number of smartphone and internet users, increased adoption of audiobooks among children, rising subscribers and use of digital voice is accelerating the United States audiobooks value

January 2024

Cambridge-based Bloodhound Books, acquired by US-based Open Road Integrated Media in 2021 has announced its partnership with Dreamscape Publishing, also based in the United States to produce and publish at least five audiobooks monthly from its frontlist, with releases starting in April 2024. The partnership is aimed to get international audiobook distribution and sales support.

November 2023

Spotify launched free audiobook listening on its live music streaming platform for premium subscribers in the US, with an initial catalogue of 200,000 audiobook titles, including the big five publishers. Premium subscribers will receive 15 hours of free audiobook content every month and can get additional hours with an extra pay of top up of USD 10.99.

December 2023

Regal House Publishing and Audible have collaborated for the first-time bringing movies and audiobooks together for their respective audiences. The partnership is aimed to engage and convert audiobook enthusiasts to literary-based movie watchers on big screen. On the contrary, movie watchers will be encouraged to subscribe to audiobooks before watching their big screen versions, driving up the subscription numbers.

March 2023

Frankfurt-based Bookwire known for its audiobooks production globally has announced its entry into the US market targeting the expansion of its services. The move is a clear indication of Bookwire's ambitious goal to establish a strong presence in the US market and provide specialised services tailored to the unique needs of American publishers.

**Audiobooks Demand is Growing Due to Increase in Smartphone and Internet Users**

The growing number of smartphone and internet users are propelling the growth of the US audiobooks market. According to the US Census "Computer and Internet Use in United States" Report, 2021, 95% of US households had at least one computer and 90% of households had a broadband internet connection. The report also stated that smartphones were the most common electronic device used in the households, followed by desktop and tablets. The fact that audiobooks are feasible and available on all these devices is a major reason for the market growth in the country.

**Demand for Audiobooks is Rising Among Children**

Besides adults, children are providing viable audiobooks market opportunities in the United States. This is majorly due to the country's growing population and robust primary as well as secondary education sectors. According to the Audio Publishers Association's 2024 Consumer Survey Conducted by Edison Research, 53% of parent in the US agreed their children listened to audiobooks, and 77% of them justified the use as a break from their immense screen time.

**Use of Synthetic or Digital Voices Accelerating Audiobooks Production**

Artificial digital voices enhance the efficiency and quality of audiobook narration. Several industry players are using this

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technology to increase competitive demand among US customers. For instance, Apple has introduced synthetic digital voices in selective free and paid versions of audiobooks on its platform. Apple has ensured that the new service will not only add efficiency and flawlessness to the narration, but also make it more appealing for customers. Moreover, the technology would enable it to accelerate audiobook production in the long run.

#### Increased Subscribers for Audiobook Services is Supporting the Market Growth

Subscription to audiobooks services is rising in the country reflecting their popular demand among people stemming from the flexibility and variety they add to the collection of avid book readers. According to the Audio Publishers Association's 2024 Consumer Survey Conducted by Edison Research, With 63% of those who listened in the previous year presently subscribing to at least one service, audiobook subscriptions are still rising. Compared to the 62% recorded in 2023, this percentage is higher.

#### United States Audiobooks Industry Segmentation

The 'United States Audiobook Market Report and Forecast 2025-2034' offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Genre

- Fiction
- Non-Fiction

##### Market Breakup by Preferred Device

- Smartphones
- Laptops and Tablets
- Personal Digital Assistants
- Others

##### Market Breakup by Distribution Channel

- One-time Download
- Subscription-Based

##### Market Breakup by Target Audience

- Kids
- Adults

##### Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest

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- Rocky Mountain
- Far West

#### United States Audiobooks Market Share

Smartphones are increasing in popularity and are the most common device type when it comes to listening to audiobooks. As of 2021, the United States ranked 3rd in the world when it came to smartphone penetration which is the percentage of the population actively using a smartphone in the country. Over 74,000 audiobooks were published in the United States in 2022 and USD 1.01 billion were generated through audiobook sales and subscription services.

#### Leading Companies in the United States Audiobooks Market

The market players are increasingly using improved technologies and incorporation of diverse types of content to stand out in the market.

- Amazon.com Inc.
- Apple Inc.
- Barnes & Noble Booksellers, Inc.
- Rakuten Group, Inc.
- Google LLC
- Blackstone Audio, Inc.
- Storytel AB
- News Corp
- Penguin Random House Co.
- Podium Publishing ULC
- Others

#### United States Audiobooks Market Report Snapshots

United States Audiobooks Market Size

United States Audiobooks Market Growth

United States Audiobooks Market Share

United States Audiobooks Companies

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