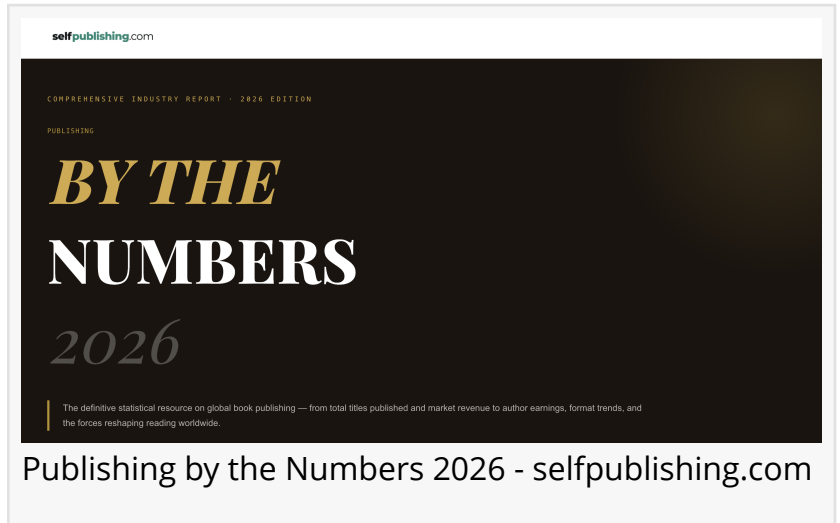


New Report Finds Self-Published Books Now Outnumber Traditional Titles as AI and TikTok Reshape the Book Business

selfpublishing.com's data shows self-publishing has grown from a niche hobby to a multi-billion-dollar force touching consumers, tech and commerce alike.

AUSTIN, TX, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Publishing sits at the intersection of culture, technology, commerce and education. With that idea in mind, selfpublishing.com, the leading resource for authors, has produced a new statistical report called [Publishing by the Numbers 2026](#).



The data pulls from the Association of American Publishers, R.R. Bowker, Nielsen BookData and Pew Research Center, and it isn't just industry trivia. It carries direct implications for authors, educators, investors, retailers and policymakers, putting real numbers behind a shift many in publishing have felt but couldn't quantify – self-published titles now outnumber traditionally published books in the US by more than 5 to 1. The scale is hard to ignore.

1. More than 4 million ISBN-registered titles were published in the US in 2025, a 32.5% jump from the year before.
2. The global self-publishing market hit \$2.16 billion in 2025 and is projected to reach \$6.16 billion by 2033. Self-published titles drove almost all of that growth, climbing 38.7% to over 3.5 million, while traditional publishers grew just 6.6%.
3. Self-published authors now capture 51% of eBook unit sales and up to 34% of eBook revenue, largely through Amazon's Kindle Direct Publishing platform. Their royalty rates, often 40 to 70%, dwarf the 10 to 15% typical of traditional deals.
4. The US audiobook market hit \$2.43 billion in 2025, and the global audiobook market is

projected to grow 26.2% annually through 2030, faster than any other format.

5. TikTok's book community has racked up 370 billion views and is credited with driving 59 million print book sales in the US alone, worth an estimated \$760 million in revenue.

"Every year we look into the data, the headline changes. This year, it's audiobooks quietly overtaking e-books and independent bookstores opening at a pace nobody predicted," said Chandler Bolt, Founder and CEO of selfpublishing.com. "Publishing by the Numbers is our way of making sure authors and industry professionals aren't caught off guard by trends that are already well underway."

Artificial intelligence sits at the center of the surge, and not without controversy. Bowker's management pointed to AI-generated titles as a likely driver behind the spike in self-published volume. The Authors Guild has already launched a human-authored certification program in response, and industry voices are pushing Bowker to add AI disclosure fields to ISBN registration. That debate is just getting started.

Reader behavior is shifting too, and not always in predictable directions. Pew found 75% of US adults read part of a book in the past year, but a separate YouGov survey found 40% read zero books in 2025. TikTok is one reason those numbers haven't fallen further. BookTok's influence now stretches internationally, with BookTok-driven sales topping €800 million across Europe in 2025.

Audiobooks tell an even sharper growth story, and independent bookstores are staging a comeback nobody predicted. The American Booksellers Association logged 605 new store openings in 2025 against just 65 closures, a 97% jump in membership since 2020.

Together, the numbers describe an industry being rebuilt in real time, by algorithms, platforms and readers who no longer wait for a publisher's permission.

The full report is available at selfpublishing.com/publishing-by-the-numbers.

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