

# Print is alive and well... at least for books

In 2015, print will represent **more than**

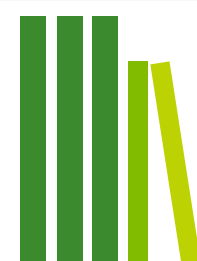
# 80%

of all book sales worldwide

In some print markets, such as newspapers, most of the demand is being driven by older consumers who grew up in a print-only world.



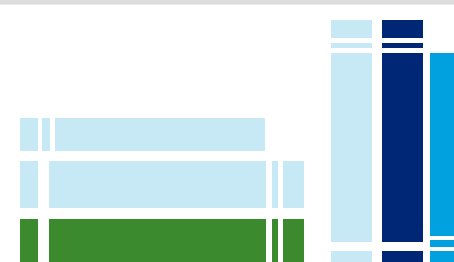
**This is not the case for books.** The aversion of millennials to physical CDs, DVDs, print newspapers or magazines does not extend to print books.



Millennials prefer buying print books over eBooks because they like to collect, 'like the smell' and 'want full bookshelves.'



Another key value of print books appears to be their covers.



It may also be the case that physical books are superior when it comes to information retention.



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