

The logo for Joel's Books is a green diamond shape with a horizontal bar across the middle. The text "Joel's Books" is written in white, with "Joel's" on the top line and "Books" on the bottom line.

Joel's
Books

MOST **POPULAR** BOOK CATEGORIES INSIGHT



INSIGHT

MOST POPULAR BOOK CATEGORIES

HOW MANY BOOKS HAVE BEEN PUBLISHED EACH YEAR?

2.2-2.8 million books (globally)

1.7-1.9 million self-published books

Book sales are stagnant, slight rise in 2020 and 2021 thanks to the pandemic

675 million book sales in the U.S. (2020)

Over 44,000 authors published in the U.S. (2020)



(SOURCE: UNESCO, BOWKER, STATISTA)

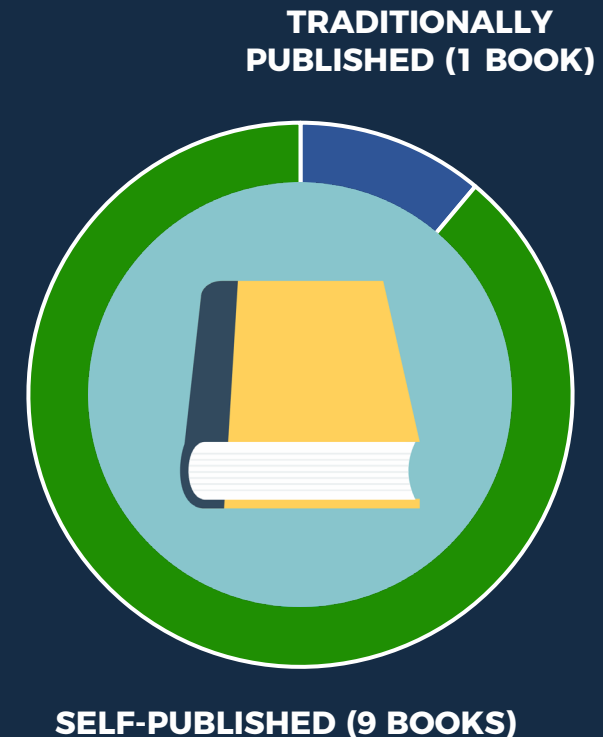
HOW MANY KNOWN BOOK CATEGORIES ARE?

Amazon has approx. 14,000 book categories (including subcategories)

There are 37 main categories (Paperback and Kindle combined) on Amazon

Goodreads automatic category system has above 1,200+ live categories

SELF-PUBLISHED BOOKS VS. TRADITIONALLY PUBLISHED





INSIGHT

MOST POPULAR BOOK CATEGORIES

20 MOST POPULAR BOOK TOPICS AMONG AUTHORS

ALREADY PUBLISHED BOOKS

What authors really write about?

- | | |
|-----------------------|--------------------|
| 1. FANTASY | 11. COMICS |
| 2. ROMANCE | 12. PARANORMAL |
| 3. NON-FICTION | 13. HORROR |
| 4. YOUNG-ADULT | 14. HISTORICAL |
| 5. MYSTERY | 15. GRAPHIC NOVELS |
| 6. CONTEMPORARY | 16. THRILLER |
| 7. HISTORICAL-FICTION | 17. POETRY |
| 8. HISTORY | 18. PHILOSOPHY |
| 9. MANGA | 19. ADVENTURE |
| 10. SCIENCE-FICTION | 20. BIOGRAPHY |

Less popular topics

- 769. WOMEN’S RIGHTS
- 798. ACCOUNTING
- 853. ECONOMIC DEVELOPMENT
- 874. TUDOR PERIOD
- 891. ORNITHOLOGY
- 921. OCCULT DETECTIVE

WHERE IS EROTICA?

Erotica niche seems very popular but not among authors. In this list it takes place only on 45th place.

- 45. EROTICA
- 128. EROTIC ROMANCE
- 777. EROTIC PARANORMAL ROMANCE





INSIGHT

MOST POPULAR BOOK CATEGORIES

WHAT PEOPLE ARE SEARCHING IN GOOGLE?

MONTHLY SEARCH VOLUME

GRAPHIC NOVELS (110,000)	FANTASY BOOKS (40,500)	MAGICAL BOOKS (27,100)
CHRISTIAN BOOKS (110,000)	ROMANCE BOOKS (40,500)	BUSINESS BOOKS (27,100)
TEEN BOOKS (110,000)	ADVENTURE BOOKS (40,500)	SPIRITUAL BOOKS (27,100)
SPORTS BOOKS (110,000)	ADVENTURERS BOOKS (40,500)	INSPIRATIONAL BOOKS (27,100)
COOKBOOKS (90,500)	YOUNG ADULT BOOKS (33,100)	LEADERSHIP BOOKS (27,100)
APPLE BOOKS (90,500)	MYSTERY BOOKS (33,100)	PRAYER BOOKS (27,100)
POETRY BOOKS (60,500)	MANGA BOOKS (33,100)	HISTORICAL FICTION BOOKS (22,200)
CHILDRENS BOOKS (60,500)	PICTURE BOOKS (33,100)	SCIENCE FICTION BOOKS (22,200)
PSYCHOLOGY BOOKS (60,500)	TRAVEL BOOKS (33,100)	BIOGRAPHY BOOKS (22,200)
ART BOOKS (60,500)	LAW BOOKS (33,100)	REFERENCE BOOKS (22,200)
SELF HELP BOOKS (60,500)	GREEK MYTHOLOGY BOOKS (33,100)	MYTHOLOGY BOOKS (22,200)
CLASSIC BOOKS (49,500)	HORROR BOOKS (27,100)	THRILLER BOOKS (18,100)
HISTORY BOOKS (49,500)	PHILOSOPHY BOOKS (27,100)	EROTICA BOOKS (18,100)
HISTORICAL BOOKS (49,500)	SCIENCE BOOKS (27,100)	DYSTOPIAN BOOKS (18,100)

