

# C1.電子書書系概況

| 書系       | 年度<br>項目 | 2015 | 2016 | 2017 | 2018 | 2019   | 2020   | 2021   | 2022   | 2023   | 2024   |
|----------|----------|------|------|------|------|--------|--------|--------|--------|--------|--------|
| 童書/青少年文學 | 紙本書筆數    | 180  | 219  | 210  | 181  | 204    | 186    | 229    | 249    | 262    | 284    |
|          | 電子書筆數    |      |      |      |      | 53     | 55     | 66     | 94     | 107    | 109    |
|          | 占比       |      |      |      |      | 25.98% | 29.57% | 28.82% | 37.75% | 40.84% | 38.38% |
| 文學小說     | 紙本書筆數    | 118  | 99   | 113  | 146  | 144    | 127    | 155    | 171    | 222    | 234    |
|          | 電子書筆數    |      |      |      |      | 10     | 17     | 59     | 101    | 118    | 120    |
|          | 占比       |      |      |      |      | 6.94%  | 13.39% | 38.06% | 59.06% | 53.15% | 51.28% |
| 商業理財     | 紙本書筆數    | 110  | 116  | 116  | 148  | 162    | 173    | 148    | 140    | 152    | 211    |
|          | 電子書筆數    |      |      |      |      | 33     | 69     | 89     | 95     | 120    | 163    |
|          | 占比       |      |      |      |      | 20.37% | 39.88% | 60.14% | 67.86% | 78.95% | 77.25% |
| 人文社科     | 紙本書筆數    | 46   | 61   | 69   | 102  | 123    | 108    | 112    | 94     | 96     | 110    |
|          | 電子書筆數    |      |      |      |      | 11     | 28     | 32     | 44     | 51     | 51     |
|          | 占比       |      |      |      |      | 8.94%  | 25.93% | 28.57% | 46.81% | 53.13% | 46.36% |
| 心理勵志     | 紙本書筆數    | 68   | 94   | 103  | 105  | 115    | 117    | 94     | 102    | 123    | 109    |
|          | 電子書筆數    |      |      |      |      | 16     | 39     | 35     | 64     | 83     | 69     |
|          | 占比       |      |      |      |      | 13.91% | 33.33% | 37.23% | 62.75% | 67.48% | 63.30% |
| 宗教命理     | 紙本書筆數    | 20   | 38   | 26   | 24   | 31     | 34     | 45     | 32     | 38     | 64     |
|          | 電子書筆數    |      |      |      |      | 2      | 10     | 27     | 21     | 16     | 46     |
|          | 占比       |      |      |      |      | 6.45%  | 29.41% | 60.00% | 65.63% | 42.11% | 71.88% |
| 醫療保健     | 紙本書筆數    | 48   | 55   | 53   | 62   | 49     | 54     | 40     | 38     | 42     | 55     |
|          | 電子書筆數    |      |      |      |      | 4      | 10     | 16     | 29     | 29     | 39     |
|          | 占比       |      |      |      |      | 8.16%  | 18.52% | 40.00% | 76.32% | 69.05% | 70.91% |
| 語言學習     | 紙本書筆數    | 21   | 18   | 16   | 24   | 22     | 29     | 31     | 28     | 30     | 39     |
|          | 電子書筆數    |      |      |      |      | 1      | 23     | 26     | 22     | 23     | 31     |
|          | 占比       |      |      |      |      | 4.55%  | 79.31% | 83.87% | 78.57% | 76.67% | 79.49% |
| 親子教養     | 紙本書筆數    | 42   | 50   | 43   | 32   | 46     | 49     | 34     | 37     | 33     | 29     |
|          | 電子書筆數    |      |      |      |      | 18     | 26     | 28     | 27     | 21     | 24     |
|          | 占比       |      |      |      |      | 39.13% | 53.06% | 82.35% | 72.97% | 63.64% | 82.76% |
| 漫畫/圖文書   | 紙本書筆數    | 18   | 12   | 11   | 7    | 10     | 10     | 11     | 8      | 6      | 23     |
|          | 電子書筆數    |      |      |      |      |        |        | 2      |        | 2      | 6      |
|          | 占比       |      |      |      |      |        |        | 18.18% |        | 33.33% | 26.09% |