



Romance Writers of America is the professional association for published and aspiring romance writers. RWA provides networking and support to its more than 10,000 members in many ways including hosting an annual Conference and sponsoring the industry's premier awards for published and unpublished romance writers – The RITA and Golden Heart Awards.

For more information on the romance industry, visit:  
<http://www.rwanational.org/cs/pressroom>

## Romance Literature Statistics: Overview

### Popularity of Romance Fiction (source: *Business of Consumer Book Publishing 2009*)

- Romance fiction generated **\$1.37 billion** in sales in 2008.
- **7,311 new romance titles** were released in 2008.
- In 2008, romance was the **top performing category** on the *New York Times*, *USA Today*, and *Publishers Weekly* best-seller lists.
- Romance fiction sales are estimated at **\$1.36 billion** for 2009.
- **74.8 million people** read at least one romance in 2008. (source: RWA Reader Survey)

### Market Share of Romance Fiction (source: *Business of Consumer Book Publishing 2009*)

- Romance fiction was the **largest share of the consumer market** in 2008 at 13.5 percent.

### Romance Market Share Compared to Other Genres (source: Simba Information estimates)

- Romance fiction: **\$1.37 billion** in estimated revenue for 2008  
Religion/inspirational: \$800 million  
Mystery: \$668 million  
Science fiction/fantasy: \$551 million  
Classic literary fiction: \$446 million