The German Amazon Kindle Category Cheat Sheet

(updated July 2016)

The Amazon.de Kindle store is sorted a bit differently from what you're used to on Amazon.com. That's why I've made this cheat sheet to help you figure out **which categories are popular** in Germany, **where to sort your own books and how to price them**.

Visit the Amazon.de Kindle Store here:

http://www.amazon.de/gp/bestsellers/digital-text/530886031

How to use the Cheat Sheet:

In the content table, you will find all categories of the Amazon.de Kindle store that are related to **fiction** (I chose not to include nonfiction at this point, but if you would like info on that, just let me know). Main categories are in **orange**, subcategories in **blue** throughout the document. A click on the link will take you to the respective category.

For each main category, you'll see a **screen shot** from the category list on Amazon.de, so you'll know where to look for it on the website, as well as a **translation** of the subcategories next to it.

Then you'll find a table like this one:

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)

Average Sales Rank, **Average Monthly Revenue** and **Average Price** were calculated from the **Top 20** in each category and averaged over **three days** (in July and August 2016) using a nifty tool called KindlySpy (www.kdspy.com). It's not as shady as it sounds – it merely collects all data you could find out manually by looking at each book in a category and gives you a digest of the Top 20 or Top 100.

In the second column of this table, you'll find a traffic light image like this one:

This is taken directly from KindleSpy as well and gives you a visual impression of the **popularity** (Pop.), **sales potential** (Pot.), and the **competition** (Comp.) in that category. Sales potential is related to the price of the books as well as sales volume, popularity is dependent on sales volume and rank, and competition on sales rank. You'd want to choose a category where **competition is low** (yellow or green third circle), and either **sales potential or popularity are green**, which will boost your visibility.

Notice that these numbers are only estimates and will fluctuate over the days and months. Also, the average monthly revenue given here is **not the net revenue** you get, which would be 70% of that amount. Of course, revenue calculated depends on the price, but if in doubt, rather err on the lower side of the earning spectrum because a few very popular books at the Top of the category can often skew the results. Higher prices (above 5 Euro or so) often indicate a certain number of traditionally published ebooks in the Top 20, which are priced higher.

Let me know if you have any questions or need further help:

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Search for your Category:

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Literature & Fiction (*Belletristik*)

Avg. Sales Rank: **15**
Avg. Monthly Revenue (€): **26,500**
Avg. Price (€): **3.60**
Popularity / Potential / Competition:

Literature & Fiction

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Action & Adventure		200	9,000	5,70
Women's Fiction		45	14,000	2.50
Drama		90	14,000	3.30
Contemporary		27	27,000	4.20
Historical		165	12,000	4.80
Horror		180	5,000	2.10
Humor		110	8,000	2.30
Literary		810	4,000	4.50
Genre Fiction		220	8,000	4.30
Religious & Inspirational		8,200	1,000	8.00
United States		1,250	2,500	5.80

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Action & Adventure (*Action & Abenteuer*)

(Main Category: Literature & Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Fantasy	🟢 🟢 🟡	2,800	7,700	8.20
Mystery, Thrillers & Suspense	🟢 🟢 🔴	900	1,900	5.40
Superheroes	🔴 🔴 🟢	37,000	110	4.80

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Women's Fiction (Belletristik für Frauen)

(Main Category: Literature & Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Humor	🟢 🟢 🔴	300	3,500	2.50
Romance	🟢 🟢 🔴	150	7,500	2.70
Literary	🔴 🟡 🟢	45,000	230	4.20
Modern Women	🟢 🟢 🔴	66	11,000	2.50
Mystery, Thrillers & Suspense	🟢 🟡 🟢	10,500	500	3.50

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Drama (Dramatik)

(Main Category: Literature & Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Female Authors	🟢 🟢 🔴	700	4,000	3.00
European	🟢 🟡 🟡	3,500	480	2.30
Greek & Roman	🔴 🔴 🟢	99,000	17	4.00
United States	🟡 🔴 🟢	20,500	140	2.90

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Historical Fiction (*Historische Romane*)

(Main Category: Literature & Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Biographical		39,000	34	3.70
German		30,000	2,100	6.80
Fantasy		5,800	400	3.70
Classics		28,000	85	3.10
Short Stories		48,000	28	2.90
Mystery, Thrillers & Suspense		3,600	1,600	3.30

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Horror (Horror)

(Main Category: Literature & Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Dark Fantasy	🟢 🟢 🟡	3,600	900	3.70
Ghosts	🟢 🔴 🟢	10,000	180	2.60
Comedy	🔴 🔴 🟢	19,500	200	4.00
United States	🟢 🟡 🟢	6,900	475	4.40
Paranormal	🟢 🟡 🟡	7,800	400	3.90

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Literary Fiction (Literarische Belletristik)

(Main Category: Literature & Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Biographies	🔴 🔴 🟢	14,000	190	6.50
Humor	🟡 🟡 🟢	23,000	500	7.50
Satire	🔴 🔴 🟢	79,000	58	9.20

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Genre Fiction (Populäre Belletristik)

(Main Category: Literature & Fiction)

(see next page)

Genre Fiction

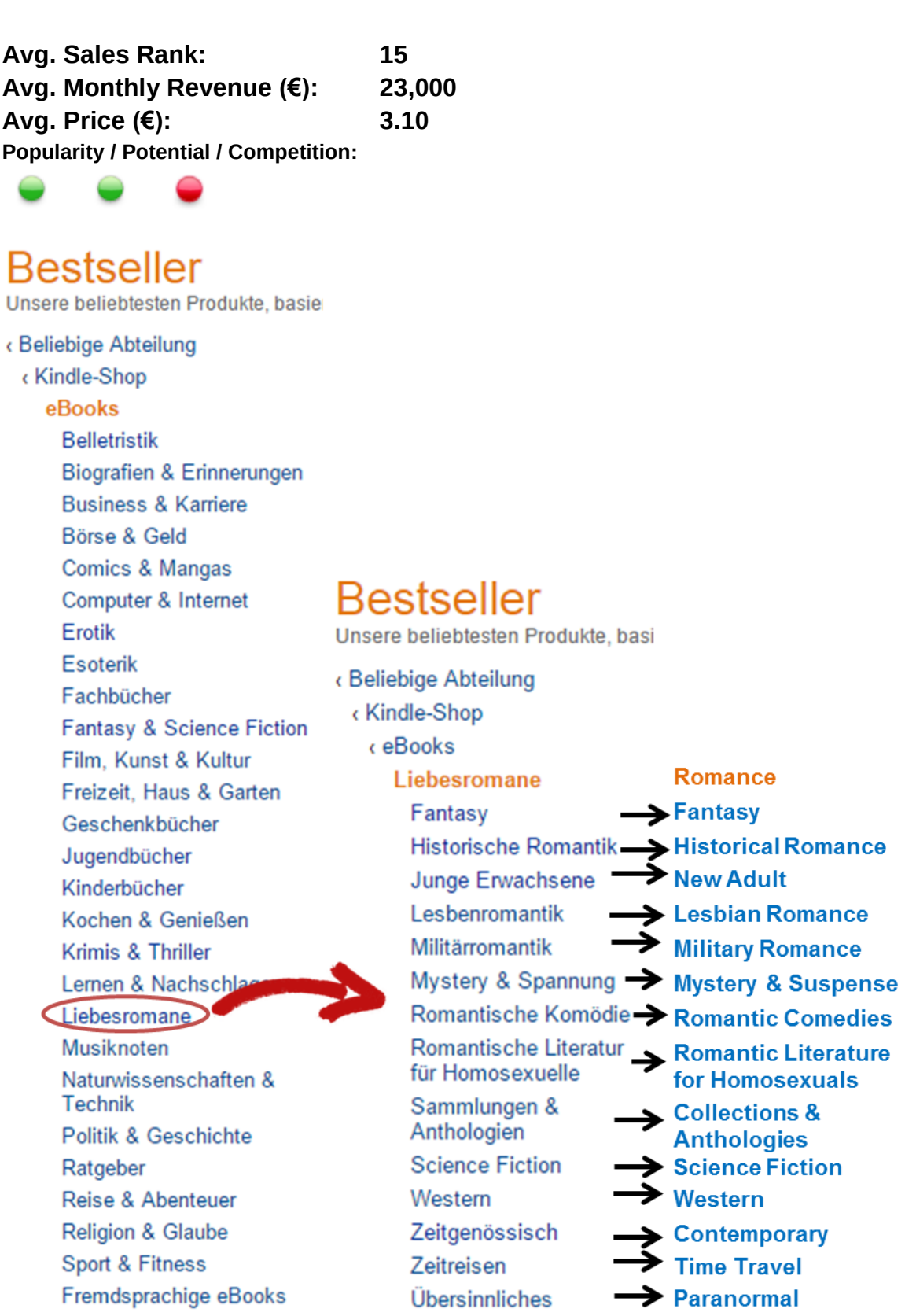
(Main Category: Literature & Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Coming of Age (New Adult)		4,500	600	3.70
Family Life		800	2,300	3.70
Gothic		95,000	30	4.10
War		3,200	1,300	5.30
Magical Realism		16,000	180	3.00
Medical		5,000	2,900	2.90
Metaphysical		35,000	115	4.70
Political		15,000	1,000	5.90
Fictional Biographies		1,800	2,000	8.00
Sagas		900	3,900	9.10
Gay & Lesbian		1,100	1,600	4.60
Sea Adventure		9,000	850	3.20
Sports		9,900	700	4.10
Urban		13,000	275	3.70
Vacation		3,300	1,000	3.70
Westerns		4,300	500	3.00

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Romance (*Liebesromane*)

Avg. Sales Rank: **15**
Avg. Monthly Revenue (€): **23,000**
Avg. Price (€): **3.10**
Popularity / Potential / Competition:



Romance

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Fantasy		200	6,600	2.60
Historical		300	4,500	3.90
New Adult		130	8,000	2.10
Lesbian		4,200	1,000	5.10
Military		2,000	1,200	3.10
Mystery & Suspense		140	6,300	3.10
Romantic Comedy		50	11,000	2.10
Gay Romance		950	81,500	4.10
Science Fiction		3,700	600	2.90
Western		2,300	760	3.20
Contemporary		55	18,000	3.70
Time Travel		1,800	1,100	3.10
Paranormal		400	4,000	3,80

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Historical Romance (*Historische Romantik*)

(Main Category: Romance)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
20th Century		7,900	700	5.30
Ancient World		21,700	80	2.60
Medieval		2,000	850	3.10
Regency		1,000	1,500	3.20
Scottish		1,800	1,500	4.40
Victorian		7,000	450	4.00
Vikings		56,000	110	2.90

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Paranormal Romance (*Übersinnliches*)

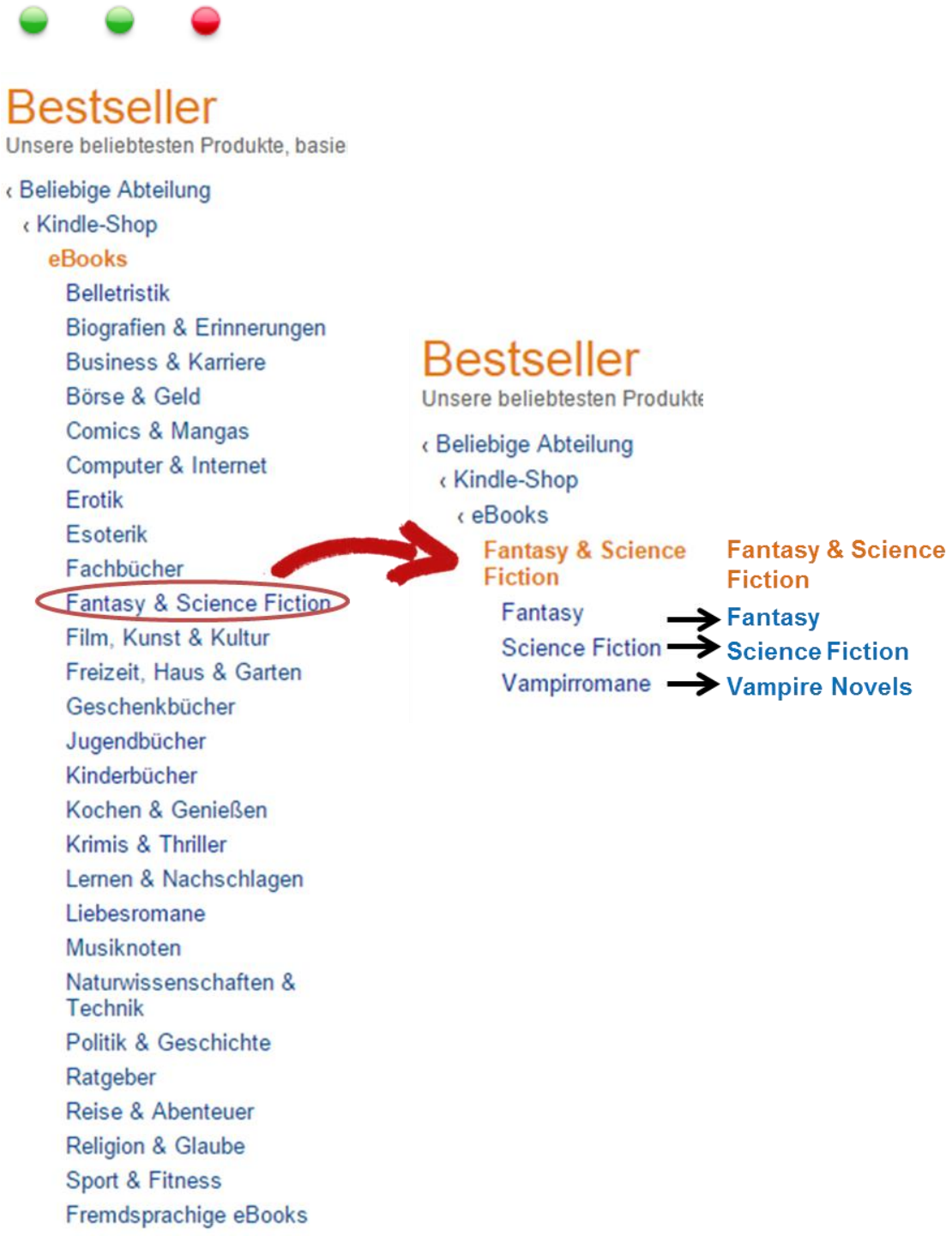
(Main Category: Romance)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Demons & Devils		27,000	100	3,80
Angels		20,000	170	3.60
Ghosts		119,000	60	3.60
Witches & Wizards		53,000	58	3.80
Vampires		460	3,200	3.80
Werwolves & Shifters		11,000	880	3.70

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Fantasy & Science Fiction

Avg. Sales Rank: **90**
Avg. Monthly Revenue (€): **15,000**
Avg. Price (€): **4.00**
Popularity / Potential / Competition:



Fantasy & Science Fiction

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Fantasy		114	15,000	4.60
Science Fiction		334	6,000	4.00
Vampire Novels		1,400	1,600	4.50

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Fantasy

(Main Category: Fantasy & Science Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Epic		800	2,600	5.20
Anthologies		5,700	550	3.60
Historical		3,100	1,000	3.90
Myths & Legends		3,400	1,200	6.40
Paranormal		280	6,900	3.50
Sword & Magic		5,800	600	4.50
Gay & Lesbian		4,900	780	4.60
Urban		250	7,000	3.40
Contemporary		1,200	9,000	10.00

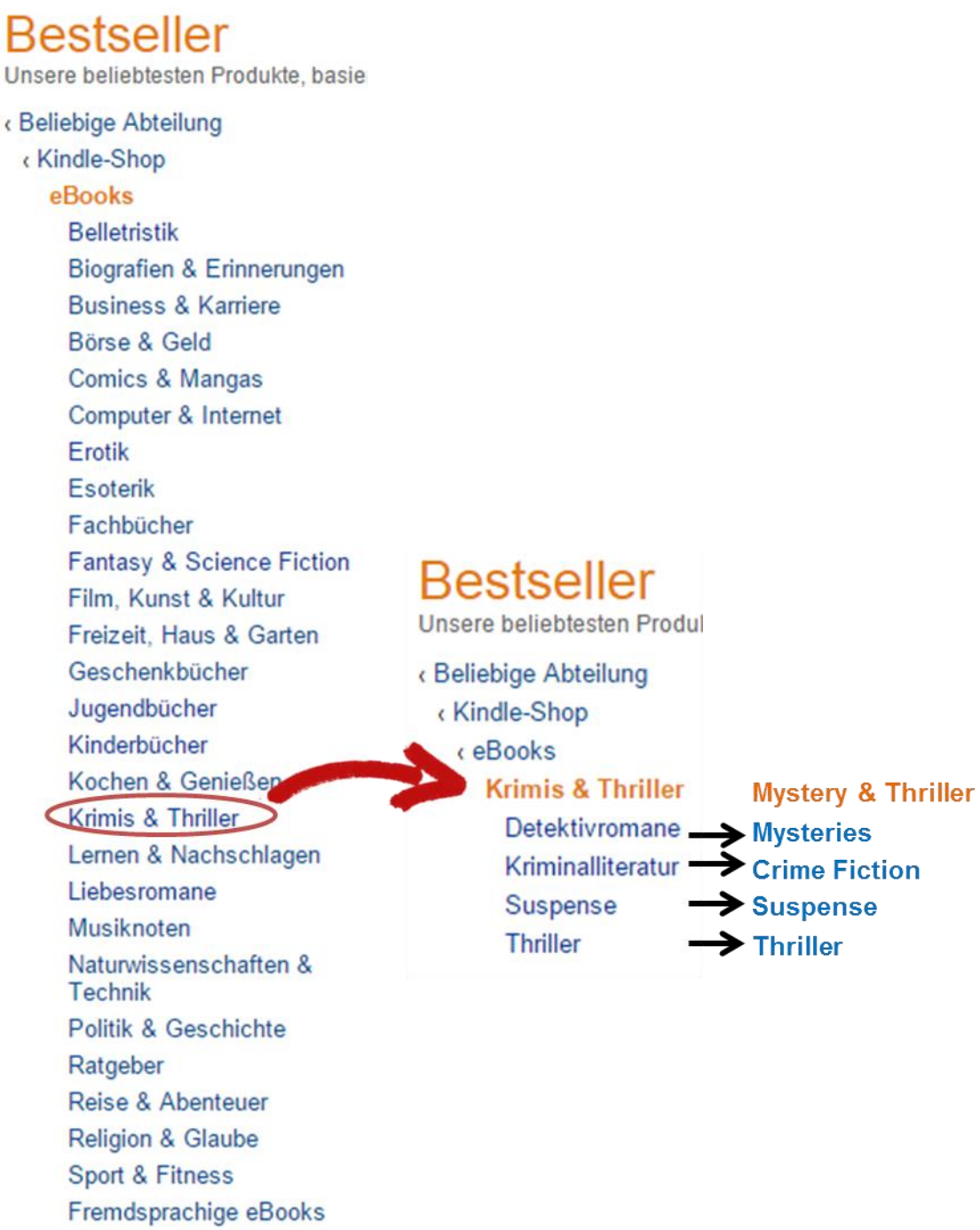
Science Fiction

(Main Category: Fantasy & Science Fiction)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Adventure		2,000	1,000	4.20
Alternative History		8,400	1,100	8.80
Alien Invasion		2,800	500	2.50
Cyberpunk		28,000	150	4.40
Dystopian		1,400	1,800	4.80
First Contact		2,800	500	2.40
Genetic Engineering		8,400	1,900	5.80
Hard SciFi		12,800	570	5.60
Short Stories		29,000	70	2.20
Military		3,300	800	3.90
Post-Apocalyptic		2,500	1,000	5.00
Space Opera		1,400	1,100	2.90
Steampunk		22,800	190	4.00
Time Travel		8,000	660	4.60
Metaphysical & Visionary		83,000	130	3.60

Mystery & Thrillers (*Krimis & Thriller*)

Avg. Sales Rank: **40**
Avg. Monthly Revenue (€): **20,000**
Avg. Price (€): **3.60**
Popularity / Potential / Competition:



Mystery & Thrillers

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Mysteries		80	14,500	3.40
Crime		118	15,000	4.30
Suspense		170	6,000	2.70
Thriller		70	15,500	3.40

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Mysteries (Detektivromane)

(Main Category: Mystery & Thrillers)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Cozy		720	5,500	7.10
Women Sleuths		400	5,300	4.60
Hardboiled		700	3,200	2.90
Historical		1,800	1,300	5.10
Police Procedural		150	15,000	5.30
Private Investigator		1,300	3,300	3.50

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Thrillers

(Main Category: Mystery & Thrillers)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Historical		3,700	750	3.10
Crime		150	7,400	2.60
Military		4,800	550	3.50
Political		1,100	4,700	7.20
Psychological		750	6,600	5.10
Espionage		2,600	2,000	5.10
Techno		1,200	1,900	4.20
Paranormal		4,300	750	4.10

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Teen & Young Adult (*Jugendbücher*)

Avg. Sales Rank: **227**
Avg. Monthly Revenue (€): **6,000**
Avg. Price (€): **3.80**
Popularity / Potential / Competition:

Teen & Young Adult

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Action & Adventure		1,100	3,700	6.30
Biographies		20,000	280	5.60
Historical		3,900	840	5.10
Mystery & Thrillers		3,700	830	4.50
Romance		365	2,800	2.40
Difficult Topics		16,000	250	6.00
Science Fiction & Fantasy		329	5,200	3.60

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Science Fiction & Fantasy

(Main Category: Teen & YA)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Fantasy		334	5,100	3.60
Science Fiction		970	1,300	3.90

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Kids' Books (*Kinderbücher*)

Avg. Sales Rank: **860**
Avg. Monthly Revenue (€): **2,900**
Avg. Price (€): **6.30**
Popularity / Potential / Competition:

Kids' Books

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
Picture Books		7,400	200	2.50
Holidays		45,000	50	4.50
Growing Up & Facts of Life		2,200	1,600	4.40
Historical Novels		56,000	50	4.30
Mystery & Detective Stories		9,000	300	4.70
Novels & Chapter Books		1,000	2,800	6.80

*Pot. - Sales Potential
Pop. - Popularity
Comp. – Competition

Novels & Chapter Books:

(Main Category: Kids' Books)

Subcategory	Pop. / Pot. / Comp.*	Avg. Sales Rank	Avg. Monthly Revenue (€)	Avg. Price (€)
First Readers		82,000	14	4.00
Intermediate Readers		17,000	280	5.90
Bedtime Stories		5,000	240	1.60
Beginning Readers		12,000	170	3.60
Science Fiction, Fantasy & Scary Stories		1,300	2,700	6.50