

# Love power novel trend is rising

Discover what romance readers want in 2025, from trending tropes to social media marketing, ARC teams, and rising subgenres

PW spoke with publishing execs about three algorithm-driven trends: the resurgence of new adult books, the romantasy boom, and the tight clinch of erotic romance.

Romantasy--the fascinating fusion of romance and fantasy--has emerged not just as a passing trend but as a powerful market force reshaping the publishing industry in 2025.

The most successful titles share common elements: rejection-to-redemption arcs, power imbalances, and female empowerment themes. Notably, 65% of top performers feature some form of "second ...

Let's explore the key factors driving its explosive rise in 2025 and highlight some of the most anticipated romantasy books of the year. What is Romantasy? Romantasy combines the ...

Romantasy has surged from niche to publishing powerhouse, reshaping how readers imagine love. Blending fantasy, desire, trauma, and power, the genre mirrors modern relationships ...

Romance novels has emerged not just as a passing trend but as a powerful market force reshaping the publishing industry in 2025. This hybrid genre has captured the imagination of readers ...

Romantasy has become a popular new term for a familiar subgenre -- one that blends the otherworldly escape of high fantasy with the emotional payoff of romance novels, and it's ...

Discover the rising popularity of romantasy novels and how they can add a dose of action and romance to your love life.

In a growing market that exploded even further during the pandemic, stories of love and lust rank as the highest-earning fiction genre. Romance book sales reached an all-time high this year.



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