AFRICA REGION

Summary

Fifteen (15) IPA member countries in the Africa region were surveyed by Nielsen BookData for this study. The total population of the countries is over 700 m, and Nigeria is the most populous nation with nearly 220 m people. Literacy rates vary from lower rates in Senegal (56%) and Sudan (61%), reaching 90% for Côte d'Ivoire and 95% for South Africa. Data on the age range of the countries in the study confirm that the region has one the youngest population in the world.

The Publishing Industry

The data on publishing houses are sparse for this region with figures for ISBNs registred were only available for 4 countries and the count of publishing houses were available for 8 countries. The 4 countries with a return for the number of titles registred are Nigeria, Tunisia, Ghana and Kenya.

Across the Africa region, much book publishing is concentrated in the area of educational textbooks. Nigeria has the largest publishing market, mostly in education books, and books are produced in local African languages as well as in English. The main indigenous languages include Yoruba, Hausa and Igbo. Books in Tunisia are published in both French and Arabic.

Table: ISBNs registered and number of publishers

Country	ISBNs registered	Number of publishers
Nigeria	14,392	290
Tunisia	3,143	356
Ghana	2,000	100
Kenya	854	122
South Africa	NA	200

A comparative measure between national industries is new title production per capita of the population. This survey is limited in data for title production, but the first three countries by this measure are Tunisia, Nigeria and Ghana.

Fixed Book Price Regimes

There is fixed book pricing or equivalent in two of the countries in the Africa region, Côte d'Ivoire and Kenya.

School Education

Figures on school enrollments are incomplete but of the countries with data returned, the highest school populations are Nigeria, Egypt and Kenya. Nigeria has the highest number of schools in the region, with more than 144,000 in number; 50% are managed by the government and 50% run privately. Kenya reported 31,000 schools, with the government running 77% schools, and 23% run privately. In South Africa there are approximately 25,000 schools - 91% of the schools are run by the government.

The countries with the highest proportion of their total population in school education are Kenya, Côte d'Ivoire, Libya, South Africa and Morocco. This reflects a younger demographic in the population as a whole.

Table: African countries with highest proportion of their population in School Education

Country	School population as % of total population	% of population aged 0-14
Kenya	26	38
Côte d'Ivoire	26	42
Libya	24	28
South Africa	22	26
Morocco	21	27

Higher Education

Regarding the numbers in higher education, figures are only available for six of the IPA member countries in the region. Kenya has the highest number of higher education institutions. There are 2,550 higher education institutions, and 94% are government run, and 6% are privately owned. Côte d'Ivoire ranks second on the list with 614 higher education institutions: 98% are privately held, with the government controlling the other 2%. Nigeria has 492 higher education institutions, with 50% run by each of the government and the private sector.

The three countries with the highest percentage of their population in higher education are South Africa, Egypt and Kenya.

Table: African countries with highest proportion of their population in Higher Education

Country	% of population in Higher Education
South Africa	2
Egypt	2
Kenya	1

Imports and Exports

Responses to the survey around the importation of books highlighted 17 countries as the origin of book imports in the Africa region. The three countries most frequently mentioned were India, United Kingdom and United States. In terms of book exports, a plurality of countries is to be found: 27 countries were highlighted with Kenya and Tanzania receiving the highest number of mentions.

Digital Inclusion

The rates of mobile usage are high across the region with the lowest figure 53% in Mozambique. Figures exceeding 100 per cent can be seen in 7 countries suggesting high rates of multi-device ownership. The proportion of internet users reaches 70 per cent or over in 5 countries. The rate of social media usage ranges from 6% in Uganda and 9% in Mozambique to 91% in Libya and 93% in South Africa.

International Publishing Data 2023

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About International Publishers Association (IPA)

The International Publishers Association (IPA) is the world's largest federation of publishers associations with 92 members in 76 countries. Established in 1896, the IPA is an industry body with a human rights mandate. The IPA's mission is to promote and protect publishing and to raise awareness of publishing as a force for economic, cultural and social development. Working in cooperation with the World Intellectual Property Organization (WIPO) and numerous international NGOs, the IPA champions the interests of book and journal publishing at national and supranational level. Internationally, the IPA actively opposes censorship and promotes copyright, freedom to publish (including through the IPA Prix Voltaire), and literacy.

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About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. We are responsible for the ISBN and SAN Agencies in the UK & Ireland as well as providing search and discovery services for booksellers and libraries around the world. Our Research services provide retail sales analysis for print books in 11 countries alongside research from our Books and Consumers Survey and other detailed reports. For publishers we offer a range of services from assigning an ISBN to your book to adding your metadata to our database and promotional tools to help market your book.

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