

**LATIN
AMERICA
AND
CARIBBEAN
REGION**



Summary

Eleven (11) IPA member countries in the region of Latin America and the Caribbean were surveyed for this study. The total population of the countries is around 550 m, and Brazil is the most populous nation with 215 m people. Literacy rates are high with the lowest rate recorded being 83% in Guatemala.

The Publishing Industry

Data on ISBNs registered are available for 9 out of the 11 countries surveyed. The countries with the highest ISBNs registered are Brazil, Argentina, Mexico, Colombia and Peru. Data around the number of publishing houses are only available for 6 countries, and Argentina has the highest number with nearly 7,000 publishers.

Latin America is known as a large Spanish-language market whilst Brazil is a Portuguese-speaking country. The share of digital in Brazil is around 6% in the market as compared to 15% in Colombia, where there are digital platforms in education. Mexico remains a print market with digital only taking a 4% share. Argentina has a strong tradition around literature, and it has been said that Buenos Aires has the highest concentration of bookstores per capita of anywhere in the world. There are over 1,600 bookstores across the whole country. Mexico is the home of the Guadalajara International Book Fair, the largest Spanish language book fair in the world, which attracts over 800,000 visitors each year.

Table: ISBNs registered and number of publishers

Country	ISBNs registered	Number of publishers
Brazil	179,042	820
Argentina	35,500	6980
Mexico	27,534	227
Colombia	20,840	203
Peru	8,310	-NA

A comparative measure between national industries is new title production per capita of the population. The first 3 countries by this measure are Brazil, Argentina, Chile.

Fixed Book Price Regimes

There is fixed book pricing regimes or equivalent recorded in one country, Mexico.

School Education

Figures on school enrollments are incomplete for the region. According to the data collected from the publishing associations, Mexico has more than 250,000 schools in the country: 85% of schools are managed by the government and 15% are run privately. Second position goes to Brazil with more than 178,000 schools - 77% of schools are managed by the government and 23% are private owned. Colombia has more than 56,000 schools with 81% managed by the government and 19% privately owned.

The countries with the highest proportion of their total population in school education are Brazil, Guatemala, Panama, Colombia and Chile. There is a younger population particularly evident in Guatemala and Panama.

Table: Latin America and Caribbean Region countries with highest proportion of their population in School Education

Country	School population as % of total population	% of population aged 0-14
Brazil	22	20
Guatemala	22	32
Panama	21	26
Colombia	19	21
Chile	18	18

Higher Education

Regarding higher education, Mexico reported 8,539 higher education institutions in the country. Of these 65% are privately held, with the government controlling the other 35%. Guatemala has 5,006 higher education institutions: 81% are privately held, with the government controlling the other 19%. Next is Brazil with 2,574 higher education institutions, with 88% operated by private players.

The countries with the highest proportion of their total population in higher education are Peru, Brazil and Colombia.

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

Country	% of population in Higher Education
Peru	6
Brazil	4
Colombia	4

Imports and Exports

Responses to the survey around the importation of books highlighted 8 countries for the sourcing of books, with the top three, recording the most mentions, being Spain, United States and China. In terms of book exports, 13 countries were mentioned in the responses. The top four, with the most mentions, were United States, El Salvador, Guatemala and Peru.

Digital inclusion

The rates of mobile usage are high across the region with the lowest figure being 77% in Venezuela. Figures exceeding 100% are seen in 8 countries suggesting high rates of multi-device connections. The proportion of internet users is above 50% in all countries with rates of 92% in Chile and 90% in Brazil. The rates of social media usage range from 50% in Jamaica to 93% in Chile.

International Publishing Data 2023



International Publishers Association

Published in association with the IPA (International Publishers Association, Geneva)

ISBN: 978 1910 284230 (Digital Edition)

Full Report (including methodology) is available:

<https://www.internationalpublishers.org/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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