

NORTH AMERICA REGION



Summary

This region is made up of the book markets of United States and Canada. Their combined population is over 370 m people.

The Publishing Industry

The United States is the world's largest book market. The largest trade publishers, Penguin Random House (PRH), Hachette, HarperCollins, Macmillan and Simon & Schuster are known as the Big Five. In 2023, Simon & Schuster was bought by private equity firm KKR following the blocking of a takeover by PRH. Previously the chain store Barnes & Noble had been bought by private equity, Elliott Management, which also owns Waterstones in the UK. Digital sales are around 20% of the market. Frontlist sales take up around one-third of book sales, and the rise of BookTok has encouraged backlist sales.

In Canada, there are two official languages, English and French, and the number of French speakers approaches 25% of the population. There is domestic publishing in both languages. Canada was guest of honour at the Frankfurt Book Fair across two years (due to COVID), 2020 and 2021, uniting the country's English and French language publishing communities in a shared international project.

International publishers with a presence in the country include HarperCollins, Penguin Random House and Savvas Learning Company. Local publishers include Annick Press, Douglas & McIntyre, Éditions du Boréal and Group Homme. Remaining controversial is the Copyright Act of 2012 which includes the education sector under fair dealing, leading to free copying by educational institutions.

Table: ISBNs registered and number of publishers

Country	ISBNs registered	Number of publishers
United States	32,79,217	2,252
Canada	21,105 (French ISBNs)	1,690

Fixed Book Price Regime

There is no fixed book pricing regime in either the United States or Canada.

School Education

The United States has 130,000 schools and enrollments of 53.9 m students. In Canada, there are 84,000 schools and enrolments of 5.7m students.

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

Country	School population as % of total population	% of population aged 0-14
United States	16	18
Canada	15	16

Higher Education

The United States has nearly 6,000 higher education institutions with an enrollments of 21.1 m students. In Canada student enrolments are around 2.1 m.

Table: North American with highest proportion of their population in Higher Education

Country	% of population in Higher Education
United States	6
Canada	5

Imports and Exports

For Canada, the United States and France are the two main countries for sourcing books, and those two countries are also the leading export markets.

Digital Inclusion

The rates of mobile usage are high across the region with United States has 97% of mobile subscribers, while in Canada it stood at 102%, suggesting multi-device usage is common. Internet usage is also high across the region with Canada is having the highest internet users in the region, covering 97% of the population, while United States stood at 93%. Social media usage in Canada (87%) was higher compared to United States (70%).

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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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