

# International Publishing Data 2023



## International Publishing Data 2023



International Publishers Association

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# Foreword from IPA



A large part of the publishing industry is built on stories and taking those stories from author to reader.

But how do we tell our own story as a sector?

Data about sector evolutions are certainly one important part and when I began my Presidency of IPA in January 2023, I wanted to make data a core priority. This report marks the culmination of many hours of intense work and I am delighted to see it completed in record time.

How we got here has its own story and characters.

We have been privileged to work with the World Intellectual Property Organization since 2017 on Global Publishing Statistics. That project has grown to include cooperation with the Federation of European Publishers, CERLALC and others. I share my continued gratitude to the WIPO team for sticking with this initiative, which has presented its own challenges, and has produced 5 years of valuable reports on our sector. That work has shown us where IPA's members and national statistics offices have data and where they don't.

As I became IPA President, Pranav Gupta, IPA Executive Committee member and publisher from India, became the chair of the newly created IPA Data and Statistics Committee having already done great work in bringing the Indian book sector together to produce its own data in 2022.

The final piece in this jigsaw was to work with Nielsen BookData and use their extensive network and experience of the sector to fill the gaps.

My gratitude goes to all those IPA members who shared data with WIPO, Nielsen or both.

My congratulations to Pranav for his leadership of this Committee and to Vikrant Mathur and his team at Nielsen BookData for bringing all of this data together.

With data points from over 70 countries, this report is one of the most comprehensive publishing industry reports ever published.

But it isn't the story of our sector yet. Just a snapshot. Windows into the state of different markets at a particular point in time. Let this be the starting point for publishers, publishers' associations, and national governments to start measuring this amazing, successful, global creative industry and telling the story of our ongoing contribution to the world's cultures, economies, education systems and more.

**Karine Pansa, President  
International Publishers Association**

# Table of Contents

<b>Executive Summary</b> .....	<b>08</b>
<b>Introduction</b> .....	<b>13</b>
<b>Research Methodology</b> .....	<b>14</b>
<b>Africa Region</b>	
Summary .....	16
Côte d'Ivoire .....	18
Egypt .....	22
Ghana .....	25
Kenya .....	28
Libya .....	33
Mauritania .....	36
Morocco .....	39
Mozambique .....	42
Nigeria .....	45
Senegal .....	49
Somalia .....	52
South Africa .....	56
Sudan .....	60
Tunisia .....	64
Uganda .....	67
<b>Asia Region</b>	
Summary .....	71
Armenia .....	73
Bangladesh .....	77
China .....	81
Georgia .....	85
India .....	89
Indonesia .....	93
Iraq .....	97
Israel .....	100
Japan .....	104
Jordan .....	108
Lebanon .....	111
Malaysia .....	115
Nepal .....	119
Pakistan .....	123
Philippines .....	128
Republic of Korea .....	133
Sri Lanka .....	137

Singapore .....	141
Saudi Arabia .....	145
Syrian Arab Republic .....	148
Thailand .....	152
Türkiye .....	155
United Arab Emirates .....	158

## Europe

Summary .....	162
Albania .....	164
Bosnia and Herzegovina .....	168
Belgium .....	172
Denmark .....	176
Finland .....	180
France .....	184
Germany .....	187
Greece .....	191
Hungary .....	195
Iceland .....	199
Ireland .....	203
Italy .....	207
Netherlands .....	211
Norway .....	250
Portugal .....	219
Russian Federation .....	223
Serbia .....	228
Slovenia .....	232
Spain .....	236
Sweden .....	239
Switzerland .....	243
Ukraine .....	247
United Kingdom .....	251

## Latin America and the Caribbean

Summary .....	255
Argentina .....	257
Bolivarian Republic of Venezuela .....	260
Brazil .....	263
Chile .....	267
Colombia .....	270
Guatemala .....	274
Jamaica .....	278
Mexico .....	282
Panama .....	286
Peru .....	289
Trinidad and Tobago .....	292

## North America

Summary .....	296
Canada .....	298
United States of America .....	302

## Oceania

Summary .....	307
Australia .....	309
New Zealand .....	313



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# EXECUTIVE SUMMARY





# Executive Summary

Nielsen BookData and the International Publishers Association (IPA) collaborated at the beginning of 2023 to navigate the evolving landscape of publishing within the IPA member countries. The publishing landscape continues to undergo profound transformations, impacting publishers, content creators and consumers alike, and a data-driven approach is required to address the rapidly changing dynamics.

The Nielsen BookData and IPA Report is a collaborative project providing valuable insights into the global publishing industry. The collected data cover industry structures, demographics, digital inclusion, school and higher education enrolments, and public policy. The data will inform the work of publishing professionals and policy-makers and enable comparisons to be drawn between countries and regions of the world.

The study will enable publishing houses to assess market prospects in different regions and countries. For example, school and children's publishers can see the age distribution of the national populations, alongside data on the number of schools and enrolled students, and how the schools are operated, whether state or privately run. Publishers can tailor their content to meet the educational needs of each country according to the domestic infrastructure. There is information about imports and exports by country, revealing the leading sources of book imports and top countries for export. Analysis of import and export data identifies receptive target markets and helps publishers to refine their international distribution strategies. This is further aided by the data in the report on prominent book publishers and retailers for each country. Levels of digital connectivity will inform decisions about print and digital publishing, and data on the penetration of social media are highly relevant to marketing campaigns. Academics studying the industry can draw on the rich data in the report when developing research programmes into the key drivers influencing reading habits and book consumption.

Books remain an important part of the knowledge economy as reflected by the supportive policy regimes in many countries. Policy-makers and trade bodies will find the data valuable, for example, for comparing tax regimes across countries and regions. Information in the study on fixed book pricing and equivalent policies should inform the debate in this area. Sharing information about the regulatory frameworks for publishing in each country will help publishers navigate legal requirements and protect intellectual property rights.

The report is divided by region using the United Nations (UN) definitions. Countries are grouped geographically into six major areas: Africa, Asia, Europe, Latin America and the Caribbean, North America, and Oceania. There are summaries for each region and in-depth data across the 76 IPA member countries.

Table: Summary of Regions

Region	Number of countries in research	Population (m)
Africa	15	729
Asia	23	4212
Europe	23	624
Latin America and the Caribbean	11	549
North America	2	372
Oceania	2	31
Total	76	6517

The population within the 76 member countries totals around 80% of the world's population. The survey included the two most populous nations in the world, India and China, each with a population of 1.4 billion, alongside smaller nations such as Armenia, Mauritania and Slovenia. There is coverage of all the major international book markets such as the United States of America, China, Japan, India, Germany and the United Kingdom.

## 1. Publishing Industry

The survey gathered data on the number of books registered in 2022 in each country. Overall, the country issuing the highest number of ISBNs was the United States, with over 3 m ISBNs registered. The table below highlights leading countries for ISBNs issued by region.

Table: ISBNs registered by region and its respective countries

Region	Country	ISBNs Registered	Number of Publishers
Africa	Nigeria	14,392	290
	Tunisia	3,143	356
	Ghana	2,000	100
Asia	Japan	902,311	1,785
	Republic of Korea	338,237	75,324
	India	281,091	24,538
Europe	Germany	277,000	68,611
	United Kingdom	153,167	10,969
	Italy	138,970	5,999
Latin America and the Caribbean	Brazil	179,042	820
	Argentina	35,500	6,980
	Mexico	27,534	227
North America	United States	3,279,217	2,252
	Canada	21,105	1,690
Oceania	Australia	31,708	200

A comparative measure between national industries is new title production per capita of the population. Some countries with smaller populations, such as Iceland, Singapore and Slovenia, score highly by this measure. For the regions of Africa, Asia, Europe, Latin American and the Caribbean, the following are the countries with the highest ratio by this measure:

Africa: Tunisia, Nigeria, Ghana

Asia: Japan, Republic of Korea, Singapore

Europe: Slovenia, Iceland, Netherland

Latin America and the Caribbean: Brazil, Argentina, Chile

### Fixed Book Price Regimes

The data are incomplete in this area but there is evidence of Fixed Book Price regimes or an equivalent policy in four of the regions: Africa, Asia, Europe, Latin American and the Caribbean.

## 2. School Education

Data were collected by country on both the number of schools and school enrollments. The data set is incomplete and secondary research was carried out where possible. There is also data on how schools are run – whether by the government or privately. The data on school enrollments as a percentage of the total population reveals the young population in Africa. The UN estimates that 70% of sub-Saharan Africa is under the age of 30. The school population in Africa is 20% of the total population, compared to a figure of 14% in Europe. The table below gives the percentages for each region.

Table: School Enrollments as percentage of total population by region

Region	School population as % of total population
Africa	20
Asia	16
Europe	14
Latin America and the Caribbean	15
Northern America	16
Oceania	16

Figures on school enrollments for the region of Africa are incomplete, but of the countries with data returned, the highest school populations are in 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% privately run. 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 national populations.

Figures on school enrollments for Asia are incomplete, but the countries with the highest school populations are India, Indonesia, the Philippines, Pakistan, and Japan. India has the highest number of schools in the Asia region, with 1.4 m - 77% of schools are managed by the government and 23% are run privately. Indonesia is ranked second followed by Pakistan. Indonesia reported around 400,000 schools in operation, with the government running 63% of them and 37% run privately. Pakistan has over 140,000 schools: 87% of the schools are run by the government, with the other 13% privately operated.

The countries with the highest proportion of their population in school education are Israel, Philippines, Nepal, Lebanon and Sri Lanka. This reflects the younger demographic in the national populations.

In Europe, Russian Federation had 44,000 schools; followed by the United Kingdom, which has more than 32,000 schools. According to the secondary research by Nielsen BookData, France has 57,000 schools operating in the country.

The countries with the highest proportion of their total population in school education are Ireland, France, Sweden, Norway and Belgium.

Data on school enrollments are incomplete for the region of Latin America and the Caribbean. 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 privately 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, Columbia and Chile.

In the region of Northern America, the United States has 130,000 schools and enrollments of 53.9 m students. In Canada, there are 84,000 schools and enrolments of 5.7 m students. Regarding the region of Oceania, Australia has approximately 10,000 schools and enrollments of 4 million. In New Zealand, there are 2,500 schools and enrollments of over 800,000 students.

### 3. Higher Education

Data were collected by country on both the number of higher education institutions and the number of students enrolled. There is also data on how higher education institutions are run – whether by the government or privately.

The data on enrollments in higher education as a percentage of the total population reveals higher rates in Northern America and Europe. The table below shows the percentage for each region.

Table: Higher Education Enrollments as a percentage of total population by region

Region	Higher Education enrollment as % of total population
Africa	1
Asia	3
Europe	4
Latin America and the Caribbean	3
Northern America	6
Oceania	5

Data are only available for six of the IPA member countries in the Africa 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 countries with the highest percentage of their population in higher education are South Africa, Egypt and Kenya. The five countries in Asia with the largest number of students in higher education are India, Indonesia, Philippines, Republic of Korea, and Japan. No figure was recorded for China, but the number is estimated to be around 45 m students.

India has the highest number of higher education institutions (over 55,000). Indonesia ranks second with 4,004 higher education institutions – provision is largely offered by the private sector, and 96% of higher education institutions are privately run. Pakistan has 3,223 higher education institutions, with 55% of these public institutions.

The countries with the highest percentage of the population in higher education are Republic of Korea, Singapore, Lebanon, Israel and Philippines.

In Europe, the Russian Federation reported 1,247 higher education institutions operating in the country; and the United Kingdom 590. Secondary data suggested that there are 75 universities in Spain and 71 universities in France. The countries with the highest proportion of their population in higher education are Greece, Netherlands and Norway.

Regarding higher education in the region of Latin America and the Caribbean, 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 percentage of the population in higher education are Peru, Brazil and Columbia.

In the region of Northern America, the United States has nearly 6,000 higher education institutions with an enrollment of 21.1 m students. In Canada, student enrollments are around 2.1 m. In Oceania Australia has 200 higher education institutions with an enrolment of 1.5 m students; and New Zealand has 8 universities with around 150,000 students enrolled.

## 4. Imports and Exports

The survey revealed the top sources of book imports for each country, and the leading export markets. The answers were aggregated to identify the countries that received the most mentions within each region. There is a high frequency observed for large publishing markets such as the United States and the.

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. It is suggested that the frequency of mentions for India could reflect the printing of books there. In terms of book exports, a plurality of countries is to be found: 27 countries were highlighted with Kenya and Tanzania receiving the most mentions.

Responses to the survey in Asia around the importation of books highlighted 14 countries as the origin of book imports. The three countries most frequently mentioned were the United Kingdom, United States and China. In terms of book exports, 20 countries were highlighted with the ones most often mentioned the United States, Saudi Arabia, China and the United Arab Emirates.

Responses to the survey in Europe around the importation of books highlighted 23 countries for the sourcing of books, with the top three, recording the most mentions, the United Kingdom, United States and Germany. In terms of book exports, a large number of countries were mentioned (29): the four countries with the most mentions were Germany, United States, United Kingdom and France.

Responses to the survey in the region of Latin America and the Caribbean around the importation of books highlighted 8 countries for the sourcing of books, with the top three, recording the most mentions, 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.

For Canada, in the region of Northern America, the United States and France are the two main countries for sourcing book imports, and those two countries are also the leading export markets.

In Oceania, key countries for the import of books to Australia are the United States and United Kingdom; these are also important export destinations. For New Zealand, Australia and the United States are the main export markets as well as the main sources of imported books.

## 5. Digital Inclusion

The research collected data on mobile phone usage, internet access, and social media penetration. The figures for mobile phone usage often exceeded 100% of the population, revealing multi-device connectivity. The highest rate of mobile usage is found in Europe, and the highest rate for internet usage is in Northern America. Data were also collected for social media usage in each country. The greatest variance in social media usage is found in the region of Africa, with high rates in Europe, Northern America and Oceania.

The rates of mobile usage are high across the region of Africa. Figures exceeding 100% can be seen in 7 countries suggesting high rates of multi-device ownership. The lowest figure given is 53% in Mozambique. The proportion of internet users reaches 70% or greater 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.

The rates of mobile usage are high across Asia with the lowest figure being 69% in Lebanon. Figures exceeding 100% can be seen in 11 countries suggesting high rates of multi-device connections. The proportion of internet users reaches over 90% of the population in 8 of the IPA member countries surveyed. The rate of social media usage ranges from 31% in Pakistan and 68% in China and 33% in India to 91% in Lebanon and over 100% in the UAE.

In Europe, the rates of mobile usage are high across the region with an average mobile subscriber score of 124%, suggesting multi-device usage is common. Internet usage is also high across the region with the lowest scores to be found in Albania and Ukraine (both 72%). Social media usage reaches high levels in Iceland (96%), the Netherlands (91%) and Sweden (91%).

The rates of mobile usage are high across the region of Latin America and the Caribbean 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.

The rates of usage across mobile, internet and social media are high in the regions of Northern America and Oceania.

# Introduction

Nielsen BookData and the International Publisher Association (IPA) collaborated at the beginning of 2023 to navigate the evolving landscape of publishing within the IPA member countries. In today's age, the publishing landscape has undergone profound transformations, impacting publishers, content creators and consumers alike, and a data-driven approach is required to address these rapidly changing dynamics.

This report aims to shed light on the IPA member countries' key parameters as outlined below:

1. **Educational Infrastructure:** Assessing the state of the education infrastructure, including the number of schools and colleges in order to help publishers tailor their content to meet the educational needs of each country.
2. **Publisher and Retailer Landscape:** Assessing the prominent book publishers and retailers by country, as these are integral to a respective country's creative and intellectual economy.
3. **Export and Import Opportunities:** Analyzing import and export data helps publishers identify markets with demand for books, facilitating international distribution strategies.
4. **Regulatory Framework:** Sharing information about the regulatory frameworks for publishing in each country in order to help the publishers navigate legal requirements and protect intellectual property rights.
5. **Digital Penetration:** Providing information about the digital penetration of IPA member countries, as this has become a critical factor in today's interconnected world.

The Nielsen BookData and IPA Report is a collaborative project providing valuable insights into the publishing industry's ever-evolving landscape. By employing rigorous data collection and analysis methodologies, we aim to empower industry stakeholders with the knowledge needed to adapt and thrive in this dynamic environment.



# Research Methodology

The study includes the combination of primary and desk research. The 76 IPA member countries were classified into the following regions: Africa, Asia, Europe, Latin America & Caribbean, North America and Oceania.

The data collection methodology for each of the regions are mentioned below:

Africa	Nielsen BookData questionnaire to IPA member countries and desk research.	Europe (FEP Members)	Members received questionnaire sent by FEP only and desk research.
Asia		Europe (Non-FEP Members)	Non-FEP members received questionnaire sent by Nielsen BookData and desk research.
Latin America & Caribbean			
North America			
Oceania			

The World Intellectual Property Organisation (WIPO) and the Federation of European Publishers (FEP) undertook data surveys on the publishing sector, and utmost care was taken to avoid duplicating their work.

Unless otherwise indicated the data sourced in this report was collected from the respective country's publisher associations. If secondary data was used, we have cited the appropriate sources. Country profiles only include information for which data (from local associations or secondary sources) was available.

Data on the number of publishers was provided by publishers' association and ISBN agencies. ISBN agency data tends to give much higher numbers of publishers as it includes self-publishers and possibly publishers who are no longer active. Where data was provided by both the local publishers' association and the local ISBN agency then we have used the publisher association data.

Note: The regions included in the report adhere to UN guidelines



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BookData**

# 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 registered 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 registered 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.



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# CÔTE D'IVOIRE

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# Demographic Profiling: CÔTE D'IVOIRE

## CÔTE D'IVOIRE

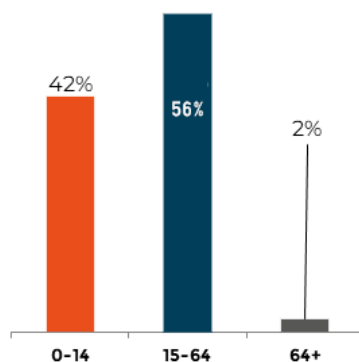
In 2022, the population of Côte d'Ivoire stood at around 28.2 m.

The official languages is French.

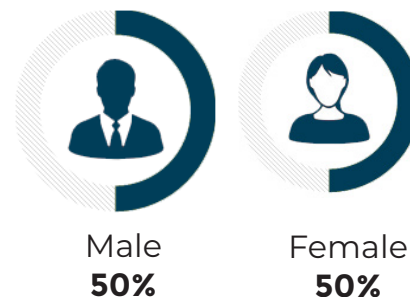
In 2022, its population grew by 2.5% and its share of the world's population was 0.4%.

It has a literacy rate of 89.9%.

### Age Break-up



### Gender Ratio



28.2 m  
Total Population

2.5%  
Population Increase  
from 2021

0.4% of The  
Total World  
Population

58.6  
Years Life  
Expectancy\*

4.41  
Fertility Rate\*

89.9  
Literacy Rate\*

Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: CÔTE D'IVOIRE

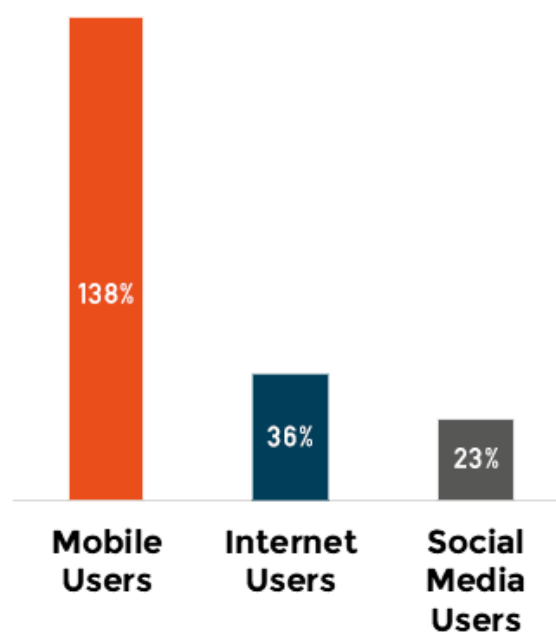
## Digital Uptake

In the digital landscape of Côte d'Ivoire as of 2022, mobile subscribers stood at 138% of the total population, internet users at 36%, and social media users at 23%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



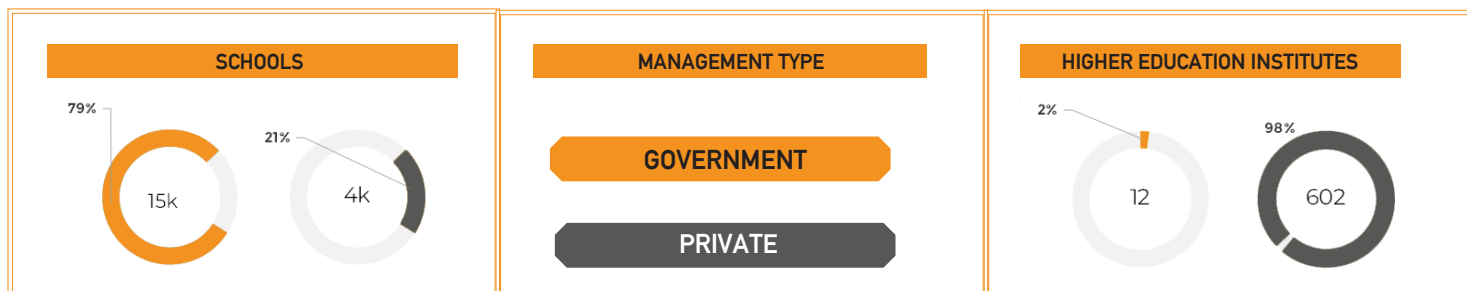
Source: Digital 2022: Côte d'Ivoire — DataReportal – Global Digital Insights



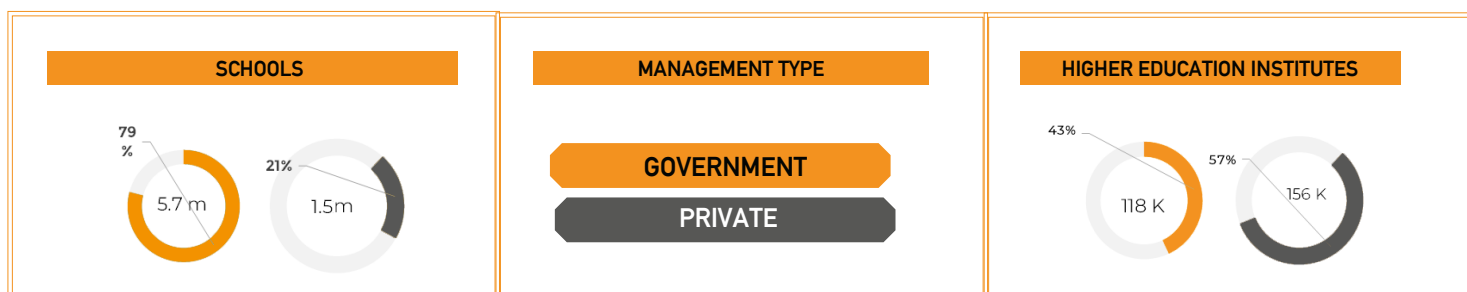
# Education Infrastructure: CÔTE D'IVOIRE

The data encompasses the overall number of schools and higher education institutions categorized by management type. Côte d'Ivoire has a total of 19,167 schools and 614 higher education institutes, with enrollments of 7.2 m in schools and 0.2 m students in higher education.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Côte d'Ivoire, 79% of schools are government funded, while 21% are private. 98% of higher education institutes are privately managed and just 2% institutes are operated by the government.

79 % of students are enrolled in government schools and 21% attend private. In higher education institutions, 43% students attend government institutions, while 57% opted for private higher education institutions

# Publishing Landscape: CÔTE D'IVOIRE

In 2022, Côte d'Ivoire's had 75 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Editions Eburnie</li><li>• Editions NEI-CEDA</li><li>• Editions Valesse</li><li>• GAD Editions</li><li>• JD Editions</li></ul>	<ul style="list-style-type: none"><li>• FUPA Editions</li><li>• Passerelle Editions</li><li>• Les Classiques Ivoiriens</li><li>• FRAT-MAT Editions</li><li>• PUCI Publisher</li></ul>	<ul style="list-style-type: none"><li>• L'encre Bleue</li><li>• GNK Editions</li><li>• Africa Reflets Editions</li><li>• Les Editions Mouna</li><li>• SUD Editions</li></ul>

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers, recognizing their vital roles in making literature accessible to a wide range of readers and supporting the broader dissemination of knowledge and culture.

### Book Retailers: B&M

- Librairie De France
- Librairie Carrefour Siloe
- Librairie Le Scribe
- Librairie De La FNAC
- Librairie Delon

### Book Retailers: Online

- Librairie de France
- FNAC
- YouScribe
- Librairie Vie D'Impact
- Librairie Carrefour

# Books Imports and Exports: CÔTE D'IVOIRE

## Top 3 Countries for Book Import

Côte d'Ivoire largely depends on imports from countries such as India, Tunisia and France.

## Top 3 Countries for Book Export

Côte d'Ivoire relies on shipments to key destinations like Burkina Faso, Benin and Mali.

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	70%
Government's school book purchase expenditure as a share of the overall education budget	Less than 20%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes



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BookData**

**EGYPT**

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# Demographic Profiling: EGYPT

## EGYPT

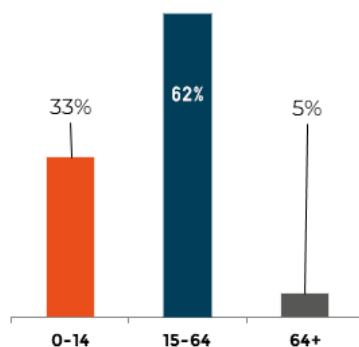
In 2022, the population of Egypt stood at around 111 m.

The official language is Arabic.

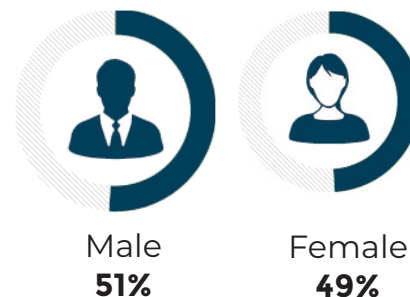
In 2022, its population grew by 1.6% and its share of the world's population was 1.4%.

It has a literacy rate of 73.1%.

### Age Break-up



### Gender Ratio



111.0 m  
Total Population



1.6%  
Population Increase  
from 2021



1.4% of the  
Total World  
Population



70.2  
Years Life  
Expectancy<sup>#</sup>



2.91  
Fertility Rate<sup>#</sup>

73.1  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: EGYPT

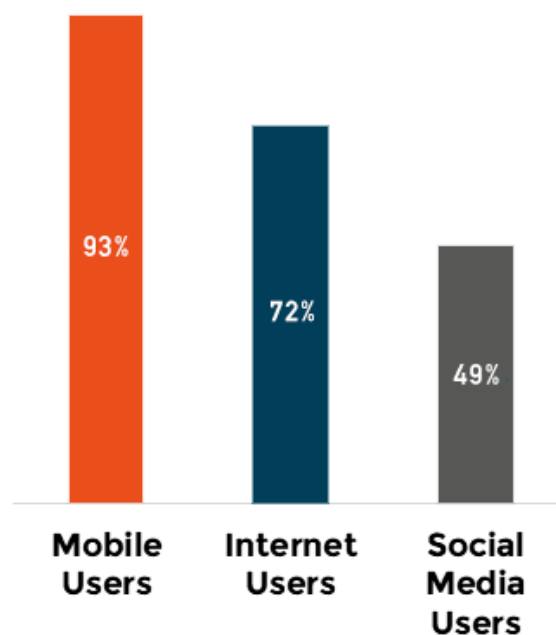
## Digital Uptake

In the digital landscape of Egypt as of 2022, mobile subscribers stood at 93% of the total population, internet users at 72%, and social media users at 49%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Egypt — DataReportal – Global Digital Insights

# Education Infrastructure: EGYPT

Egypt has over 60,000 schools in total, only 7,000 belong to the private sector. Public primary schools cater to approximately 20 m students, while private primary schools enroll around 2 m students.

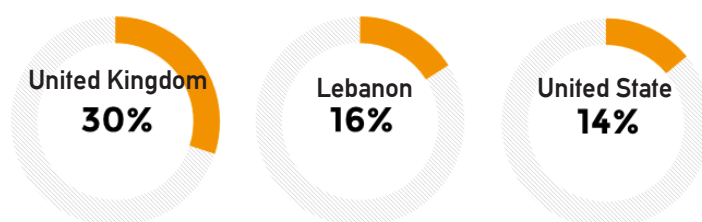
At present, Egypt is home to 24 public universities, serving approximately 2 m students, and 26 private universities with an enrollment of around 60,000 students.

Source: Trade.gov | Education and Training 2022

# Books Imports and Exports: EGYPT

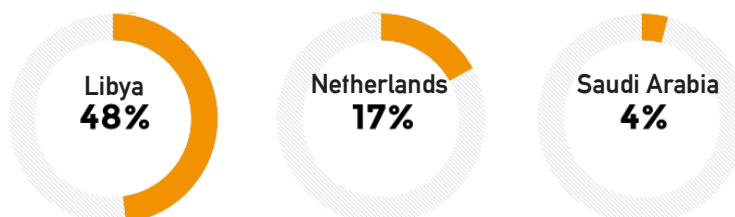
## Top 3 Countries for Book Import

Egypt print book imports largely depends on imports from countries such as United Kingdom, Lebanon and United States. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Egypt's print book export industry relies on shipments to key destinations like Libya, Netherlands and Saudi Arabia. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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BookData**

**GHANA**

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# Demographic Profiling: GHANA

## GHANA

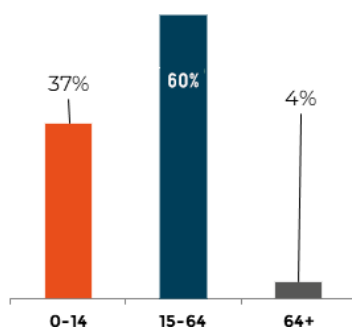
In 2022, the population of Ghana stood at around 33.5 m.

The official language is English

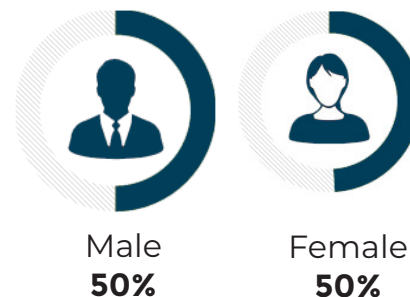
In 2022, its population grew by 2.0 % and share of the world's population was 0.4%.

It has a literacy rate of 80.4%.

### Age Break-up



### Gender Ratio



33.5 m  
Total Population

2.0%  
Population Increase  
from 2021

0.4% of the  
Total World  
Population

63.8  
Years Life  
Expectancy<sup>#</sup>

3.56  
Fertility Rate\*

80.4  
Literacy Rate\*

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: GHANA

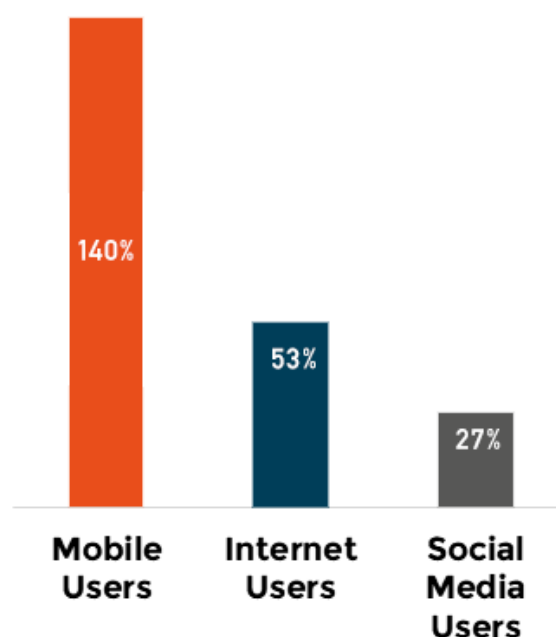
## Digital Uptake

In the digital landscape of Ghana as of 2022, mobile subscribers stood at 140% of the total population, internet users at 53%, and social media users at 27%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Ghana — DataReportal – Global Digital Insights

# Publishing Landscape: GHANA

In 2022, Ghana had 100 publishers.

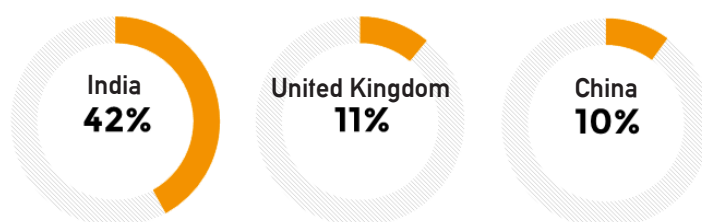
In 2022, total number of International Standard Book Numbers (ISBNs) registered in Ghana was 2,000.

Source: International ISBN Agency.

## Books Imports and Exports: GHANA

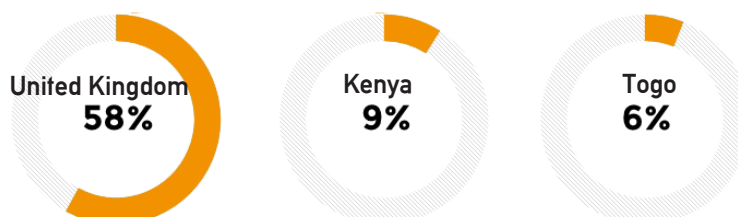
### Top 3 Countries for Book Import

Ghana print Book imports largely depends on imports from countries such as India, United Kingdom and China. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Ghana's print book export industry relies on shipments to key destinations like United Kingdom, Kenya and Togo. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2019 | Includes Printed books, brochures, leaflets and similar printed matter



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**KENYA**

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# Demographic Profiling: KENYA

## KENYA

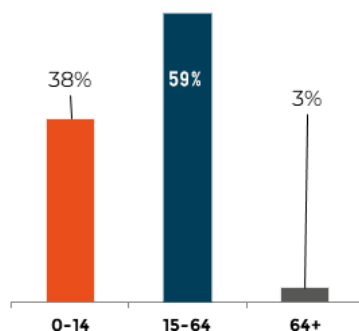
In 2022, the population of Kenya stood at around 54 m.

The official languages are Swahili and English.

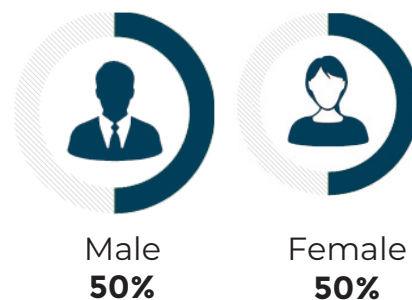
In 2022, its population grew by 1.9% and its share of the world's population was 0.7%.

It has a literacy rate of 82.6%.

### Age Break-up



### Gender Ratio



54 m  
Total Population



1.9%  
Population Increase  
from 2021



0.7% of the  
Total World  
Population



61.4  
Years Life  
Expectancy<sup>#</sup>



3.33  
Fertility Rate<sup>#</sup>

82.6  
Literacy Rate<sup>\*</sup>



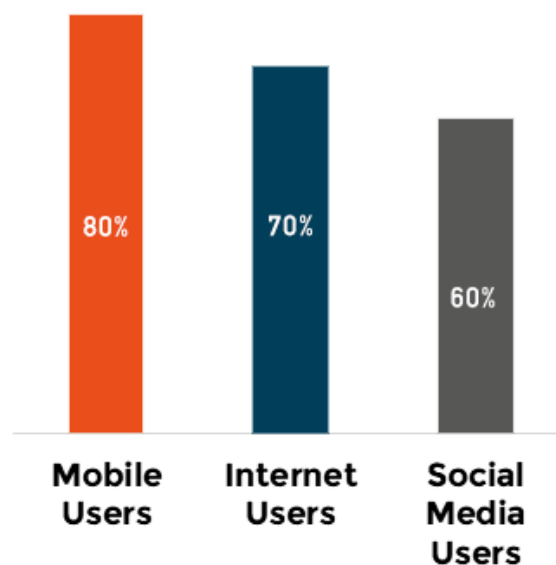
Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: KENYA

## Digital Uptake

In the digital landscape of Kenya as of 2022, mobile subscribers stood at 80% of the total population, internet users at 70%, and social media users at 60%.

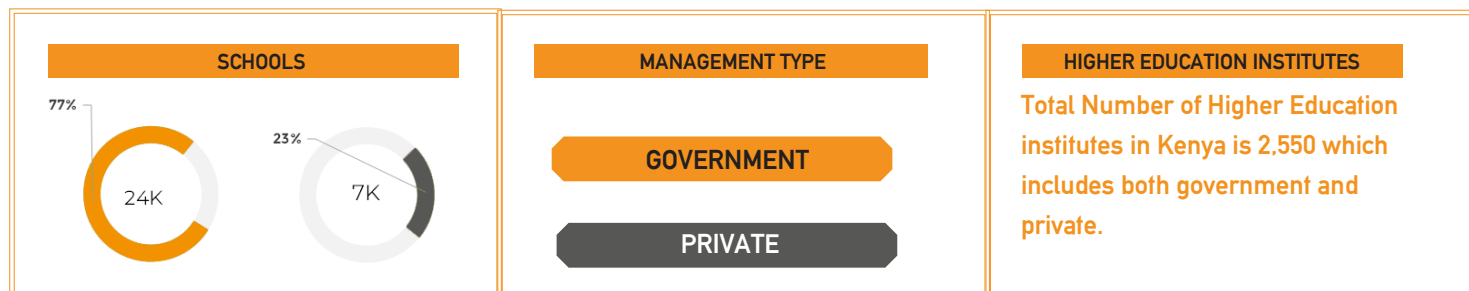
### Mobile, Internet and Social Media Users (as % of total population)



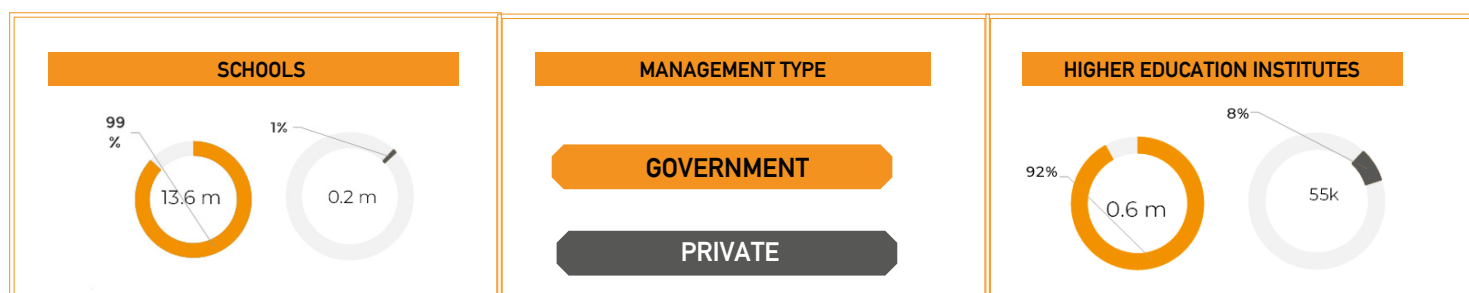
# Education Infrastructure: KENYA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Kenya has a total of 31,000 schools and 2,550 higher education institutes, with respective enrollments of 13.8 m and 0.6 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Kenya, 77% of schools are government funded, while 23% are private. 99% of students are enrolled in government schools and 1% in private schools. In higher education, 92% attend government institutions, while 8% in private higher education institutions.

# Publishing Landscape: KENYA

In 2022, Kenya had approximately 122 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Kenya was 854.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature..

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Oxford University Press</li><li>• Kenya Literature Bureau</li><li>• Mountain Top Educational Publishers</li><li>• Moran East Africa</li><li>• Longhorn Publishers</li></ul>	<ul style="list-style-type: none"><li>• Oxford University Press</li><li>• Kenya Literature Bureau</li><li>• East Africa Educational Publishers</li><li>• Longhorn Publishers</li></ul>	<ul style="list-style-type: none"><li>• East Africa Educational Publishers</li><li>• Moran Publishers</li><li>• Story Moja</li><li>• Longhorn Publishers</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Textbook Center</li><li>• Chaka Bookshop</li><li>• Lazmi Bookshop</li><li>• Jamabas Bookshop</li><li>• Jsavanis Book Center</li></ul>	<ul style="list-style-type: none"><li>• Ekitababu</li><li>• Kytabu</li><li>• Worldreader</li><li>• Snaplifty</li></ul>

### Employment in Kenya Book Publishing Industry

The total workforce employed within the book publishing industry in Kenya stood at approx. 5,000 individuals which includes full time, part-time, contractual.

## Books Imports and Exports: KENYA

### Top 3 Countries for Book Import

Kenya book imports largely depends on countries such as India, United states and United Kingdom. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Kenya’s book export industry rely on shipments to key destinations like Uganda, Rwanda and Tanzania. Presented below are detailed export breakdowns for the top 3 countries.



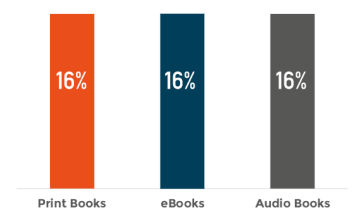
## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	90%
Government's school Book Purchase Expenditure as a share of the overall education budget	1.50%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Yes
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	No

## Taxes on Books: KENYA

In Kenya, a uniform 16% tax rate applies to print books, ebooks, and audio books, which simplifies the taxation structure across various formats.





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**LIBYA**

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# Demographic Profiling: LIBYA

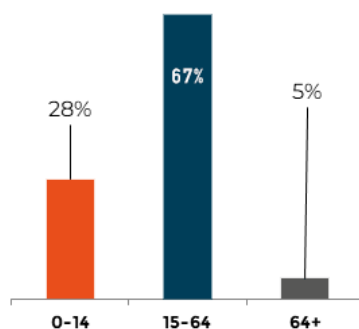
## LIBYA

In 2022, the population of Libya stood at around 6.8 m.

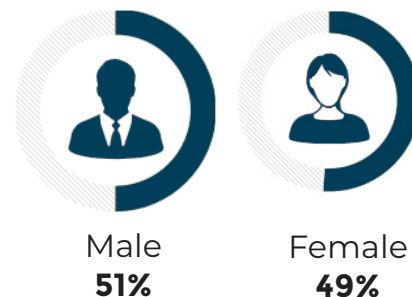
The official language is Arabic.

In 2022, its population grew by 1.1% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



6.8 m  
Total Population

1.1%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

71.9  
Years Life  
Expectancy<sup>#</sup>

2.46  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: LIBYA

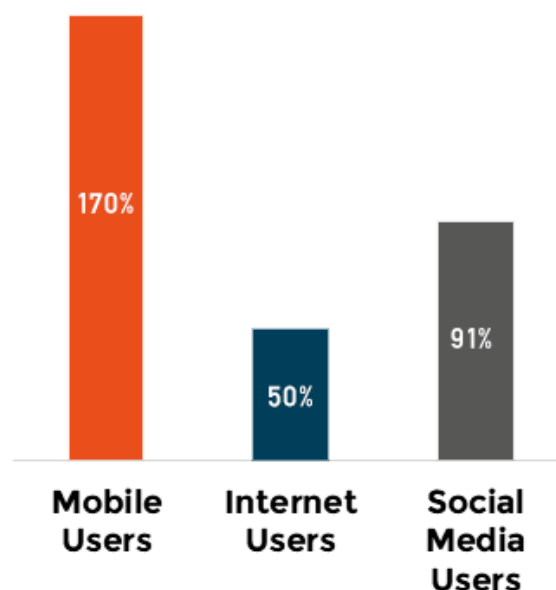
## Digital Uptake

In the digital landscape of Libya as of 2022, mobile subscribers stood at 170% of the total population, internet users at 50%, and social media users at 91%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Libya — DataReportal – Global Digital Insights

# Education Infrastructure: LIBYA

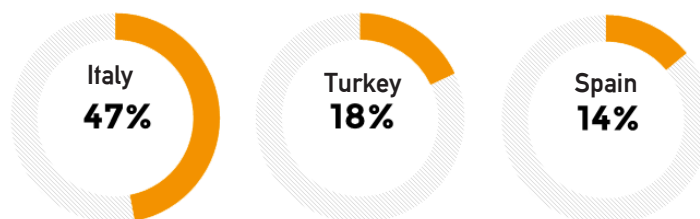
About 1.6 m students in Libya are enrolled in primary and secondary education, spread across approximately 4,400 schools.

Source: USAID Report 2019

# Books Imports and Exports: LIBYA

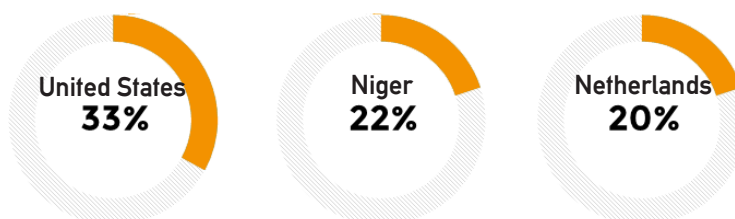
## Top 3 Countries for Book Import

Libya print book imports largely depends on imports from countries such as Italy, Turkey and Spain. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Libya's print book export industry relies on shipments to key destinations like United States, Niger and Netherlands. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2019 | Includes Printed books, brochures, leaflets and similar printed matter



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# MAURITANIA

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# Demographic Profiling: MAURITANIA

## MAURITANIA

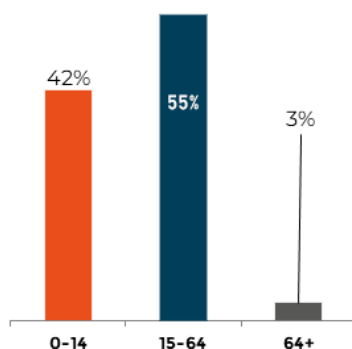
In 2022, the population of Mauritania stood at around 4.7 m.

The official language is Arabic.

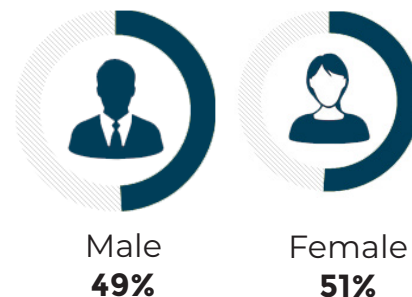
In 2022, its population grew by 2.6% and its share of the world's population was 0.1%.

It has a literacy rate of 67%.

### Age Break-up



### Gender Ratio



4.7 m  
Total Population

2.6%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

64.4  
Years Life  
Expectancy<sup>#</sup>

4.39  
Fertility Rate<sup>#</sup>

67  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: MAURITANIA

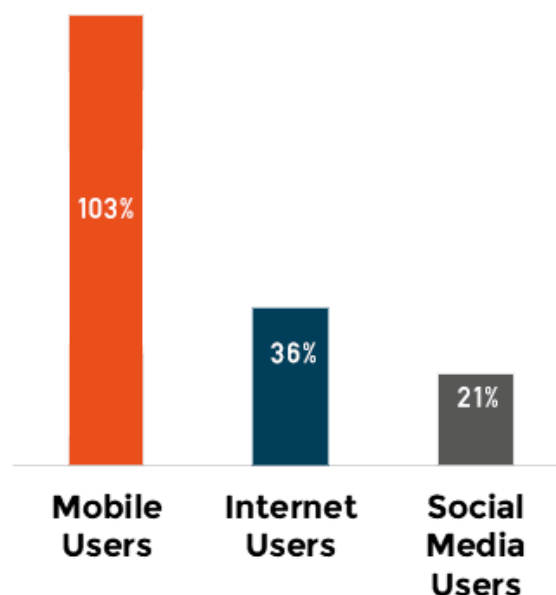
## Digital Uptake

In the digital landscape of Mauritania as of 2022, mobile subscribers stood at 103% of the total population, internet users at 36%, and social media users at 21%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Mauritania — DataReportal – Global Digital Insights

# Education Infrastructure: MAURITANIA

The total school enrollments in Mauritania were approximately 0.8 m school students. Mauritania had a total of 4 universities.

Source: Industry estimates 2017-18 .



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# MOROCCO

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# Demographic Profiling: MOROCCO

## MOROCCO

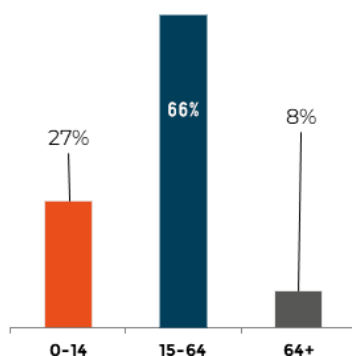
In 2022, the population of Morocco stood at around 37.5 m.

The official languages are Standard Arabic and Standard Moroccan Berber.

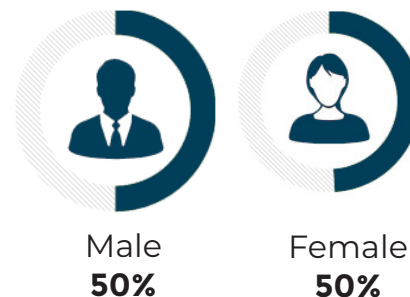
In 2022, its population grew by 1.0% and its share of the world's population was 0.5%.

It has a literacy rate of 75.9%.

### Age Break-up



### Gender Ratio



37.5 m  
Total Population

1.0%  
Population Increase  
from 2021

0.5% of the  
Total World  
Population

74.0  
Years Life  
Expectancy<sup>#</sup>

2.32  
Fertility Rate<sup>#</sup>

75.9  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: MOROCCO

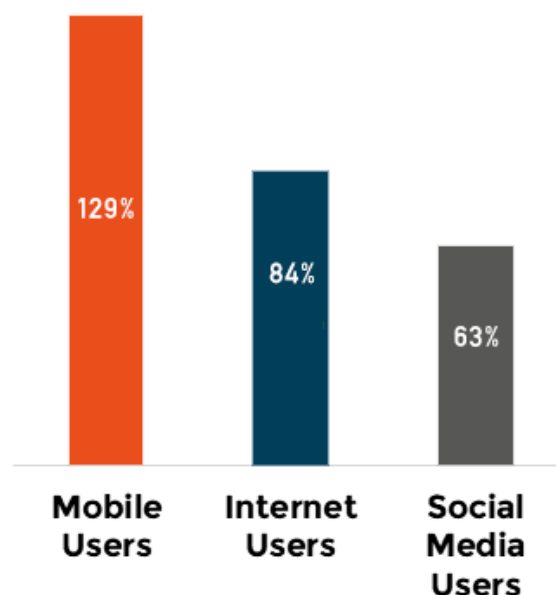
## Digital Uptake

In the digital landscape of Morocco as of 2022, mobile subscribers stood at 129% of the total population, internet users at 84%, and social media users at 63%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Morocco— DataReportal – Global Digital Insights

# Education Infrastructure: MOROCCO

Morocco has 8,022 public schools, out of which 3,518 private primary schools are operating in the country. Morocco has 13 public universities, 8 private universities.

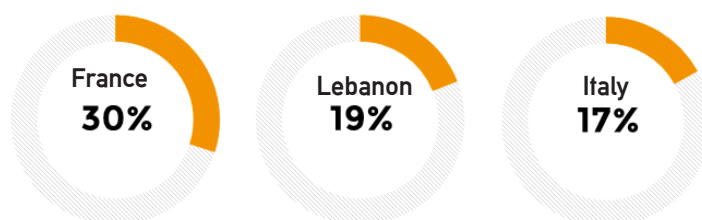
Approximately 8 m students have resumed their studies this academic year, with 6.9 m attending public schools and 1.1 m enrolled in private schools.

Source: Industry estimates 2021 and 2019-20 | Industry estimates 2022-23

# Books Imports and Exports: MOROCCO

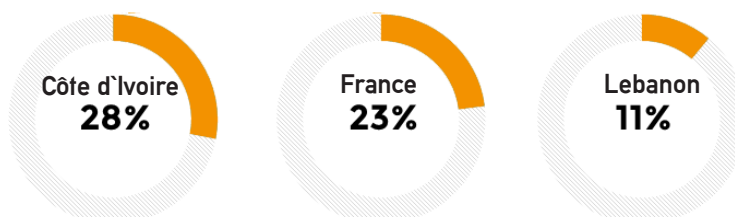
## Top 3 Countries for Book Import

Morocco print book imports largely depends on imports from countries such France, Lebanon and Italy. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Morocco's print book export industry relies on shipments to key destinations like Côte d'Ivoire, France and Lebanon. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter





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# MOZAMBIQUE

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# Demographic Profiling: MOZAMBIQUE

## MOZAMBIQUE

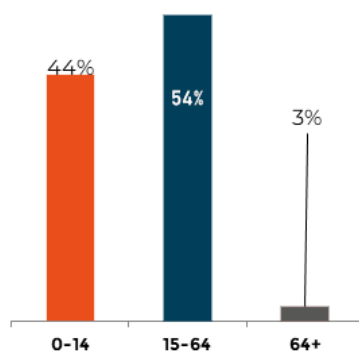
In 2022, the population of Mozambique stood at around 33 m.

The official language is Portuguese.

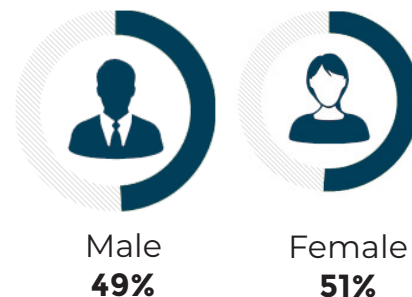
In 2022, its population grew by 2.8% and its share of the world's population was 0.4%.

It has a literacy rate of 63.4%.

### Age Break-up



### Gender Ratio



33 m  
Total Population

2.8%  
Population Increase  
from 2021

0.4% of the  
Total World  
Population

59.3  
Years Life  
Expectancy<sup>#</sup>

4.64  
Fertility Rate<sup>#</sup>

63.4  
Literacy Rate<sup>\*</sup>

Source: World Bank | <sup>\*</sup>Literacy Rate 2021 | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: MOZAMBIQUE

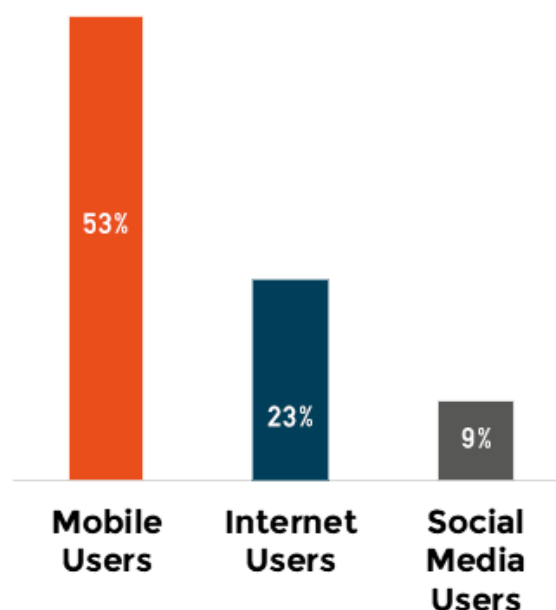
## Digital Uptake

In the digital landscape of Mozambique as of 2022, mobile subscribers stood at 53% of the total population, internet users at 23%, and social media users at 9%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Mozambique — DataReportal — Global Digital Insights

# Books Imports and Exports: MOZAMBIQUE

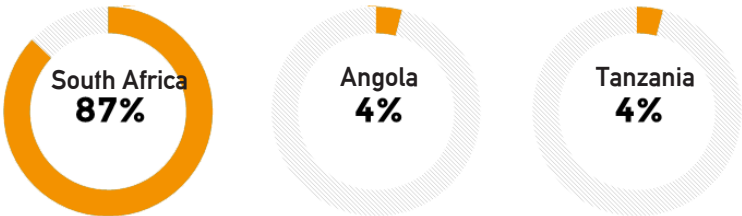
## Top 3 Countries for Book Import

Mozambique largely depends on imports from countries like India, South Africa and Portugal. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Mozambique’s print book export industry relies on shipments to key destinations like South Africa , Angola and Tanzania. Presented below are detailed export breakdowns for the top three countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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# NIGERIA

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# Demographic Profiling: **NIGERIA**

## NIGERIA

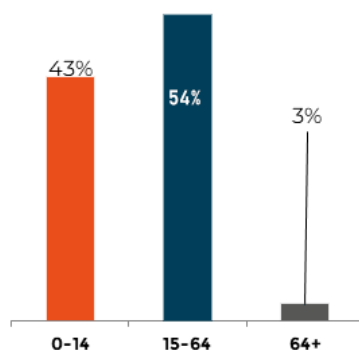
In 2022, the population of Nigeria stood at around 218.5 m.

The official languages includes Hausa, Yoruba, and English among others.

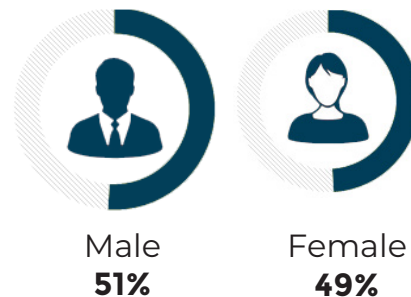
In 2022, its population grew by 2.4% in 2022 and its share to the world's population is 2.7%.

It has a literacy rate of 62%.

### Age Break-up



### Gender Ratio



218.5 m  
Total Population

2.4%  
Population Increase  
from 2021

2.7% of the  
Total World  
Population

52.7  
Years Life  
Expectancy<sup>#</sup>

5.23  
Fertility Rate<sup>#</sup>

62%  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2018 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: **NIGERIA**

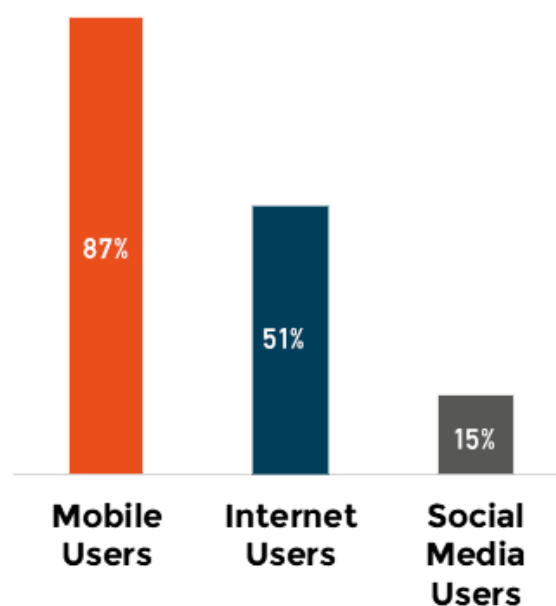
## Digital Uptake

In the digital landscape of Colombia as of 2022, mobile subscribers stood at 87% of the total population, internet users at 51%, and social media users at 15%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

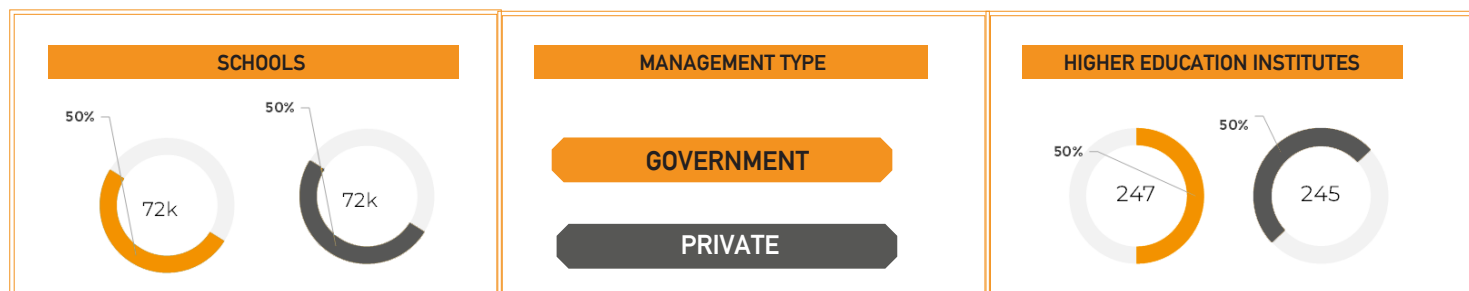
### Mobile, Internet and Social Media Users (as % of total population)



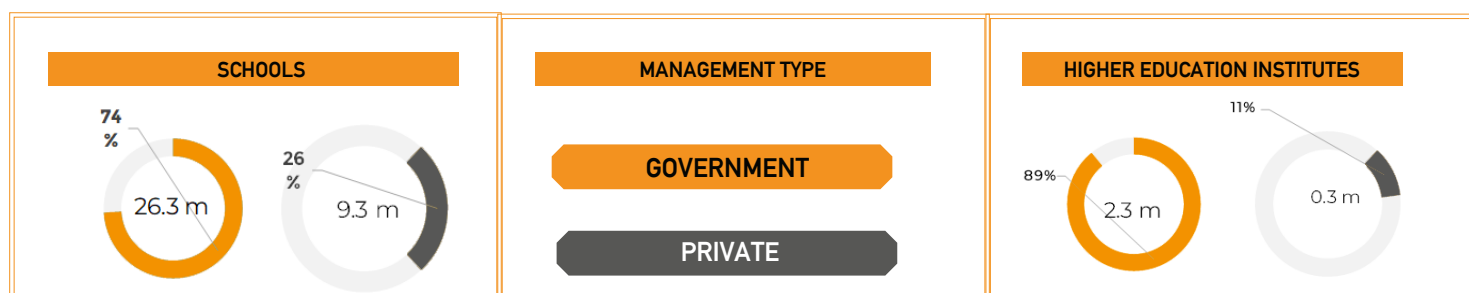
# Education Infrastructure: NIGERIA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Nigeria has a total of 144,042 schools and 492 higher education institutes, with respective enrollments of 35.7 m and 2.5 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Nigeria, 50% of schools are government funded, while 50% are private. The higher education also consists of 50% privately managed and government owned institutes. 74% of students are enrolled in government schools and 26% in private schools, and within higher education, 89% attend government institutions, with 11% in private higher education institutions.

# Publishing Landscape: NIGERIA

In 2022, Nigeria had 290 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Nigeria was 14,392.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

#### School Book Publishers

- University Press Plc.
- Learn Africa Plc
- Evans Brothers Nigeria Publishers Ltd
- Accessible Publishers Ltd.
- Africana First Publishers Plc.

#### Higher Education Book Publishers

- Concept Publications Ltd.
- Learn Africa Plc.
- University Press Plc.
- Evans Brothers Nig. Publishers Plc.

#### Trade Book Publishers

- Cassava Republic
- Book Kraft
- Parressia

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

### Book Retailers: B&M

- CSS Bookshop Ltd.
- Progressive Bookshop
- The Booksellers Ltd.
- J. A. Nwachukwu Bookshop
- Linux Bookstores

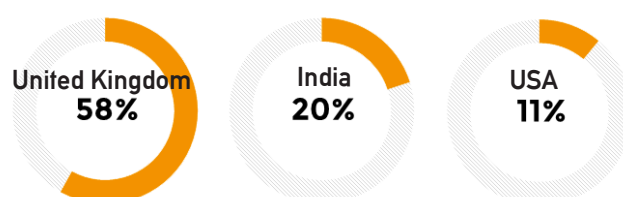
### Book Retailers: Online

- Okada Books
- Bookstation.ng
- Buy Books NG

# Books Imports and Exports: NIGERIA

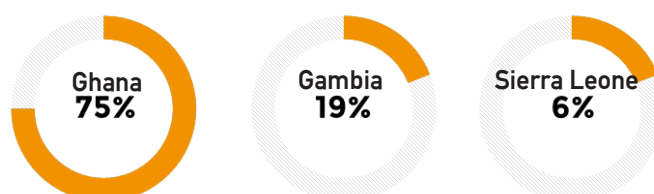
## Top 3 Countries for Book Import

Nigeria largely depends on imports from countries such as United Kingdom, India and United States. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Nigeria relies on shipments to key destinations like Ghana, Gambia and Sierra Leone. Presented below are detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	33%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	Yes
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	No

## Taxes on Books: NIGERIA

Information on tax rate applied to print, ebooks, and audio books in Nigeria is not available.



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**SENEGAL**

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# Demographic Profiling: **SENEGAL**

## SENEGAL

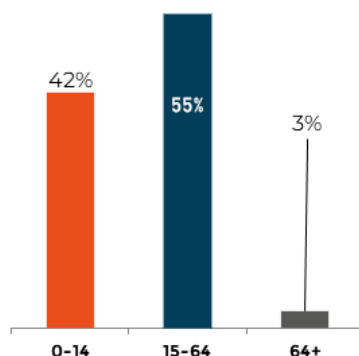
In 2022, the population of Senegal stood at around 17.3 m.

The official language is French.

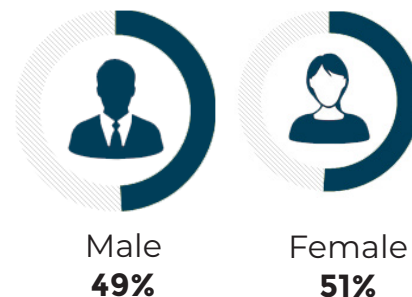
In 2022, its population grew by 2.6% and its share of the world's population was 0.2%.

It has a literacy rate of 56.3%.

### Age Break-up



### Gender Ratio



17.3 m  
Total Population

2.6%  
Population Increase  
from 2021

0.2% of the  
Total World  
Population

67.1  
Years Life  
Expectancy\*

4.38  
Fertility Rate\*

56.3  
Literacy Rate\*

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: **SENEGAL**

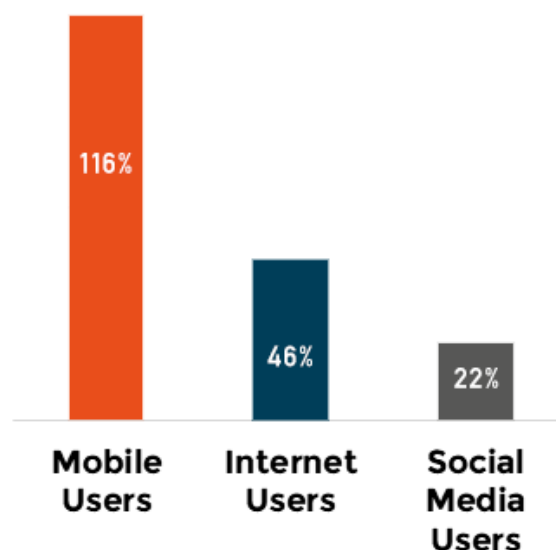
## Digital Uptake

In the digital landscape of Senegal as of 2022, mobile subscribers stood at 116% of the total population, internet users at 46%, and social media users at 22%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Senegal— DataReportal – Global Digital Insights

# Education Infrastructure: **SENEGAL**

The data encompasses the overall number of schools and higher education institutions categorized by management type. Senegal has a total of 16,235 schools and 406 higher education institutes.

## Publishing Landscape: **SENEGAL**

In 2022, Senegal had 60 publishers.

Source: Senegal Book Publishers Association

### Prominent Book Publishers & Retailers

#### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

##### School Book Publishers

- New African Editions of Senegal
- BLD Editions
- Editions NARA

##### Higher Education Book Publishers

- EENAS

##### Trade Book Publishers

- The New African Editions of Senegal

#### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

##### Book Retailers: B&M

- Clairafrique
- 4 Winds
- Mouket

##### Book Retailers: Online

- Youscribe
- NENA

## Books Imports and Exports: **SENEGAL**

### Top 3 Countries for Book Import

Senegal largely depends on imports from countries such as France and Arab countries (Islamic books).

### Top 3 Countries for Book Export

Senegal relies on shipments to key destinations like Guinea Conakry, Mauritania and Mali.

## Taxes on Books: **SENEGAL**

In Senegal, print books, ebooks, and audio books are exempted from tax.



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# SOMALIA

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# Demographic Profiling: **SOMALIA**

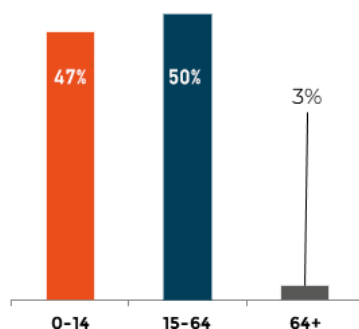
## SOMALIA

In 2022, the population of Somalia stood at around 17.6 m.

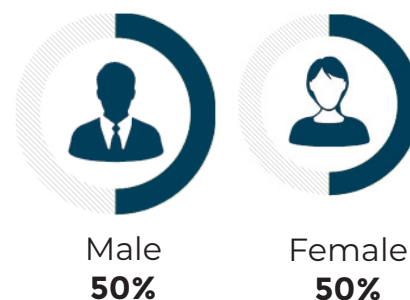
The official language is Somali. However, Arabic is widely spoken.

In 2022, its population grew by 3.1% and its share of the world's population was 0.2%.

### Age Break-up



### Gender Ratio



17.6 m  
Total Population



3.1%  
Population Increase  
from 2021



0.2% of the  
Total World  
Population



55.3  
Years Life  
Expectancy<sup>#</sup>



6.31  
Fertility Rate<sup>#</sup>

Literacy Rate



World Bank Data  
Not Available

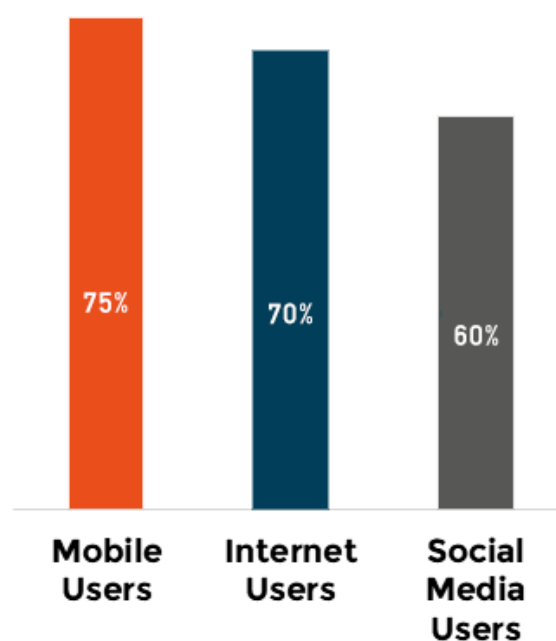
Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: **SOMALIA**

## Digital Uptake

In the digital landscape of Somalia as of 2022, mobile subscribers stood at 75% of the total population, internet users at 70%, and social media users at 60%.

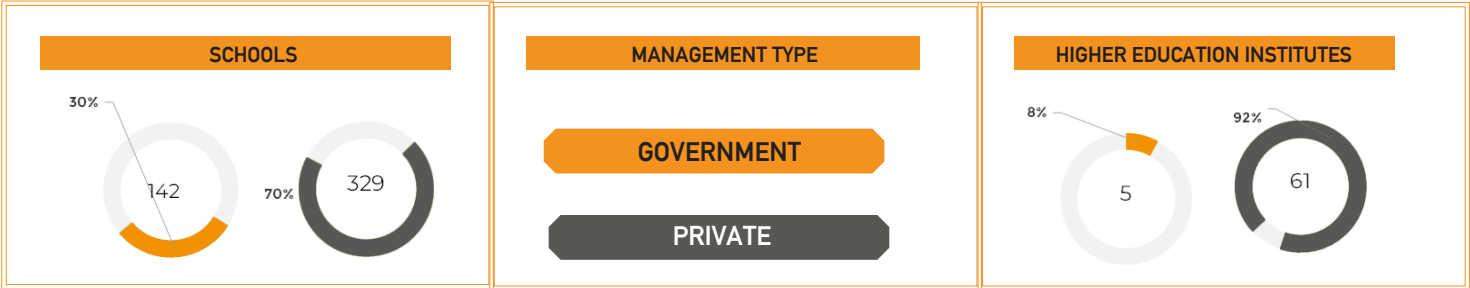
### Mobile, Internet and Social Media Users (as % of total population)



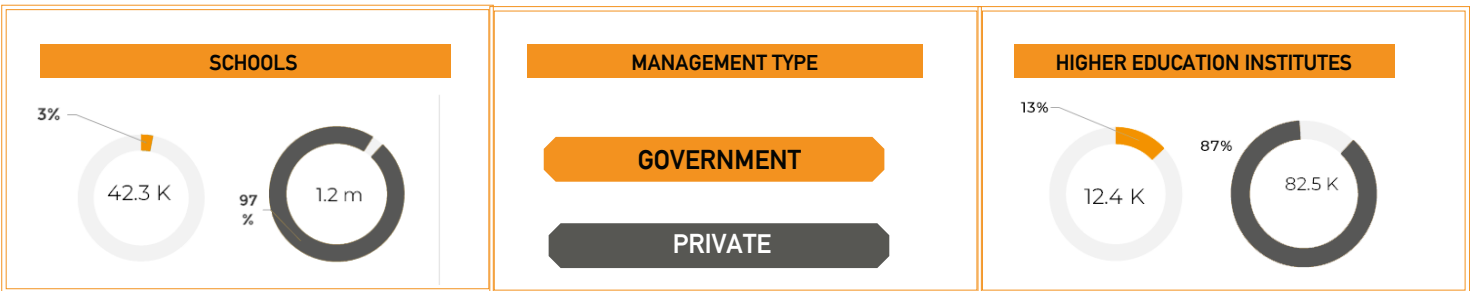
# Education Infrastructure: SOMALIA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Somalia has a total of 471 schools and 66 higher education institutes, with respective enrollments of 1.2 m and 95,000 students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Somalia, 30% of schools are government, while 70% are private. The higher education sector consists of 92% privately managed institutes, while 8% are government managed. 97% of students are enrolled in private schools, while 3% of students are enrolled in Government schools. In higher education, 13% attend government institutions, while 87% in private higher education institutions.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Zayla Publisher House</li><li>• Dar-Al-Ulum Publisher</li><li>• Al Nur Publisher</li><li>• Hilal Publisher</li><li>• Hud-Hud Publisher</li></ul>	<ul style="list-style-type: none"><li>• Zayla Publisher House</li><li>• Hud-Hud publisher</li><li>• Hilal Publisher</li><li>• Iman Publisher</li><li>• Hill Publisher</li></ul>	<ul style="list-style-type: none"><li>• Zayla Publisher House</li><li>• Hill Publisher</li><li>• Hud-Hud publisher</li><li>• IOH Publisher</li><li>• Hilal publisher</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers, recognizing their vital roles in making literature accessible to a wide range of readers and supporting the broader dissemination of knowledge and culture.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• NA</li></ul>	<ul style="list-style-type: none"><li>• Hud-Hud publisher</li><li>•Zayla Publisher House</li><li>• Somali Book Online</li><li>• Hilal Publisher</li><li>• Scansom</li></ul>

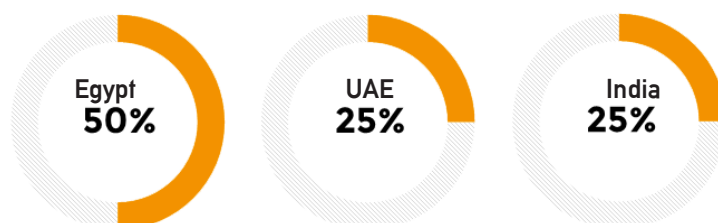
## Employment in Somalia Book Publishing Industry

The total workforce employed within the book publishing industry in Somalia stood at 6,740.

# Books Imports and Exports: SOMALIA

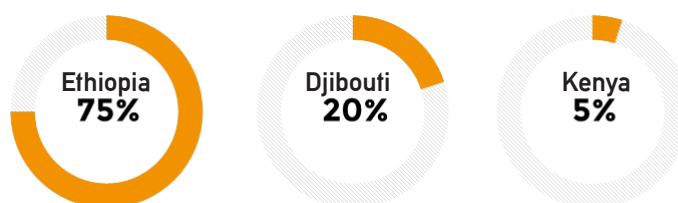
## Top 3 Countries for Book Import

Somalia book imports largely depends on imports from countries such as Egypt, UAE and India. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Somalia's book export industry relies on shipments to key destinations like Ethiopia, Djibouti and Kenya. Presented below are detailed export breakdowns for the top 3 countries.



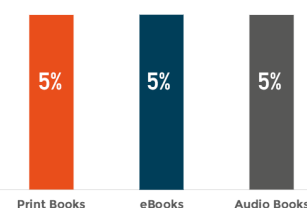
## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Government's school Book Purchase Expenditure As a share of the total school textbook market size	70%
Government's school book purchase expenditure as a share of the overall education budget	15 percent of the total budget of the ministry of education
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	Yes
Government's higher education book purchase expenditure as a share of the total higher education books market size	60%
Government's higher education book purchase expenditure as a share of the overall education budget	0.40%
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Yes
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: SOMALIA

In Somalia, a uniform 5% tax rate applies to print books, ebooks, and audio books, which simplifies the taxation structure across various formats.





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# SOUTH AFRICA

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# Demographic Profiling: SOUTH AFRICA

## SOUTH AFRICA

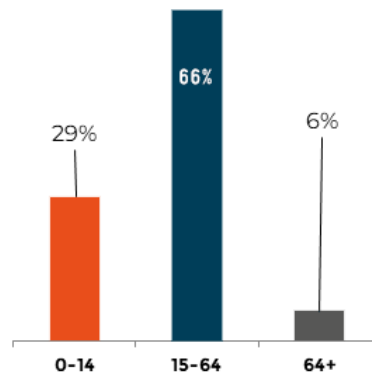
In 2022, the population of South Africa stood at around 59.9 m.

The official languages spoken includes Zulu, Xhosa, and Afrikaans.

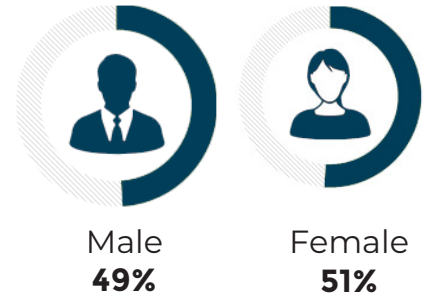
In 2022, its population grew by 0.8% in 2022 and its share of the world's population was 0.8%.

It has a literacy rate of 95%.

### Age Break-up



### Gender Ratio



59.9 m  
Total Population

0.8%  
Population Increase  
from 2021

0.8% of the  
Total World  
Population

62.3  
Years Life  
Expectancy<sup>#</sup>

2.37  
Fertility Rate<sup>#</sup>

95%  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: SOUTH AFRICA

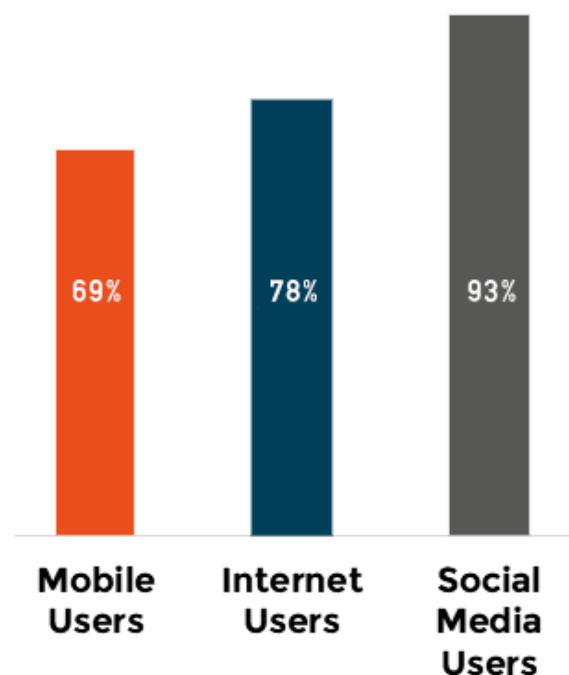
## Digital Uptake

In the digital landscape of South Africa as of 2022, mobile subscribers stood at 69% of the total population, internet users at 78%, and social media users at 93%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

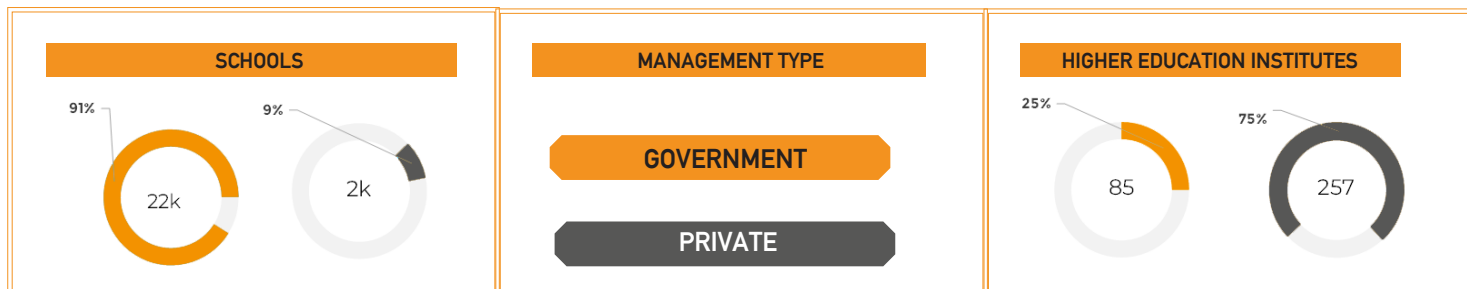




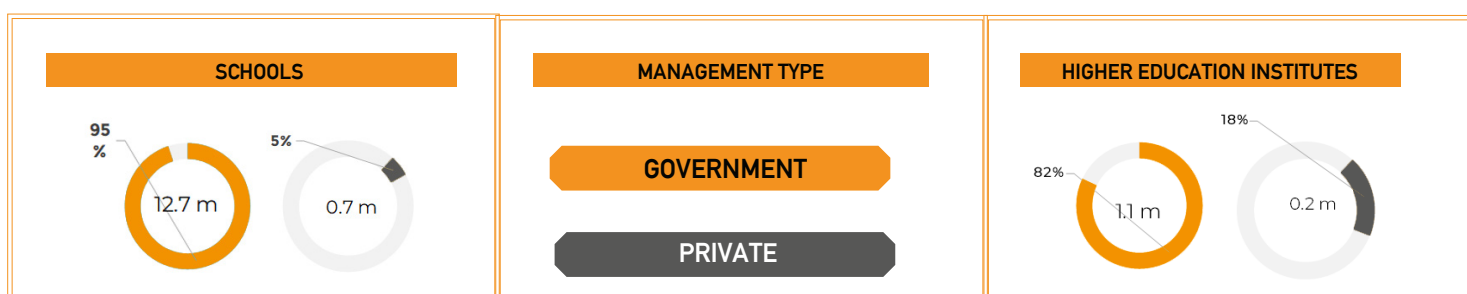
# Education Infrastructure: SOUTH AFRICA

The data encompasses the overall number of schools and higher education institutions categorized by management type. South Africa has a total of 24,894 schools and 342 higher education institutes, with respective enrollments of 13.4 m and 1.3 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In South Africa, 91% of schools are government funded, while 9% are private. The higher education consists of 75% privately managed institutes and 25% government owned institutes. 95% of students enrolled in government schools and 5% in private schools. In higher education, 82% attend government institutions, while 18% attend in private higher education institutions.

# Publishing Landscape: SOUTH AFRICA

In 2022, South Africa had 200 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

#### School Book Publishers

- Maskew Miller Longman
- The Answer
- Berlut Books
- Cambridge University Press (South Africa)
- Pearson Education South Africa

#### Higher Education Book Publishers

- LexisNexis South Africa
- Van Schaik Publishers
- Oxford University Press Southern Africa
- Pearson Education South Africa
- Juta & Company

#### Trade Book Publishers

- Jonathan Ball Publishers
- Penguin Random House South Africa
- Pan Macmillan South Africa
- NB Publishers
- Struik Christian Media

## Book Retailers

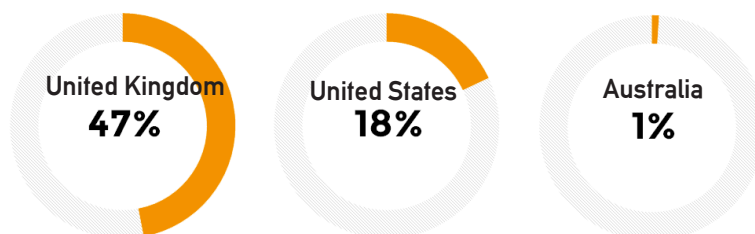
We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Exclusive books</li><li>• Bargain Books</li><li>• PNA</li><li>• Van Schaik</li><li>• C.U.M</li></ul>	<ul style="list-style-type: none"><li>• TakeAlot</li><li>• Amazon</li><li>• Loot</li></ul>

## Books Imports and Exports: SOUTH AFRICA

### Top 3 Countries for Book Import

South Africa book imports largely depends on imports from countries such as United Kingdom, United States and Australia. Below are the breakdowns of import by top 3 countries.



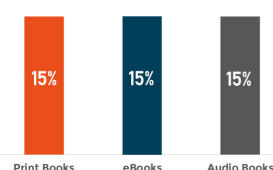
### Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Centralised book tenders but de-centralised procurement
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

### Taxes on Books: SOUTH AFRICA

In South Africa, a uniform 15% tax rate applies to books, including ebooks, and audio books, which simplifies the taxation structure across various formats.





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# SUDAN

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# Demographic Profiling: SUDAN

## SUDAN

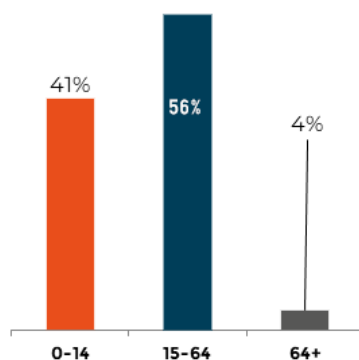
In 2022, the population of Sudan stood at around 46.9 m.

The official language is Arabic (Modern Standard Arabic) and English.

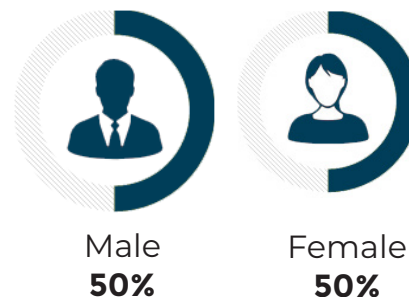
In 2022, it's population grew by 2.7% and its share of the world's population was 0.6%.

It has a literacy rate of 60.7%.

### Age Break-up



### Gender Ratio



46.9 m  
Total Population

2.7%  
Population Increase  
from 2021

0.6% of the  
Total World  
Population

65.3  
Years Life  
Expectancy\*

4.45  
Fertility Rate\*

60.7  
Literacy Rate\*

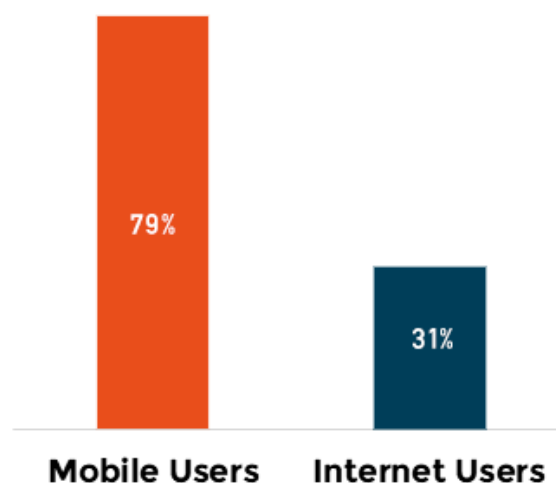
Source: World Bank | \*Literacy Rate 2018 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: SUDAN

## Digital Uptake

In the digital landscape of Sudan as of 2022, mobile subscribers stood at 79% of the total population, internet users at 31%.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Sudan — DataReportal – Global Digital Insights

# Publishing Landscape: SUDAN

In 2022, Sudan had 25 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Dar Azza Publishing</li><li>• Dar Almusawarat Publishing</li><li>• Dar Alreem Publishing</li><li>• Dar Alkhortoum Publishing</li><li>• Global International Publishing</li></ul>	<ul style="list-style-type: none"><li>• Government</li></ul>	<ul style="list-style-type: none"><li>• Government</li></ul>

### Book Retailers

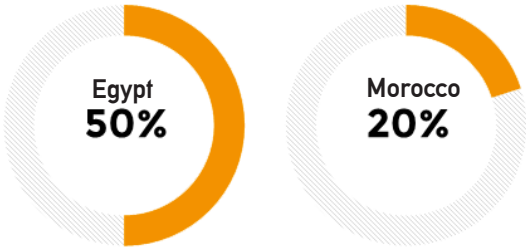
We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Dar Azza Publishing</li><li>• Sudan Library</li><li>• Academy Book Store</li><li>• The Nile Bookshop</li><li>• Marawi Bookshop</li></ul>	<ul style="list-style-type: none"><li>• The Nile Bookshop</li></ul>

# Books Imports and Exports: SUDAN

## Top 3 Countries for Book Import

Sudan Book imports largely depends on imports from countries such as Egypt and Morocco, while the third country's information is not available . Below are the breakdowns of import for top 2 countries.



## Top 3 Countries for Book Export

Sudan's book export industry relies on international book fair sales .

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Yes
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	No



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publishers  
association

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**TUNISIA**

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# Demographic Profiling: TUNISIA

## TUNISIA

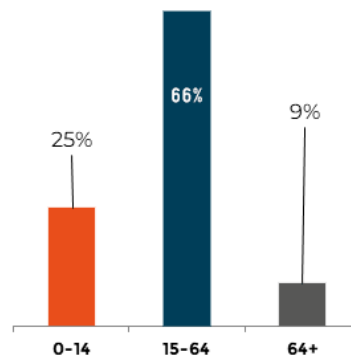
In 2022, the population of Tunisia stood at around 12.4 m.

The official language is Arabic.

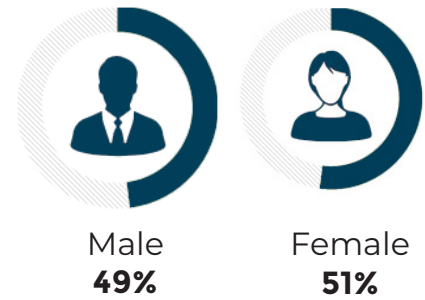
In 2022, its population grew by 0.8% and its share of the world's population was 0.2%.

It has a literacy rate of 82.7%.

### Age Break-up



### Gender Ratio



12.4 m  
Total Population

0.8%  
Population Increase  
from 2021

0.2% of the  
Total World  
Population

73.8  
Years Life  
Expectancy<sup>#</sup>

2.08  
Fertility Rate<sup>#</sup>

82.7  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: TUNISIA

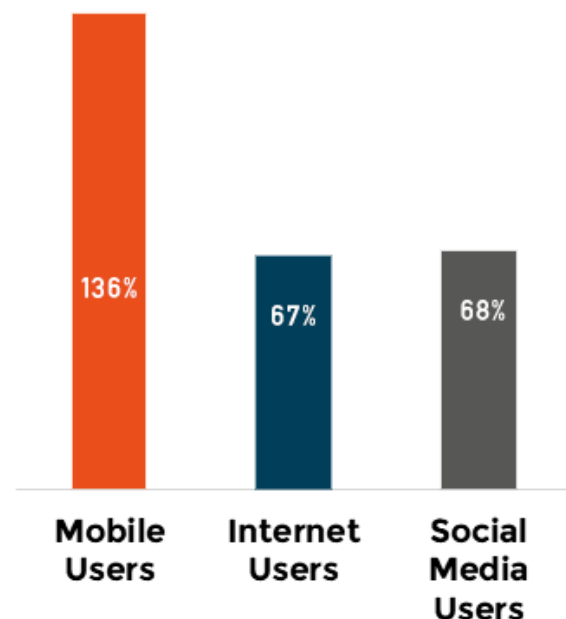
## Digital Uptake

In the digital landscape of Tunisia as of 2022, mobile subscribers stood at 136% of the total population, internet users at 67%, and social media users at 68%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Tunisia — DataReportal – Global Digital Insights



# Publishing Landscape: **TUNISIA**

In 2022, Tunisia had 356 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Tunisia was 3,143.

Source: International ISBN Agency.

## Books Imports and Exports: **TUNISIA**

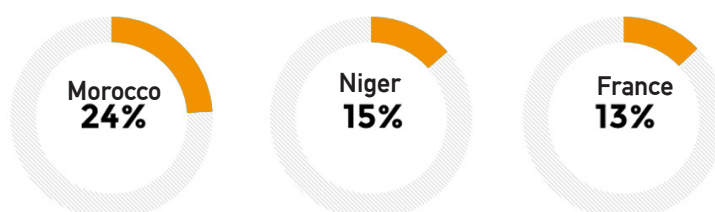
### Top 3 Countries for Book Import

Tunisia largely depends on imports from countries such as Turkey, United Kingdom and Lebanon. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Tunisia relies on shipments to key destinations like Morocco, Niger and France. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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# UGANDA

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# Demographic Profiling: UGANDA

## UGANDA

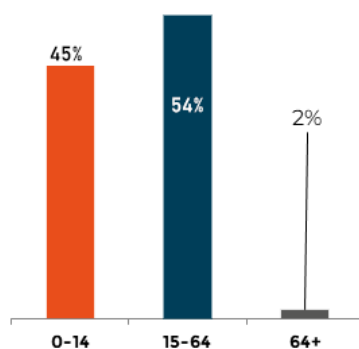
In 2022, the population of Uganda stood at around 47.2 m.

The official language is English

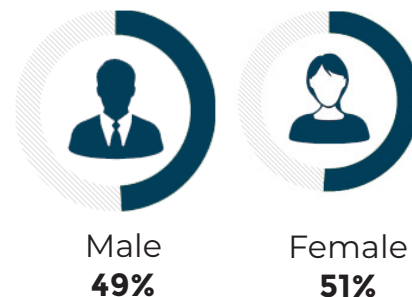
In 2022, its population grew by 3.0% and its share of the world's population was 0.6%.

It has a literacy rate of 79%.

### Age Break-up



### Gender Ratio



47.2 m  
Total Population

3.0%  
Population Increase  
from 2021

0.6% of the  
Total World  
Population

62.7  
Years Life  
Expectancy<sup>#</sup>

4.58  
Fertility Rate<sup>#</sup>

79  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: UGANDA

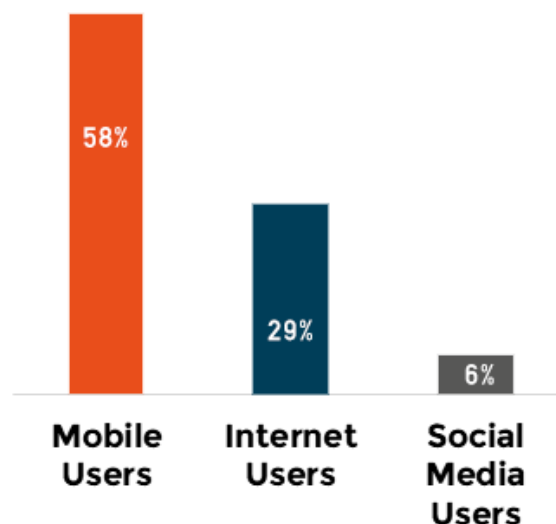
## Digital Uptake

In the digital landscape of Uganda as of 2022, mobile subscribers stood at 58% of the total population, internet users at 29%, and social media users at 6%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Uganda — DataReportal – Global Digital Insights

# Education Infrastructure: **UGANDA**

Uganda has a total of 9.6 m students to enrolled in primary and secondary schools education in 2018.

Source: Education policy and data center

# Books Imports and Exports: **UGANDA**

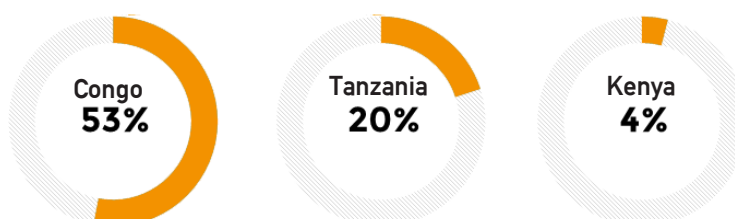
## Top 3 Countries for Book Import

Uganda print Book imports largely depends on imports from countries such as Kenya, United Kingdom and India. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Uganda's print book export industry relies on shipments to key destinations like Congo, Tanzania and Kenya. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

# ASIA REGION



# Summary

This region takes in twenty-three (23) IPA members and the geographical scope extends from Jordan to Japan. The total population of the region is 4.2 bn, and India and China are the two most populous nations in the world with 1.4 bn people in each country. Literacy rates vary from lower rates in Pakistan (58%) and Nepal (71%) reaching high figures (over 90%) in sixteen (16) of the IPA member countries in Asia.

## The Publishing Industry

Data on ISBNs registered are available for 14 out of the 23 countries surveyed. The top five countries are Japan, Republic of Korea, India, Indonesia and Türkiye. This set of countries also has the largest number of publishing houses.

The Japanese market has largest number of ISBNs registered and Japanese culture is highly popular around the world including the success of manga. Korea is a flourishing publishing market, and the influence of Korean culture has also spread around the world from K-pop to Webtoons.

India is the world's second largest book market for English language content. A large part of the market is books for schools and higher education. The country's young population is driving demand for education and skills. Global publishers rely heavily on the skills of publishing services companies in India. Books are published in a variety of languages other than English, including in Hindi, Bengali and Telugu.

The figure given for the number of publishers in China, another large publishing market, reflects the restructuring of publishing by the government to create around 580 state publishing houses. No figure has been received for this study, but it is estimated that new ISBNs registered in China exceeds 200,000. The trade market displays a strong interest in self-help titles.

Table: ISBNs registered and number of publishers

Country	ISBNs registered	Number of publishers
Japan	902,311	1,785
Republic of Korea	338,237	75,324
India	281,091	24,538
Indonesia	107,856	2,000
Türkiye	83,653	2,500

A comparative measure between national industries is new title production per capita of the population. The first five countries by this measure are Japan, Republic of Korea, Singapore, Türkiye and Jordan.

## Fixed Book Pricing Regimes

There is fixed book pricing or equivalent in 4 of the IPA member countries: China, Japan, Nepal and the Republic of Korea.

## School Education

Figures on school enrolments are incomplete but the countries with the highest school populations are India, Indonesia, the Philippines, Pakistan, and Japan. India has the highest number of schools in the Asia region, with 1.4 million - 77% of schools are managed by the government and 23% are run privately. Indonesia is ranked second followed by Pakistan. Indonesia reported around 400,000 schools in operation, with the government running 63% of them and 37% run privately. Pakistan has over 140,000 schools: 87% of the schools are run by the government, with the other 13% operated privately.

The countries with the highest proportion of their population in school education are Israel, Philippines, Nepal, Lebanon and Sri Lanka. This reflects the younger demographic in the national populations.

Table: Asian countries with highest proportion of their population in school education

Country	School population as % of total population	% of population aged 0-14
Israel	25	28
Philippines	24	30
Nepal	24	29
Lebanon	20	27
Sri Lanka	19	38

### Higher Education

Turning to the numbers in higher education, the five countries with the largest number of students in higher education are India, Indonesia, Philippines, Republic of Korea, and Japan. No figure is provided for China, but the number is estimated to be around 45 m students.

India has the highest number of higher education institutions (over 55,000). Indonesia ranks second with 4,004 higher education institutions – provision is largely offered by the private sector, and 96% of higher education institutions are privately run. Pakistan has 3,223 higher education institutions, with 55% of these public institutions.

The countries with the highest percentage of the population in higher education are the Republic of Korea, Singapore, Lebanon, Israel, and the Philippines.

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

Country	% of population in Higher Education
Republic of Korea	6
Singapore	5
Israel	4
Lebanon	4
Philippines	4

### Imports and Exports

Responses to the survey around the importation of books highlighted 14 countries as the origin of book imports. The three countries most frequently mentioned were the United Kingdom, United States and China. In terms of book exports, 20 countries were highlighted with the ones most often mentioned the United States, Saudi Arabia, China and the United Arab Emirates.

### Digital Inclusion

The rates of mobile usage are high across the region with the lowest figure being 69% in Lebanon. Figures exceeding 100% can be seen in 11 countries suggesting high rates of multi-device connections. The proportion of internet users reaches over 90% of the population in 8 of the IPA member countries surveyed. The rate of social media usage ranges from 31% in Pakistan and 33% in China and India to 91% in Lebanon and over 100% in the UAE.



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# ARMENIA

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# Demographic Profiling: ARMENIA

## ARMENIA

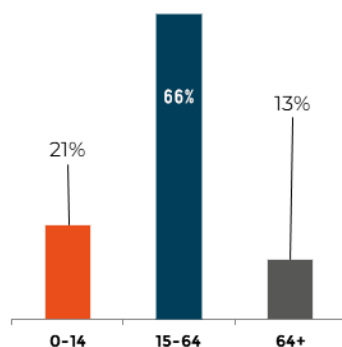
In 2022, the population of Armenia stood at around 2.8 m.

The official language is Armenian.

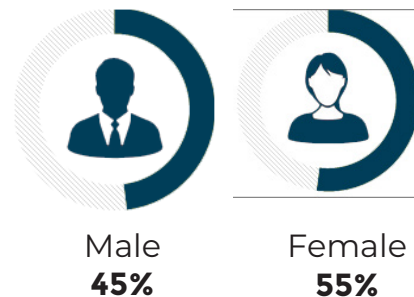
In 2022, its population declined by 0.4% and its share of the world's population was 0.03%.

It has a literacy rate of 99.8%.

### Age Break-up



### Gender Ratio



2.8 m  
Total Population

0.4%  
Population Declined  
from 2021

0.03% of the  
Total World  
Population

72  
Years Life  
Expectancy<sup>#</sup>

1.57  
Fertility Rate<sup>#</sup>

99.8  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: ARMENIA

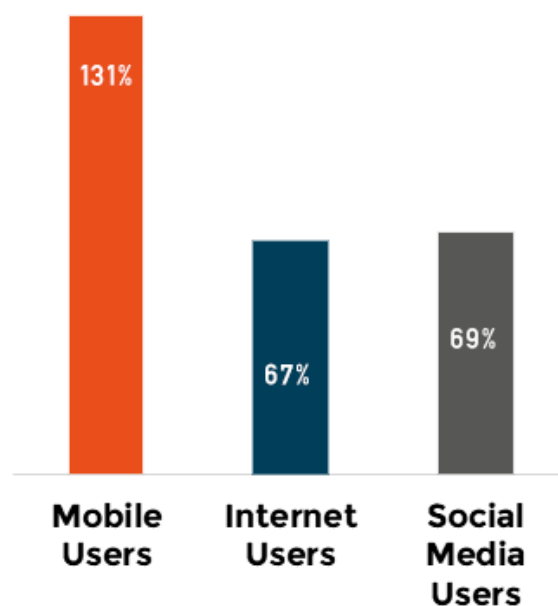
## Digital Uptake

In the digital landscape of Armenia as of 2022, mobile subscribers stood at 131% of the total population, internet users at 67%, and social media users at 69%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

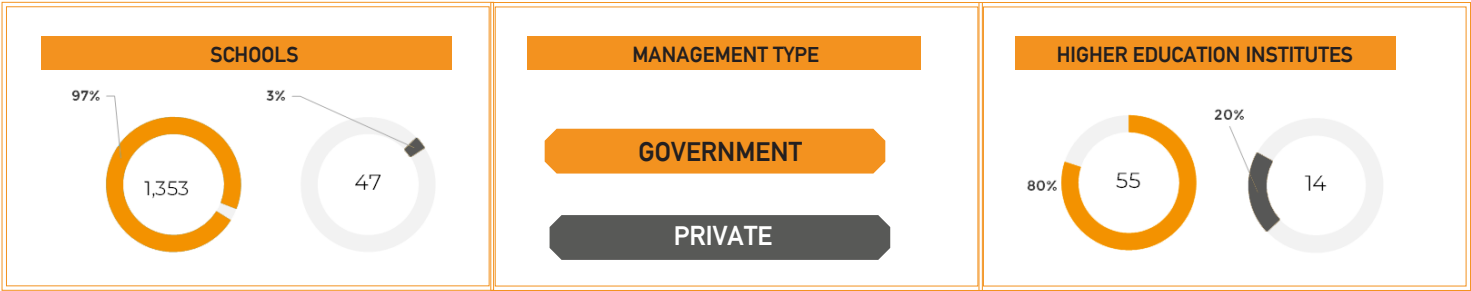


Source: Digital 2022: Armenia — DataReportal – Global Digital Insights

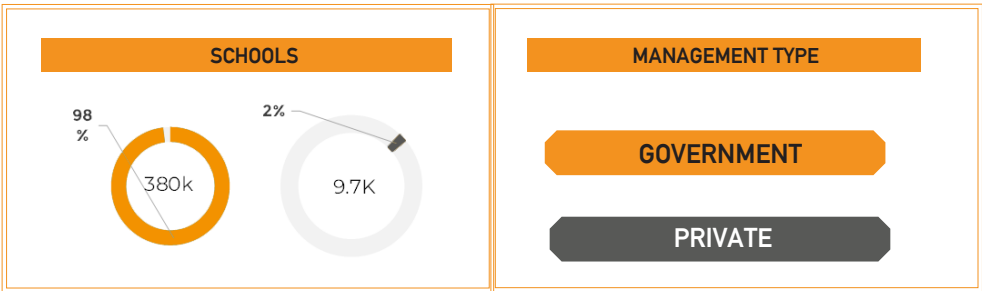
# Education Infrastructure: ARMENIA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Armenia has a total of 1,400 schools and 69 higher education institutes. The higher education enrollment stood at 0.3 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Armenia, 97% of schools are government funded, while 3% are private. The higher education institutes consist of 20% privately managed institutes and 80% government managed. 98% of school students are enrolled in government schools, while 2% are enrolled in private schools.

# Publishing Landscape: ARMENIA

In 2022, Armenia had 20 publishers.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature..

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• NA</li></ul>	<ul style="list-style-type: none"><li>• NA</li></ul>	<ul style="list-style-type: none"><li>• Antares</li><li>• Zangak</li><li>• Edit Print</li><li>• Newmag</li><li>• Bookinist</li></ul>

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

### Book Retailers: B&M

- Bookinist chain
- Zangak chain
- Epigraph chain
- Artbridge

### Book Retailers: Online

- <https://books.am/>
- <https://zangakbookstore.am/>

# Books Imports and Exports: ARMENIA

## Top 3 Countries for Book Import

Armenia is largely depended on imports from countries such as Russia, United Kingdom.

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	Yes
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	-
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	-

## Taxes on Books: ARMENIA

In Armenia, 20% tax rate applies to print books while no information on taxes is available for ebooks or audio books..



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# BANGLADESH

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# Demographic Profiling: BANGLADESH

## BANGLADESH

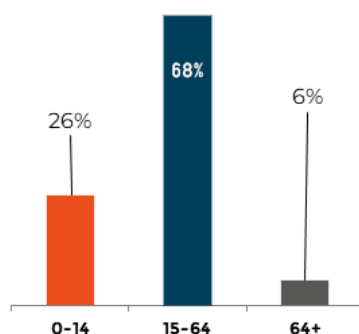
In 2022, the population of Bangladesh stood at around 171.2 m.

The official language is Bengali.

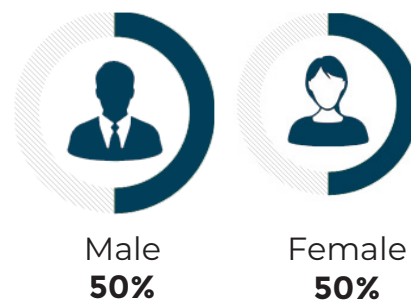
In 2022, its population grew by 1.1% and its share of the world's population was 2.2%.

Bangladesh has a literacy rate of 74.9%.

### Age Break-up



### Gender Ratio



171.2 m  
Total Population



1.1%  
Population Increase  
from 2021



2.2% of the  
Total World  
Population



72.4  
Years Life  
Expectancy<sup>#</sup>



1.98  
Fertility Rate<sup>#</sup>

74.9  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2020 |<sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: BANGLADESH

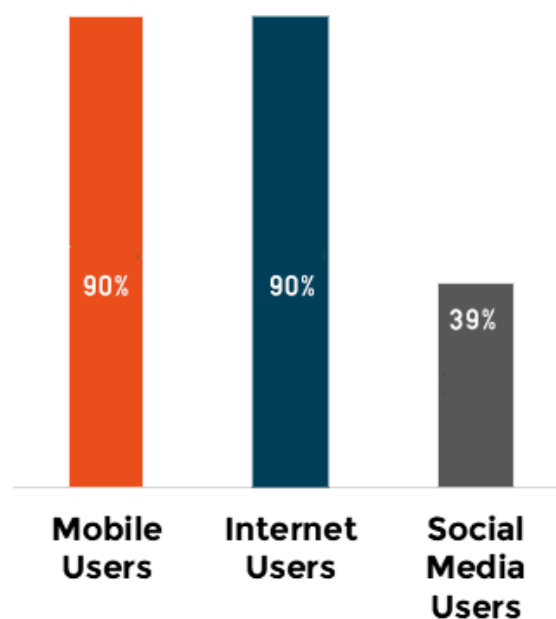
## Digital Uptake

In the digital landscape of Bangladesh as of 2022, mobile subscribers stood at 90% of the total population, internet users at 90%, and social media users at 39%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

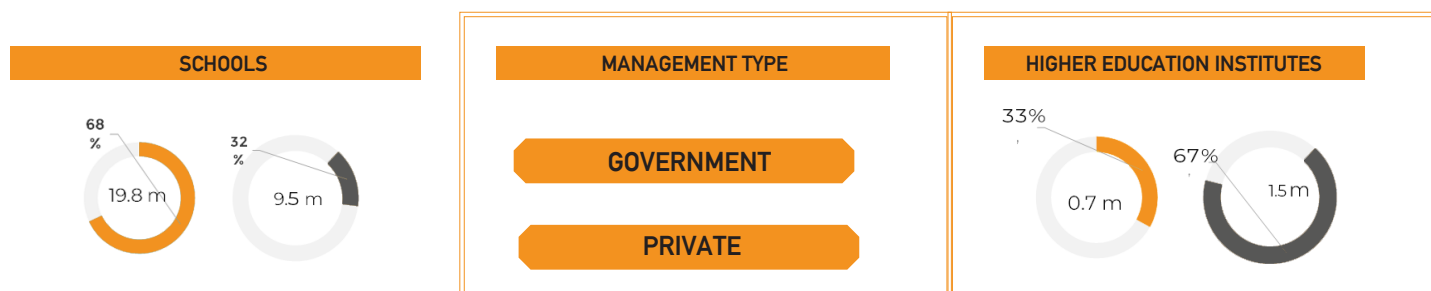
### Mobile, Internet and Social Media Users (as % of total population)



# Education Infrastructure: BANGLADESH

Bangladesh has a total 2,513 higher education institutes, with enrollment of 2.3 m students in higher education. Below is the detailed break-down of school and higher education enrollment.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



In Bangladesh, 68% of school students are enrolled in government schools, while 32% are enrolled in private schools. In higher education, 33% students are enrolled in government institutions and 67% students have opted for private higher education institutions.

# Publishing Landscape: BANGLADESH

In 2022, Bangladesh had 1,500 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Bangladesh was 10,928.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"> <li>• Panjeree Publications Ltd</li> <li>• Lecture Publications Ltd</li> <li>• Captain Publishers</li> <li>• Kazal Brothers Ltd</li> <li>• Nabarun Publication</li> </ul>	<ul style="list-style-type: none"> <li>• Dikdarshan Publications</li> <li>• Friends Book Corner</li> <li>• Lecture Publications Ltd</li> <li>• Kabir Publications</li> <li>• Panjeree Publications Ltd</li> </ul>	<ul style="list-style-type: none"> <li>• Panjeree Publications Ltd</li> <li>• Kathaprokash</li> <li>• Prothoma</li> <li>• Aagami</li> <li>• University Press Ltd (UPL)</li> </ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"> <li>• Batighar</li> <li>• Panjeree Book Store (PBS)</li> <li>• Pathak Shamabesh</li> <li>• Bengal Boi</li> <li>• Bishwo Shahitto Kendro</li> </ul>	<ul style="list-style-type: none"> <li>• Rokomari</li> <li>• Panjeree Book Store (PBS)</li> <li>• Boi Bazar</li> <li>• eBoighor</li> <li>• Prothoma</li> </ul>

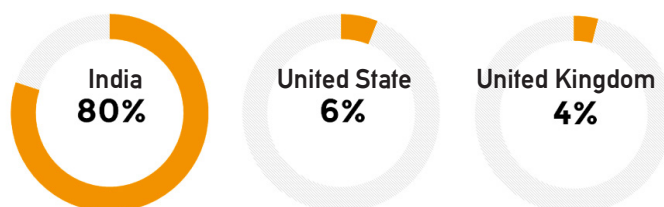
## Employment in Bangladesh Book Publishing Industry

The total workforce employed within the book publishing industry in Bangladesh stands at an estimated total of 250,000 individuals which includes approx. 84,000 full time and 166,000 part-time/contractual employees.

## Books Imports and Exports: BANGLADESH

### Top 3 Countries for Book Import

Bangladesh largely depends on imports from countries such as India, United States and United Kingdom. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

The book export industry in Bangladesh relies on shipments to key destinations like India, United States and United Kingdom. Presented below are detailed export breakdowns for the top 3 countries.



## Taxes on Books: BANGLADESH

In Bangladesh, 0% tax rate applies to print books, ebooks, and audio books.



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**CHINA**

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# Demographic Profiling: CHINA

## CHINA

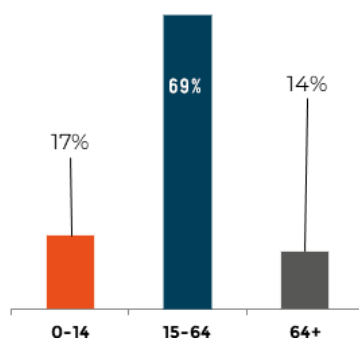
In 2022, the population of China stands at around 1.41 billion.

The official language is Mandarin.

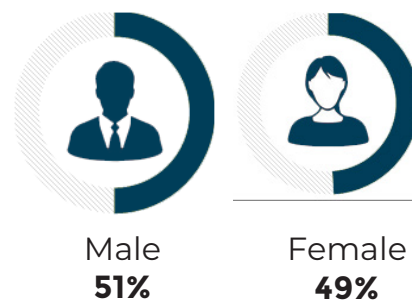
In 2022, its population declined by 0.01% and its share of the world's population was 17.8%.

It has a literacy rate of 97.2%.

### Age Break-up



### Gender Ratio



1.41 billion  
Total Population

0.01%  
Population Decline  
from 2021

17.8% of the  
Total World  
Population

78.2  
Years Life  
Expectancy<sup>#</sup>

1.16  
Fertility Rate<sup>#</sup>

97.2  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: CHINA

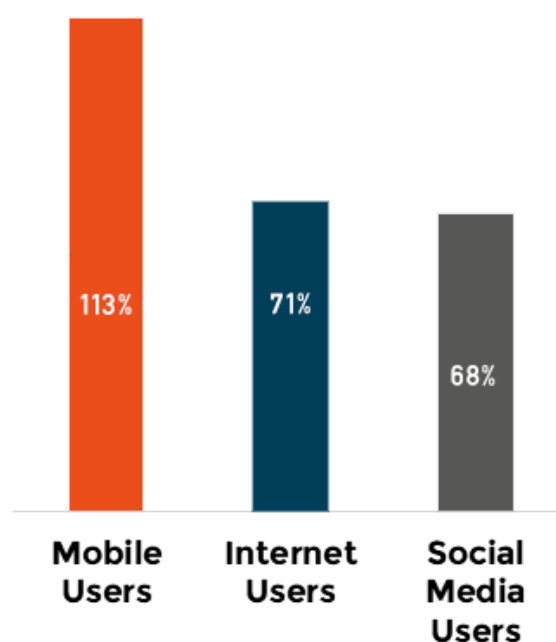
## Digital Uptake

In the digital landscape of China as of 2022, mobile subscribers stood at 113% of the total population, internet users at 71%, and social media users at 68%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

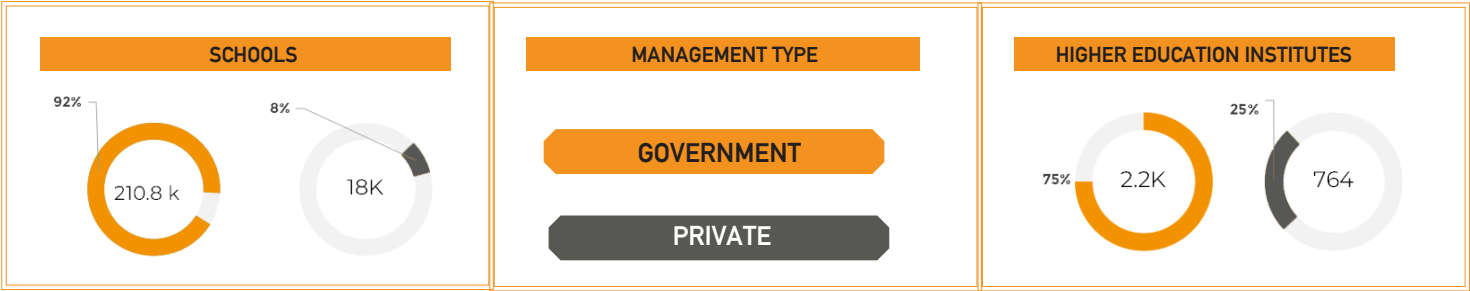


Source: Digital 2022: China — DataReportal – Global Digital Insights

# Education Infrastructure: CHINA

The data encompasses the overall number of schools and higher education institutions categorized by management type. China had 2,29,029 schools and 3,021 higher education Institutes in 2022.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



In China, 92% of schools are government funded, while 8% are private. The higher education sector consists of 25% privately managed institutes and 75% government owned.

# Publishing Landscape: CHINA

In 2022, China had 586 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers
<ul style="list-style-type: none"><li>People’s Education Press</li></ul>	<ul style="list-style-type: none"><li>Higher Education Press</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>Wang Fijing Bookstore</li><li>Sanxia Bookstore</li><li>SDX Joint Publishing Company</li><li>Zhong Shu Ge</li><li>Bookstores in Kuanzhai Alley</li></ul>	<ul style="list-style-type: none"><li>dangdang.com</li><li>book.jd.com</li><li>taobao.com</li><li>amazon.cn</li><li>bookschina.com</li></ul>

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Involved in publishing but seldom in printing.
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Involved in publishing but seldom in printing.
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: CHINA

In China, 6 % tax rate is levied on print books, while ebooks and audio books are subject to tax ranging from 11% to 17%.



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**GEORGIA**

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# Demographic Profiling: GEORGIA

## GEORGIA

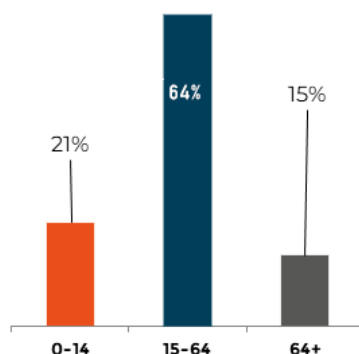
In 2022, the population of Georgia stood at around 3.7 m.

The official language is Georgian.

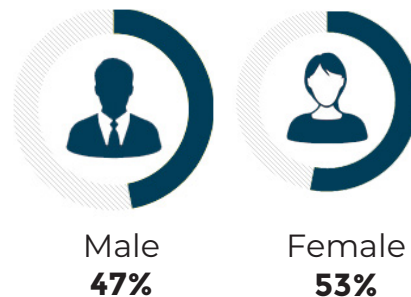
In 2022, its population grew by 0.1% and its share of the world's population was 0.05%.

It has a literacy rate of 99.6%.

### Age Break-up



### Gender Ratio



3.7 m  
Total Population

0.1%  
Population Increase  
from 2021

0.05% of the  
Total World  
Population

71.7  
Years Life  
Expectancy<sup>#</sup>

2.08  
Fertility Rate<sup>#</sup>

99.6  
Literacy Rate<sup>\*</sup>

Source: World Bank | <sup>\*</sup>Literacy Rate 2019 | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: GEORGIA

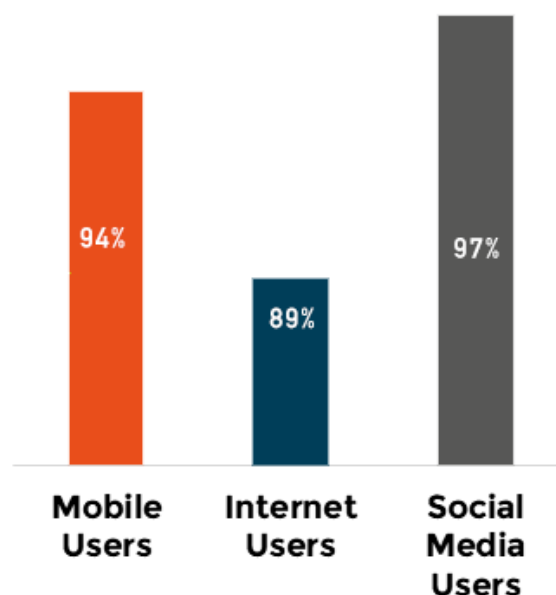
## Digital Uptake

In the digital landscape of Georgia as of 2022, mobile subscribers stood at 94% of the total population, internet users at 89%, and social media users at 97%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

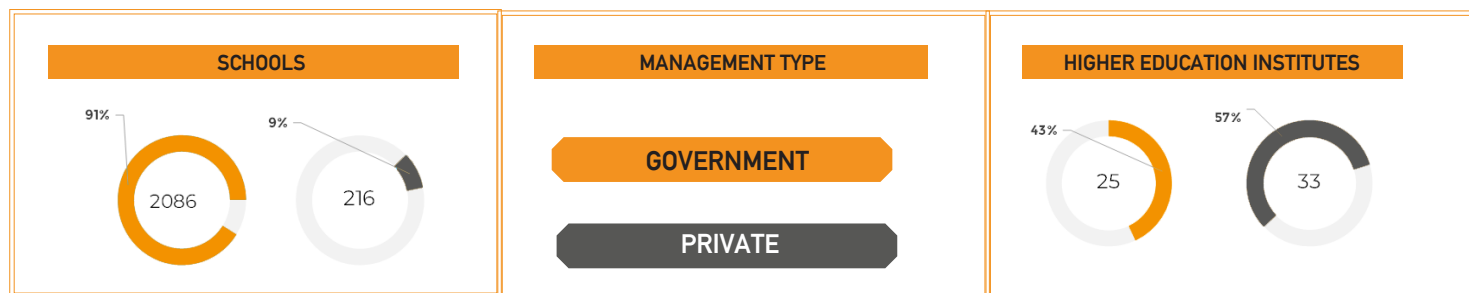


Source: Georgia Book Publishers Association

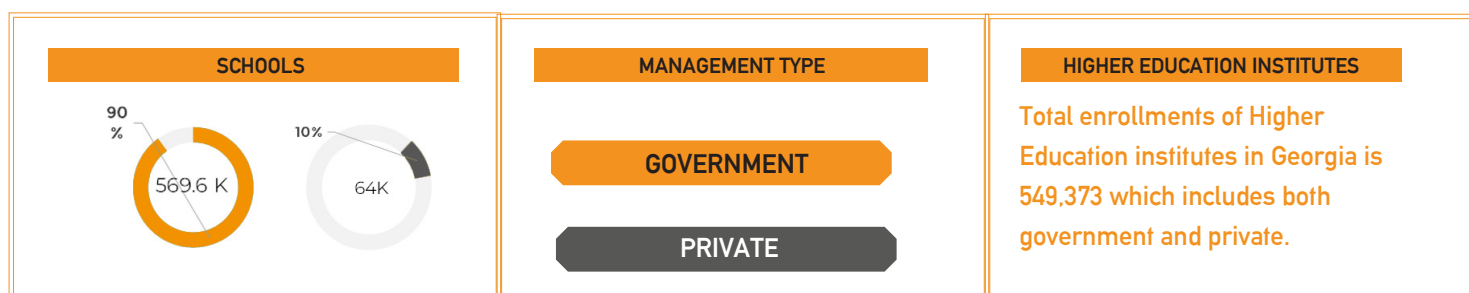
# Education Infrastructure: GEORGIA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Georgia has a total of 2,302 schools and 58 higher education institutes, with respective enrollments of 0.6 m and 0.5 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Georgia, 91% of schools are government funded, while 9% are private. The higher education sector consists of 57% privately managed institutes and 43% government owned. 90% of students are enrolled in government schools, while 10% of students are enrolled in private schools.

# Publishing Landscape: GEORGIA

In 2022, Georgia had 150 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"> <li>Sulakauri Publishing</li> <li>Intelekti Publishing</li> <li>Diogene Publishers</li> <li>Palitra L Publishing</li> <li>Klio Publishing House</li> </ul>	<ul style="list-style-type: none"> <li>Ilia State University Press</li> <li>Meridiani</li> <li>Sulakauri Publishing</li> </ul>	<ul style="list-style-type: none"> <li>Palitra L Publishing</li> <li>Sulakauri Publishing</li> <li>Intelekti publishing</li> <li>Diogene Publishers</li> <li>Elf Publishing</li> </ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"> <li>Biblusi</li> <li>Prospero's Books</li> <li>Bookmark</li> <li>Grandpa Shaqro</li> <li>Santa Esperanza</li> </ul>	<ul style="list-style-type: none"> <li>Biblusi</li> <li>Booksale</li> <li>Bookland</li> <li>Sulakauri online shop</li> <li>English Book</li> </ul>

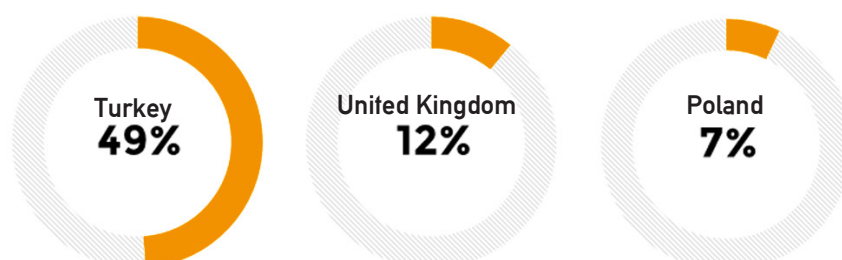
## Employment in Georgia Book Publishing Industry

The total workforce employed within the book publishing industry in Georgia stood at 1,200.

# Books Imports and Exports: GEORGIA

## Top 3 Countries for Book Import

Georgia is largely depended on imports from countries such as Turkey, United Kingdom and Poland. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Georgia's book export industry relies on shipments to key destinations like Russia, Armenia and Iraq. Presented below are detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Is the government in your country's involved in higher education book publishing and printing?	Yes

## Taxes on Books: GEORGIA

In Georgia, there are no taxes levied on books.



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**Nielsen  
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**INDIA**

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# Demographic Profiling: INDIA

## INDIA

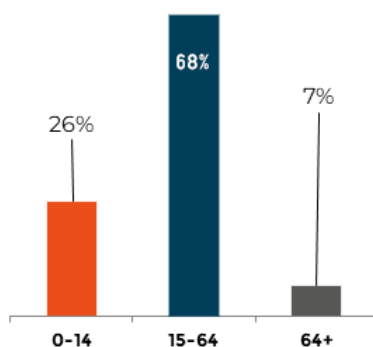
In 2022, India's population reached around 1.41 billion.

Hindi is the official language, with 21 other recognized languages.

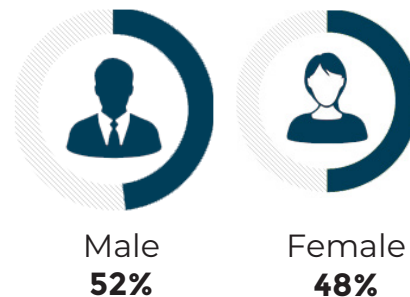
English is widely used in education, particularly at the higher levels.

The total fertility rate is approximately 2 children per woman, indicating a declining trend in recent years.

### Age Break-up



### Gender Ratio



1.41 billion  
Total Population

0.7% is  
Population  
Increase from 2020

17.8% of the  
Total World  
Population

67  
Years Life  
Expectancy\*

2.0  
Fertility Rate\*

74.4%  
Literacy Rate\*

Source: World Bank | \*Literacy Rate 2018 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: INDIA

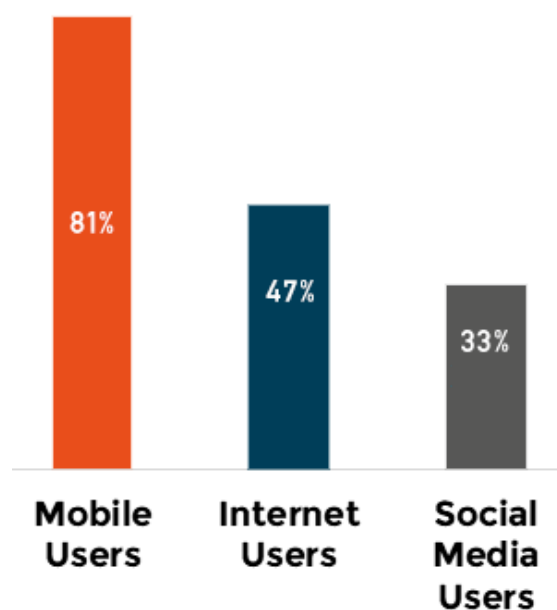
## Digital Uptake

In 2021, India exhibited a significant digital presence, with widespread usage of mobile devices, the internet, and social media. Mobile device usage stood at 81%, indicating a high level of adoption.

Internet usage was substantial, with 47% of the population accessing to the internet, reflecting the country's growing online connectivity.

Social media usage was also notable, with 33% of India's population actively participating on social media platforms, highlighting the country's engagement in the digital world.

### Mobile, Internet and Social Media Users (as % of total population)



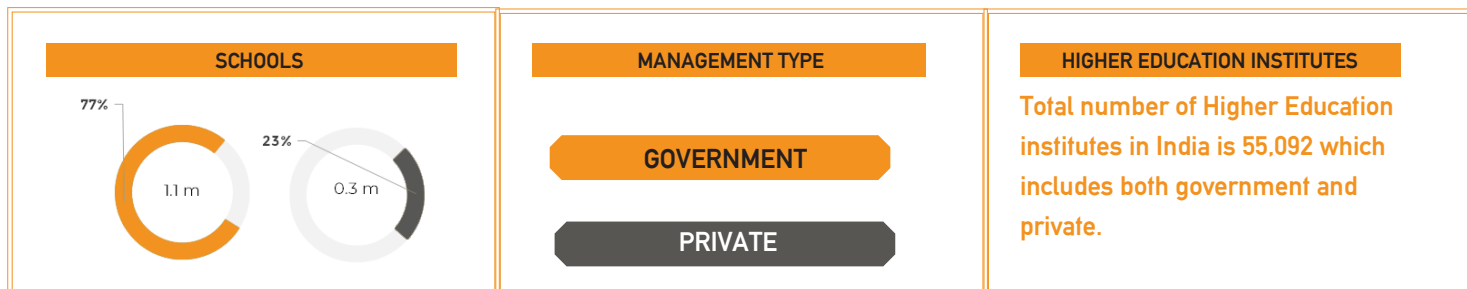
Source: DataReportal 2022

# Education Infrastructure: INDIA

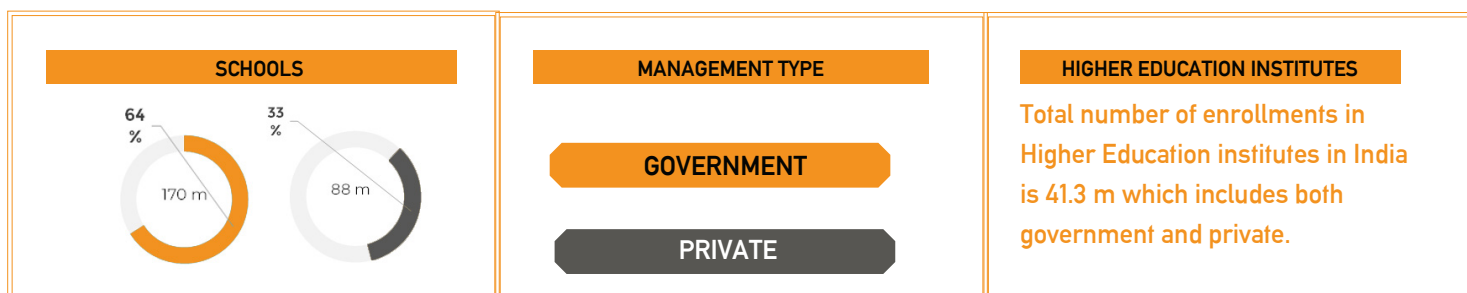
The data encompasses the overall number of schools and higher education institutions categorized by management type for 2021. India has more than 1.5 m schools and 55 thousand higher education institutes, with respective enrollments of 265 m and 41.3 m students.

In India, 77% of schools are government funded, while 23% are private. 64% of school students are enrolled in government schools, while 33% are enrolled in private schools.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



# Publishing Landscape: INDIA

In 2022, India had 24,538 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in India was 281,091.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• S. Chand &amp; Company Ltd</li><li>• Arihant</li><li>• Ratna Sagar</li><li>• Cambridge University Press</li><li>• NCERT</li></ul>	<ul style="list-style-type: none"><li>• McGraw Hill Education</li><li>• Jaypee Brothers</li><li>• John Wiley</li><li>• Pearson Education</li><li>• Oxford University Press</li></ul>	<ul style="list-style-type: none"><li>• Penguin Random House India</li><li>• HarperCollins India</li><li>• Prakash Books</li><li>• Hachette India</li><li>• Bloomsbury Publishing</li></ul>

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Crossword Bookstores</li><li>• DC Books</li><li>• Higginbothams</li><li>• Landmark</li><li>• OM Books</li></ul>	<ul style="list-style-type: none"><li>• Amazon</li><li>• Flipkart</li><li>• Snapdeal</li><li>• BuyBooksIndia.com</li></ul>

## Employment in India Book Publishing Industry

The total workforce employed within the book publishing industry directly, indirectly and in induced manner in India stands at 1.3 m.

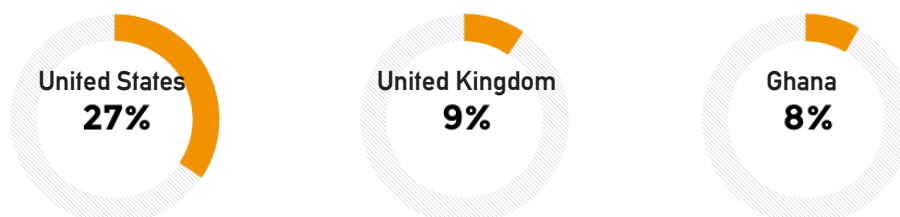
# Books Imports and Exports: INDIA

## Top 3 Countries for Book Import

India relies heavily on book imports, with a significant share coming from countries like United States and United Kingdom.

## Top 3 Countries for Book Export

India's book export industry relies on shipments to key destinations like United States, United Kingdom and Ghana. Presented below are detailed export breakdowns for the top 3 countries.



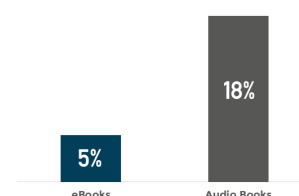
## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	In Pipeline
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Yes
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: INDIA

In India, there are no taxes on print books, while ebooks are subject to a 5% tax, and audio books are taxed at 18%.





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# INDONESIA

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# Demographic Profiling: INDONESIA

## INDONESIA

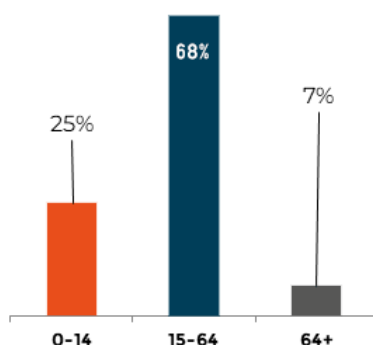
In 2022, Indonesia boasts a population of around 275 m.

The official language is Bahasa Indonesia.

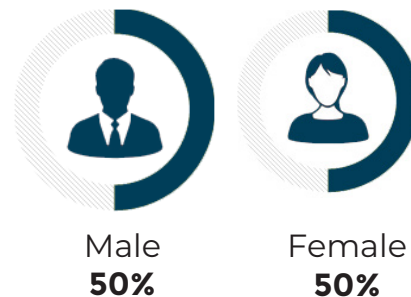
In 2022, its population grew by 0.6% and its share of the world's population was 3.5%.

It has a literacy rate of 96%.

### Age Break-up



### Gender Ratio



275 m  
Total Population

0.6%  
Population Increase  
from 2021

3.5% of the  
Total World  
Population

67.6  
Years Life  
Expectancy<sup>#</sup>

2.17  
Fertility Rate<sup>#</sup>

96  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: INDONESIA

## Digital Uptake

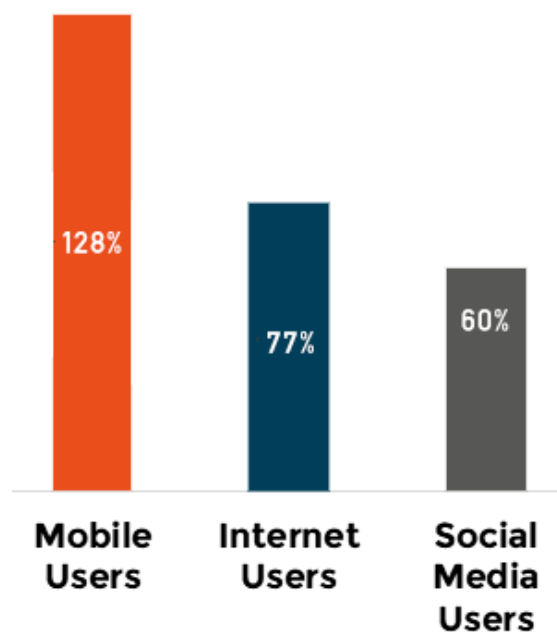
In the digital landscape of Indonesia as of 2022, the rate of mobile device usage surpassed 128%, suggesting a trend of multi-device ownership in Indonesia.

The proportion of internet users was substantial, encompassing 77% of the populace.

Furthermore, nearly 60% of Indonesia's population actively engage with these platforms.

It's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

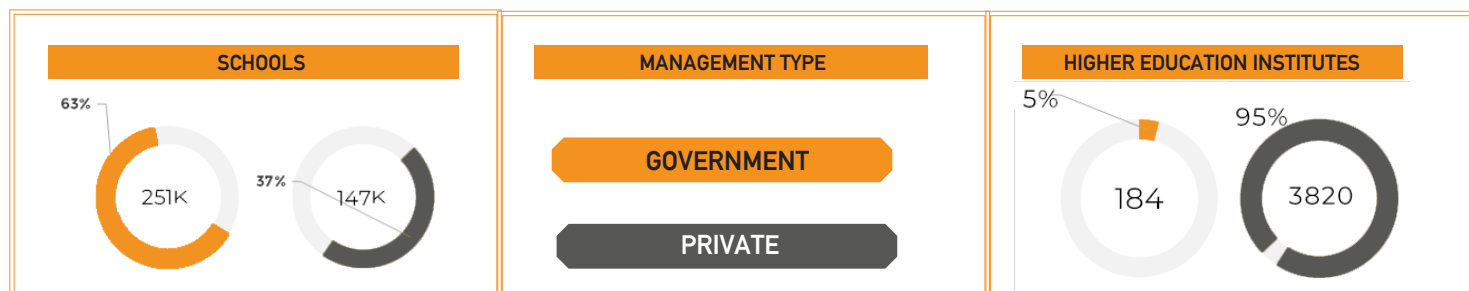


Source: Indonesia Book Publishers Association

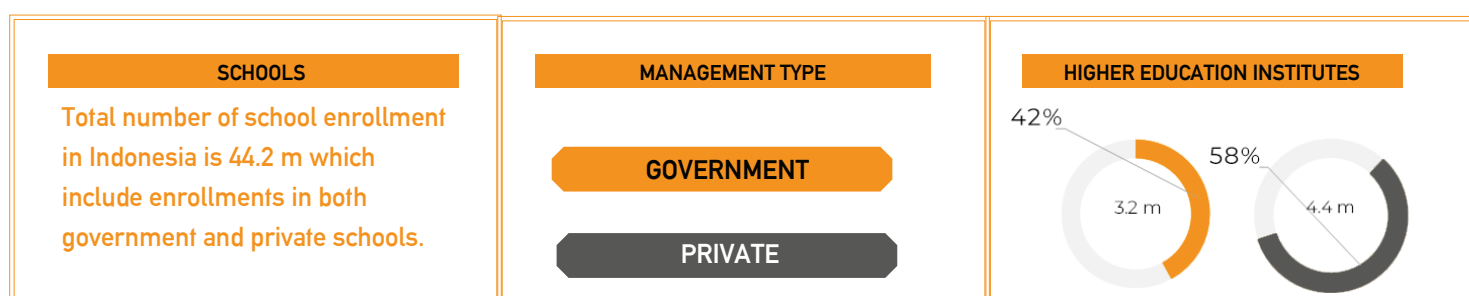
# Education Infrastructure: INDONESIA

The data encompasses the overall number of schools and higher education institutions categorized by management type for 2022. Indonesia has a total of 398,000 schools and 4,004 higher education institutes, with respective enrollments of 44.2 m and 7.7 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Indonesia, 63% of schools are government funded, while 37% are private. The higher education sector consists of 95% privately managed institutes and 5% government owned.

School enrollment stands to be 44.2 m, while higher education institutes has an enrollment of 7.7 m students.

# Publishing Landscape: INDONESIA

In 2022, Indonesia had 2,000 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Indonesia was 1,07,856.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

#### School Book Publishers

- Erlanga
- Infan Pariwara
- Yudhistira
- Tiga Serangkai
- SPKN

#### Higher Education Book Publishers

- Salemba Empat
- Andi
- Bumi Aksara
- Deepublish
- Rajagrafindo

#### Trade Book Publishers

- Gramedia
- Mizan
- Republika
- Agromedia
- Yayasan Pustaka Obor

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"> <li>• Gramedia</li> <li>• Gunung Agung</li> <li>• Togamas</li> <li>• Periplus</li> <li>• Kinokuniya</li> </ul>	<ul style="list-style-type: none"> <li>• Shopee</li> <li>• Tokopedia</li> <li>• Blibli</li> <li>• Gramedia.com</li> <li>• Mizanstore</li> </ul>

## Employment in Indonesia Book Publishing Industry

The total workforce employed within the book publishing industry in Indonesia stands at 572,260 individuals.

### Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	70%
Government's school book purchase expenditure as a share of the overall education budget?	20%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: INDONESIA

In Indonesia, 11% tax rate applies to ebooks, and audio books while print books have no taxes.





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**IRAQ**

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# Demographic Profiling: IRAQ

## IRAQ

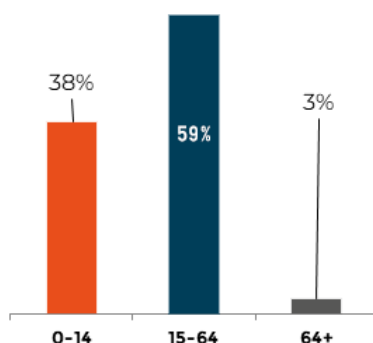
In 2022, the population of Iraq stood at around 44.5 m.

The official languages spoken in Iraq is Arabic and Kurdish. Arabic is not only the official language but also the most widely spoken language in the country.

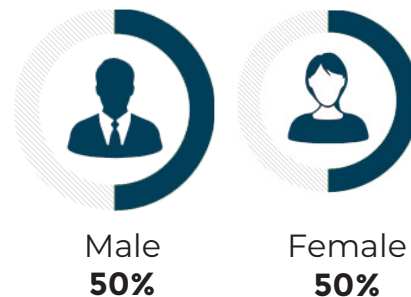
In 2022, its population grew by 2.2% and its share of the world's population was 0.6%.

It has a literacy rate of 85.6%.

### Age Break-up



### Gender Ratio



44.5 m  
Total Population

2.2%  
Population Increase  
from 2021

0.6% of the  
Total World  
Population

70.4  
Years Life  
Expectancy<sup>#</sup>

3.49  
Fertility Rate<sup>#</sup>

85.6  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2017 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: IRAQ

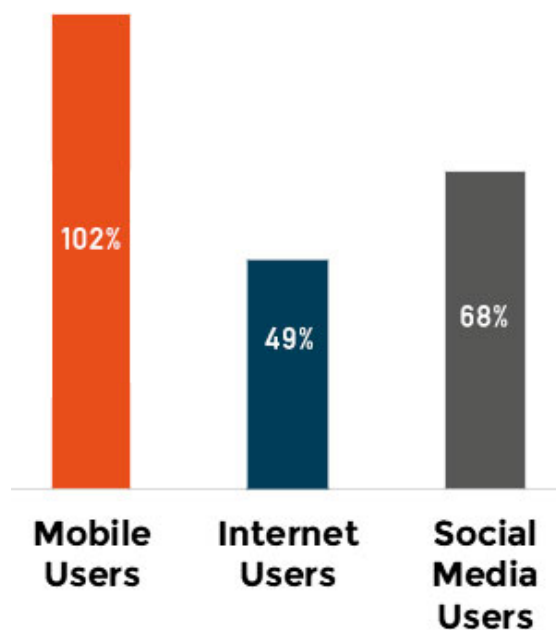
## Digital Uptake

In the digital landscape of Iraq as of 2022, mobile subscribers stood at 102% of the total population, internet users at 49%, and social media users at 68%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Iraq — DataReportal – Global Digital Insights

# Publishing Landscape: IRAQ

In 2022, Iraq had 250 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Iraq was 4,935.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>Ministry of Education Iraq</li></ul>	<ul style="list-style-type: none"><li>University House - Baghdad</li><li>University House - Almusel</li><li>University House - Albasra</li></ul>	<ul style="list-style-type: none"><li>Scientific books Publishing</li><li>Al-Rafidain Publishing</li><li>Memory Publishing</li><li>Deegla Publishing</li><li>Obelisk Publishing</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>Scientific Library</li><li>Al-Rafidain Library</li><li>Adnan Library</li><li>Tafseer Library - Erbi</li></ul>	<ul style="list-style-type: none"><li>Information not available.</li></ul>

### Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Government's school Book Purchase Expenditure As a share of the total school textbook market size	No
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Yes
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

### Taxes on Books: IRAQ

In Iraq, very small percentage tax rate applies to print books and no information is available on ebooks, and audio books taxes.



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**ISRAEL**

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# Demographic Profiling: ISRAEL

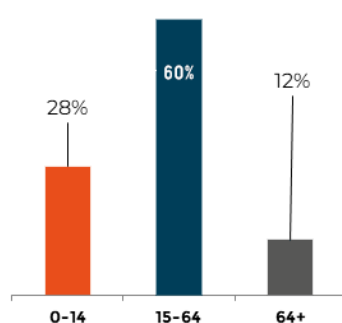
## ISRAEL

In 2022, the population of Israel stood at around 9.6 m.

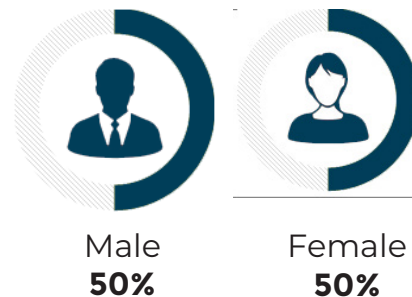
The official language is Hebrew. However, Arabic and English are also widely spoken.

In 2022, its population grew by 2% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



9.6 m  
Total Population



2.0%  
Population Increase  
from 2021



0.1% of the  
Total World  
Population



82.5  
Years Life  
Expectancy<sup>#</sup>



3.0  
Fertility Rate<sup>#</sup>

Literacy Rate



World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: ISRAEL

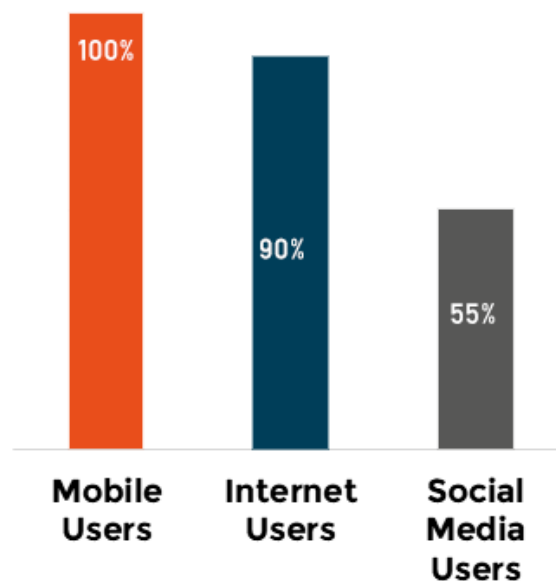
## Digital Uptake

In the digital landscape of Israel as of 2022, mobile subscribers stood at 100% of the total population, internet users at 90%, and social media users at 55%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

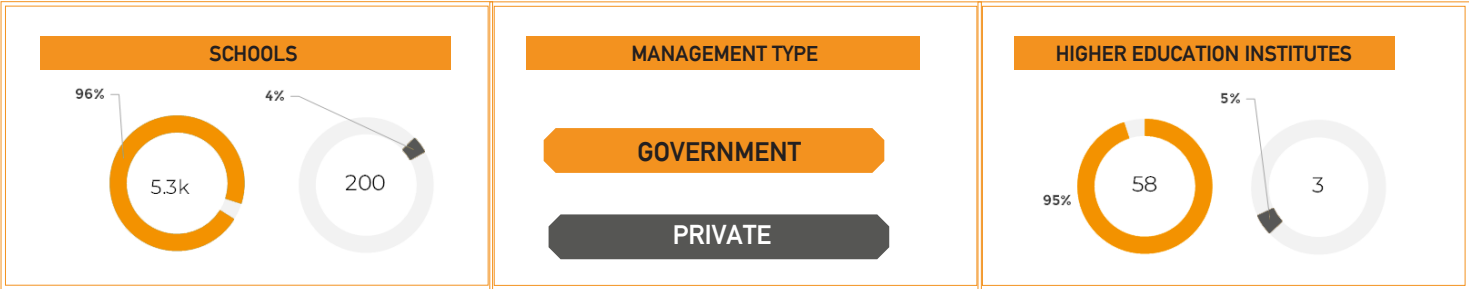
### Mobile, Internet and Social Media Users (as % of total population)



# Education Infrastructure: ISRAEL

The data encompasses the overall number of schools and higher education institutions categorized by management type. Israel has a total of 5,500 schools and 61 higher education institutes. These higher education institutes include 10 universities and 51 academic colleges. Total enrollments in schools and higher education stood at 2.4 m and 0.4 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



# Publishing Landscape: ISRAEL

In 2022, Israel had 100 publishers and 300 self-publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>CET</li><li>Ramot</li><li>Eric Cohen</li><li>Reches</li><li>Yoel Geva</li></ul>	<ul style="list-style-type: none"><li>Lamda OUI Press (Open University)</li><li>Magnes PRESS (Jerusalem University)</li><li>Bar Ilan University Press</li><li>The Haim Rubin Tel Aviv University Press</li><li>The Haifa University Press</li></ul>	<ul style="list-style-type: none"><li>Yedoit Books</li><li>Kinneret-Zmora</li><li>Keter-Modan</li><li>Kibuz-Poalim</li><li>Matar</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>Steimatzky</li><li>Tzomet-Sfarim</li><li>Akademon</li><li>Dani Books</li></ul>	<ul style="list-style-type: none"><li>Evrit</li><li>Steimatzky-Indibook</li><li>Booknet</li><li>Bookme</li></ul>

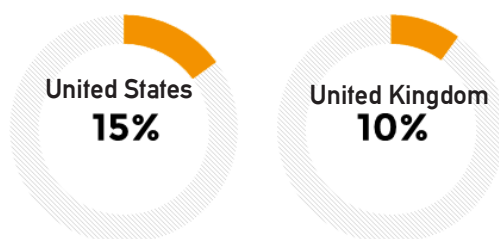
## Employment in Israel Book Publishing Industry

The total workforce employed within the book publishing industry in Israel stood at 1,000 (estimated).

# Books Imports and Exports: ISRAEL

## Top 3 Countries for Book Import

Israel Book imports largely depends on imports from countries such as China, United States and United Kingdom. Below is the break-up for United States and United Kingdom while import percentage from China is not available.



## Top 3 Countries for Book Export

There is no significant book exports from Israel.

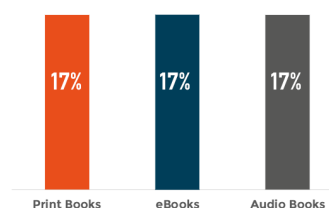
## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: ISRAEL

In Israel, a uniform 17% tax rate applies to print books, ebooks, and audio books, which simplifies the taxation structure across various formats.





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**JAPAN**

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# Demographic Profiling: JAPAN

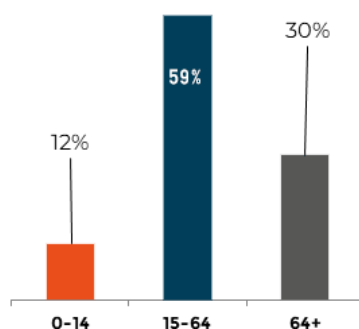
## JAPAN

In 2022, the population of Japan stood at around 125.1 m.

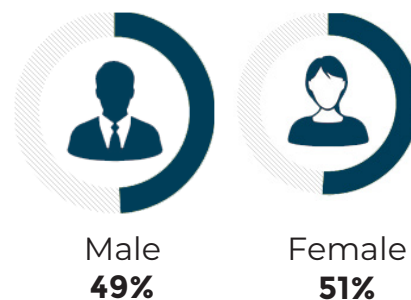
The official language is Japanese.

In 2022, its population declined by 0.4% and its share of the world's population was 1.6%.

### Age Break-up



### Gender Ratio



125.1 m  
Total Population



0.4%  
Population Declined  
from 2021



1.6% of the  
Total World  
Population



84.4  
Years Life  
Expectancy<sup>#</sup>



1.3  
Fertility Rate<sup>#</sup>

Literacy Rate



World Bank Data  
Not Available

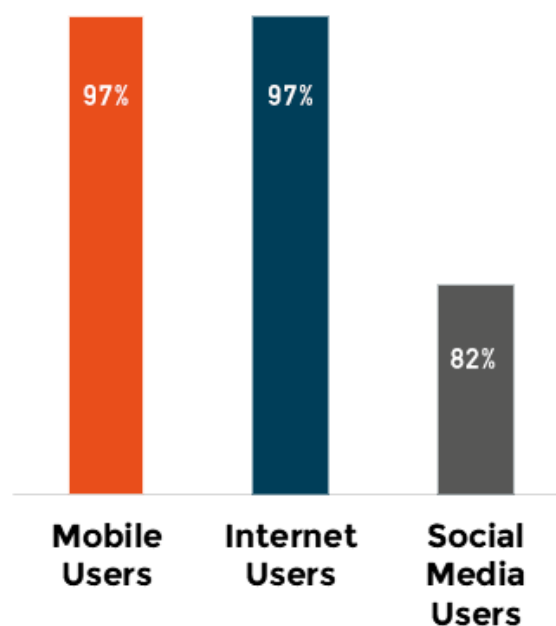
Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: JAPAN

## Digital Uptake

In the digital landscape of Japan as of 2022, mobile subscribers stood at 97% of the total population, internet users at approximately 97%, and social media users at 82%.

### Mobile, Internet and Social Media Users (as % of total population)

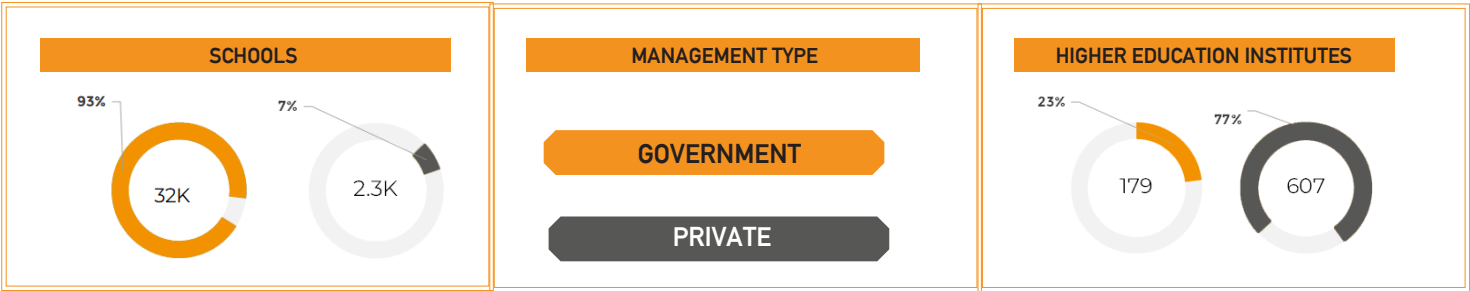




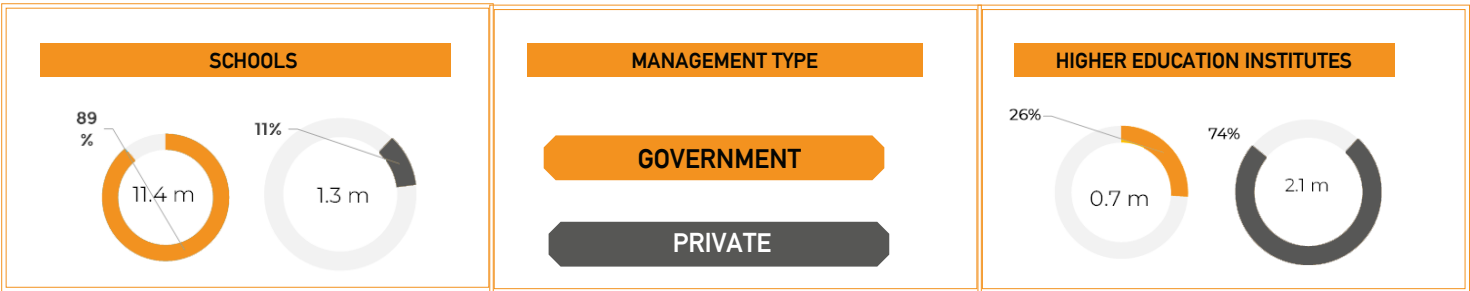
# Education Infrastructure: JAPAN

The data encompasses the overall number of schools and higher education institutions categorized by management type. Japan has a total of 34,847 schools and 786 higher education institutes, with respective enrollments of 12.7 m and 2.9 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Japan, 93% of schools are government funded, while 7% are private. The higher education consists of 77% privately managed institutes and 23% government owned institutes. 89% of students are enrolled in government schools and 11% in private schools. In higher education, 26% of students attend government institutions, while 74% of students are enrolled in private higher education institutions.

# Publishing Landscape: JAPAN

In 2022, Japan had 1,785 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Japan was 902,311.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• TokyoShoseki</li><li>• Dainihontoshō</li><li>• Kyoikutoshō</li><li>• Jikkyō Shuppan</li><li>• Kairyūdōshuppan</li></ul>	<ul style="list-style-type: none"><li>• Information not available</li></ul>	<ul style="list-style-type: none"><li>• Meruzen CHI Holdings</li><li>• Kinokuniya Book Store</li><li>• BookOff G HD</li><li>• Miraiya Shoten</li><li>• Bunkyo Group HD</li></ul>

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

### Book Retailers: B&M

- Meruzen CHI Holdings
- Kinokuniya Book Store
- BookOff G HD
- Miraiya Shoten
- Bunkyo Group HD

### Book Retailers: Online

- Information not available

## Employment in Japan Book Publishing Industry

The work force employed within the book publishing industry in Japan stands at 48,299 individuals which includes full time equivalents.

### Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Government's school Book Purchase Expenditure As a share of the total school textbook market size	No
Government's school book purchase expenditure as a share of the overall education budget	3%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: JAPAN

In Japan, a uniform 10% tax rate applies to print books, ebooks, and audio books, which simplifies the taxation structure across various formats.





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**JORDAN**

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# Demographic Profiling: JORDAN

## JORDAN

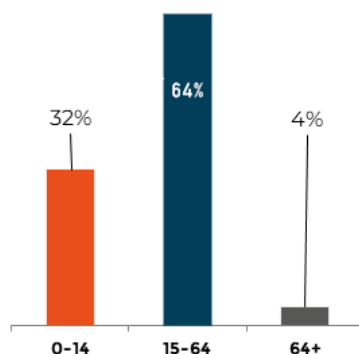
In 2022, the population of Jordan stood at around 11.3 m.

The official language is Arabic.

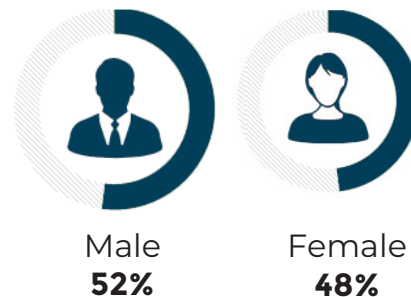
In 2022, its population grew by 1.2% and its share of the world's population is 0.1%.

It has a literacy rate of 98.4%.

### Age Break-up



### Gender Ratio



11.3 m  
Total Population

1.2%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

74.3  
Years Life  
Expectancy<sup>#</sup>

2.83  
Fertility Rate<sup>#</sup>

98.4  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: JORDAN

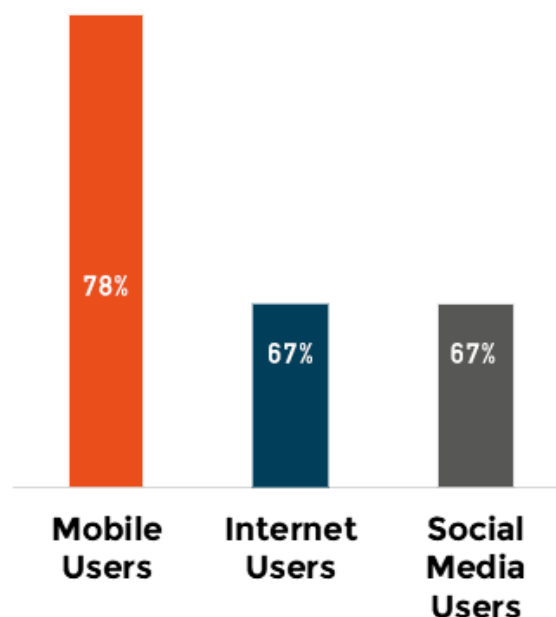
## Digital Uptake

In the digital landscape of Jordan as of 2022, mobile subscribers stood at 78% of the total population, internet users at 67%, and social media users at 67%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Jordan — DataReportal – Global Digital Insights

# Publishing Landscape: JORDAN

In 2022, Jordan had 200 publishers.

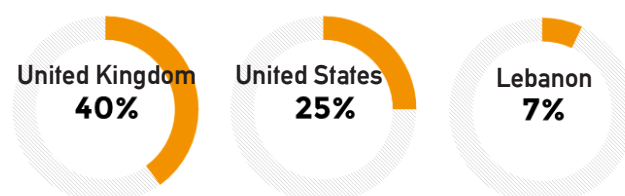
In 2022, total number of International Standard Book Numbers (ISBNs) registered in Jordan was 4,785.

Source: International ISBN agency.

## Books Imports and Exports: JORDAN

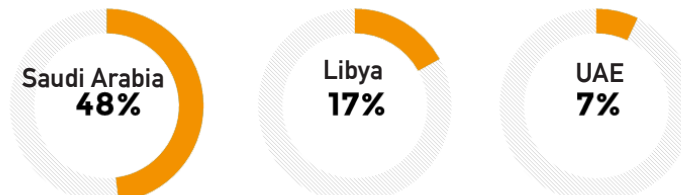
### Top 3 Countries for Book Import

Jordan largely depends on imports from countries such as United Kingdom, United States and Lebanon . Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Jordan relies on shipments to key destinations like Saudi Arabia, Libya and UAE .Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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# LEBANON

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# Demographic Profiling: **LEBANON**

## LEBANON

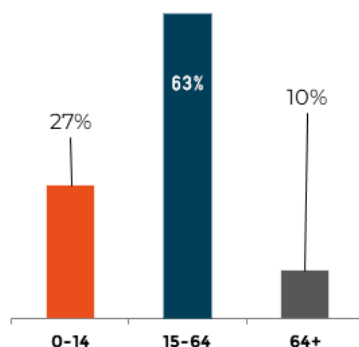
In 2022, the population of Lebanon stood at around 5.5 m.

The official language is Arabic. However, English and French are also widely spoken.

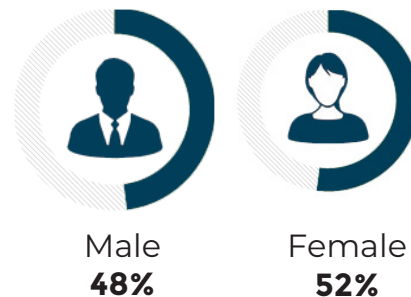
In 2022, its population declined by 1.8% and its share of the world's population was 0.1%.

It has a literacy rate of 95.3%.

### Age Break-up



### Gender Ratio



5.5 m  
Total Population



1.8%  
Population Declined  
from 2021



0.1% of the  
Total World  
Population



75  
Years Life  
Expectancy<sup>#</sup>



2.09  
Fertility Rate<sup>#</sup>

95.3  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: **LEBANON**

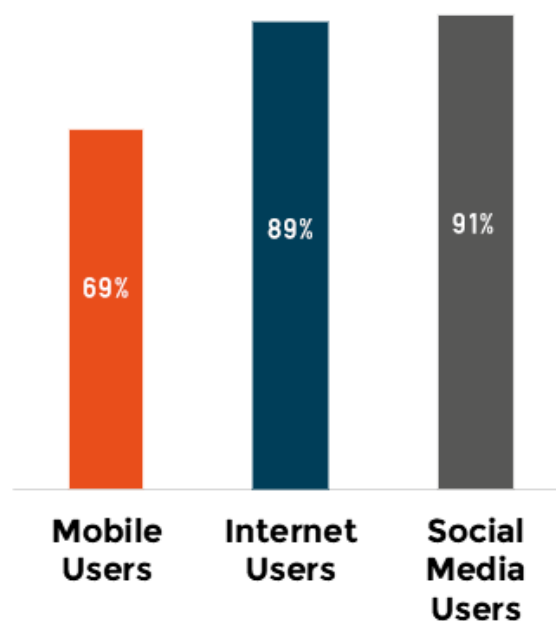
## Digital Uptake

In the digital landscape of Lebanon as of 2022, mobile subscribers stood at 69% of the total population, internet users at 89%, and social media users at 91%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

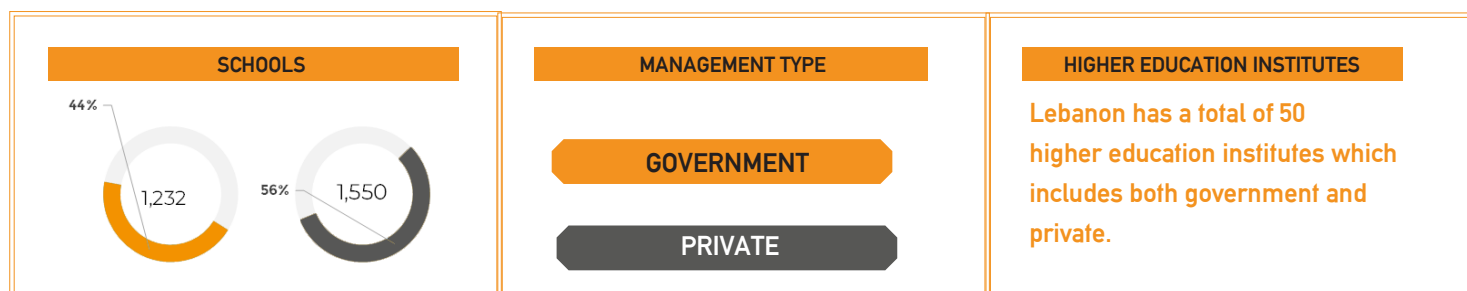
### Mobile, Internet and Social Media Users (as % of total population)



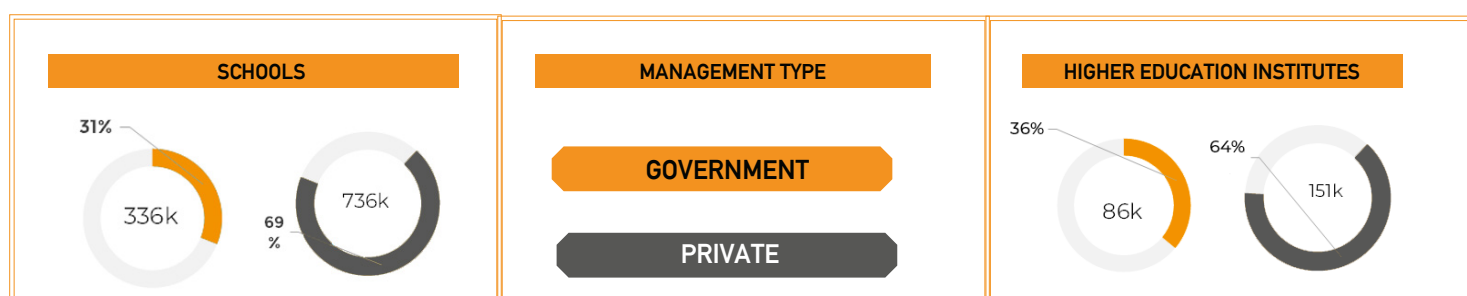
# Education Infrastructure: LEBANON

The data encompasses the overall number of schools and higher education institutions categorized by management type. Lebanon has a total of 2,782 schools and 50 higher education institutes, with respective enrollments of 1.07 m and 0.2 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Lebanon, 44% of schools are government funded, while 56% are private. The higher education consists of 99% privately managed institutes and 1% government owned institutes. 31% school students are enrolled in government schools and 69% of students are enrolled in private schools. In higher education, 36% students attend government institutions, while 64% attends in private higher education institutions.

# Publishing Landscape: LEBANON

In 2022, Lebanon had 250 publishers.

## Prominent Book Retailers

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

#### Book Retailers: B&M

- Antwan library
- Astafan library
- West library
- Du liban library
- Malek library

#### Book Retailers: Online

- Neelwafurat.com



# Books Imports and Exports: **LEBANON**

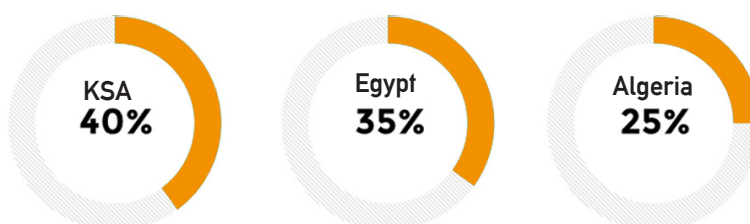
## Top 3 Countries for Book Import

Lebanon book imports largely depends on imports from countries such as France, United Kingdom and United States. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Lebanon relies on shipments to key destinations like KSA, Egypt and Algeria . Presented below are detailed export breakdowns for the top 3 countries.



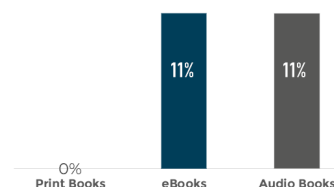
## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	40%
Government's school Book Purchase Expenditure As a share of overall Budget	There is a school book tender, which follows a process of bidding and the successful bidder sells the books and pay the government's share.
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Only in writing the content .
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: **LEBANON**

In Lebanon, a tax rate of 11% applies to ebooks, and audio books while print books attracts no taxes.





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# MALAYSIA

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# Demographic Profiling: **MALAYSIA**

## MALAYSIA

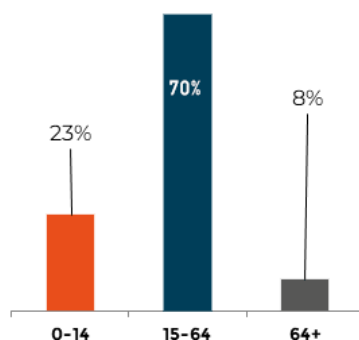
In 2022, the population of Malaysia stood at around 33.9 m.

The official language is Malay.

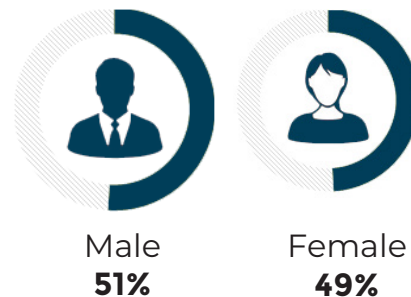
In 2022, its population grew by 1.1% and its share of the world's population was 0.4%.

It has a literacy rate of 95%.

### Age Break-up



### Gender Ratio



33.9 m  
Total Population

1.1%  
Population Increase  
from 2021

0.4% of the  
Total World  
Population

74.9  
Years Life  
Expectancy<sup>#</sup>

1.80  
Fertility Rate<sup>#</sup>

95  
Literacy Rate<sup>\*</sup>

Source: World Bank | <sup>\*</sup>Literacy Rate 2019 | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: **MALAYSIA**

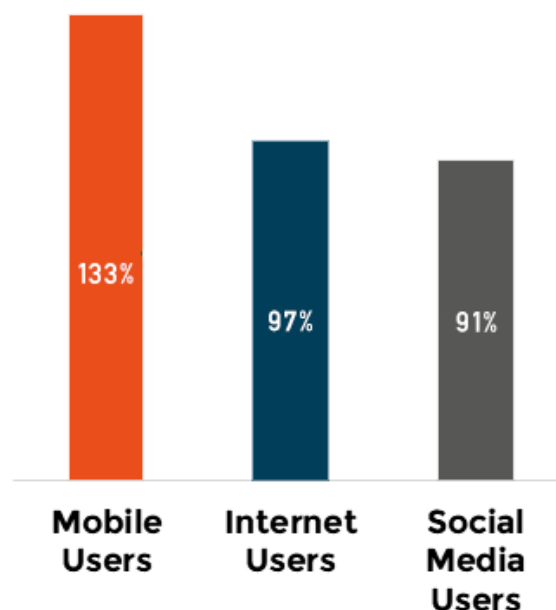
## Digital Uptake

In the digital landscape of Malaysia as of 2022, mobile subscribers stood at 133% of the total population, internet users at 97%, and social media users at 91%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

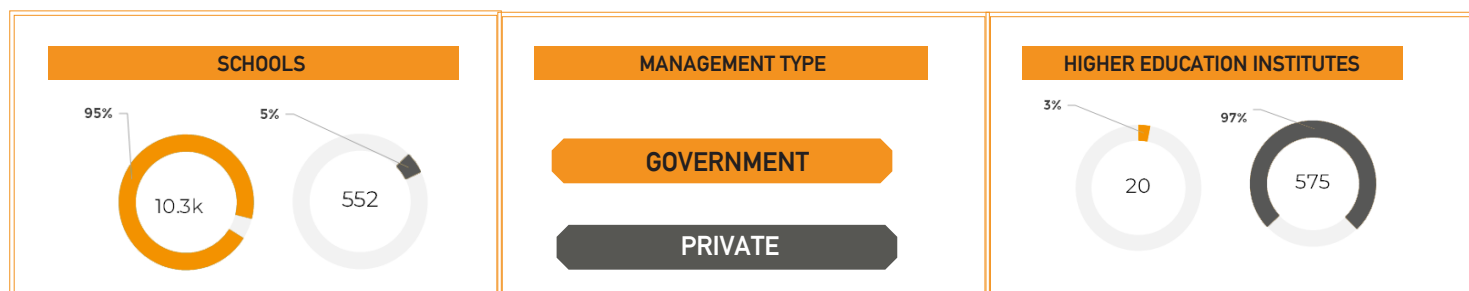
### Mobile, Internet and Social Media Users (as % of total population)



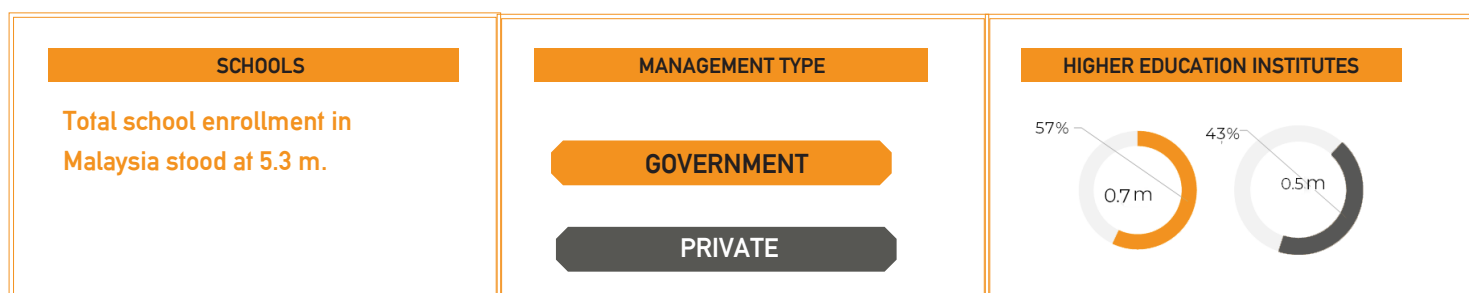
# Education Infrastructure: MALAYSIA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Malaysia has a total of 10,912 schools and 595 higher education institutes, with respective enrollments of 5.3 m and 1.2 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Malaysia, 95% of schools are government funded, while 5% are private. The higher education institutes consist of 97% privately managed institutes and 3% government managed. 57% of students attended government institutes, while 43% were enrolled in private higher education institutions.

School/Higher Education institute count reflects 2022, while enrollment numbers pertained to 2021.

# Publishing Landscape: MALAYSIA

In 2022, Malaysia had 166 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Pelangi Publishing Group</li><li>• Sasbadi Holdings Berhad</li><li>• Rimbunan Ilmu Sdn Bhd</li><li>• Dewan Bahasa Dan Pustaka</li><li>• Fargoes Books</li></ul>	<ul style="list-style-type: none"><li>• IIUM Press</li><li>• Penerbit USM</li><li>• Pearson Malaysia Sdn Bhd</li><li>• MCGraw Hill (M) Sdn Bhd</li><li>• Sunway University Press</li></ul>	<ul style="list-style-type: none"><li>• Karangkrak</li><li>• PTS Publication</li><li>• Kadokawa Gempak Starz</li><li>• Telaga Biru</li><li>• Maghfirah Pustaka</li></ul>

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

### Book Retailers: B&M

- Popular Bookstores
- MPH Bookstores
- Hasani Bookstores
- SMO Bookstores
- Kinokuniya

### Book Retailers: Online

- Shopee
- PTS Bookcafe
- Kinokuniya
- BookXcess
- MPH Online

## Employment in Malaysia Book Publishing Industry

The total workforce employed within the book publishing industry in Malaysia stands at 3,021.

# Books Imports and Exports: MALAYSIA

## Top 3 Countries for Book Import

Malaysia largely depends on imports from countries such United States, United Kingdom and China.

## Top 3 Countries for Book Export

Malaysia relies on shipments to key destinations like Association of Southeast Asian Nations (ASEAN), Australia/New Zealand and East Asia.

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	95%
Government's school book purchase expenditure as a share of the overall education budget	0.30%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: MALAYSIA

In Malaysia, 0% tax rate applies to print books, ebooks, and audio books.



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**NEPAL**

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# Demographic Profiling: NEPAL

## NEPAL

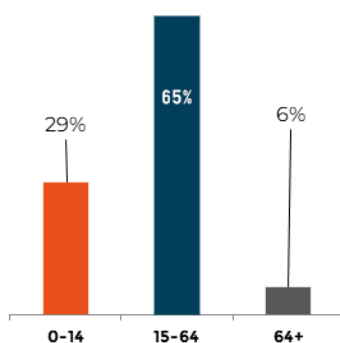
In 2022, the population of Nepal stood at around 30.5 m.

The official language is Nepali. Maithili is also widely spoken.

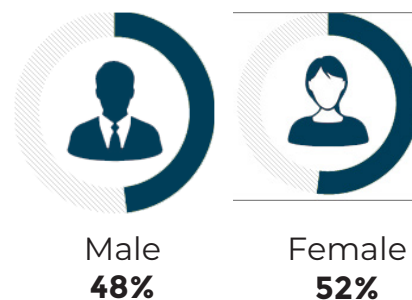
In 2022, its population grew by 1.7% and its share of the world's population was 0.4%.

It has a literacy rate of 71.2%.

### Age Break-up



### Gender Ratio



30.5 m  
Total Population

1.7%  
Population Increase  
from 2021

0.4% of the  
Total World  
Population

68.5 Years  
Life Expectancy<sup>#</sup>

2.02  
Fertility Rate<sup>#</sup>

71.2  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: NEPAL

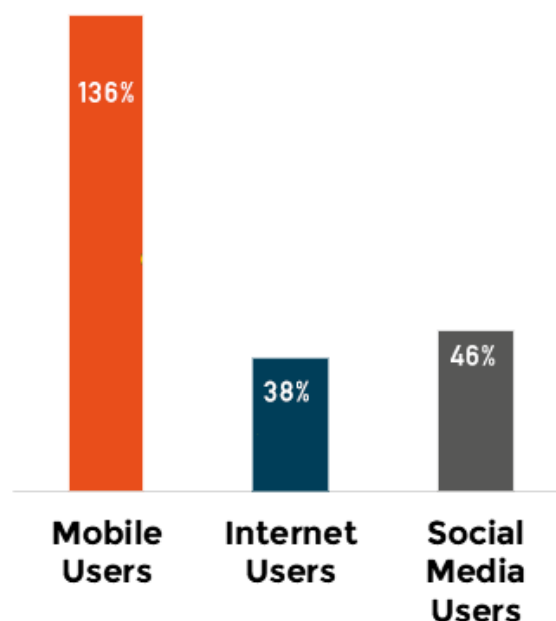
## Digital Uptake

In the digital landscape of Nepal as of 2022, mobile subscribers stood at 136% of the total population, internet users at 38%, and social media users at 46%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

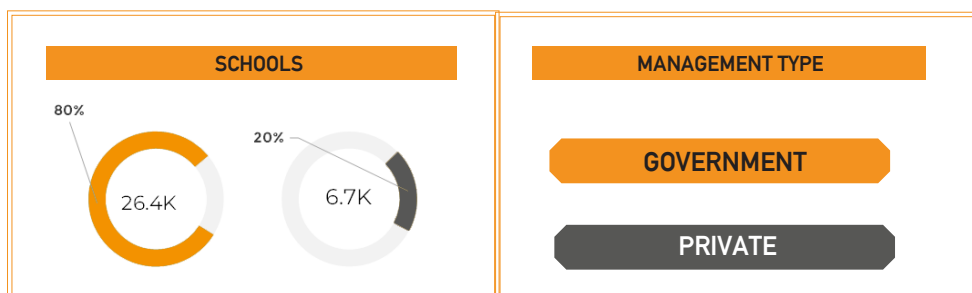


Source: Digital 2022: Nepal — DataReportal – Global Digital Insights

# Education Infrastructure: NEPAL

Nepal has a total of 33,214 schools and school enrolment stands at 7.2 m. Higher Education enrollment stood at 0.4 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



In Nepal, 80% of schools are government funded, while 20% are private. Total enrollment in school stood at 7.2 m, while higher education enrollment stood at 0.4 m.

# Publishing Landscape: NEPAL

In 2022, Nepal had 1,531 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Nepal was 3,566.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

#### School Book Publishers

- Read More Publication & Distributor
- Goodwill Publication
- Ashmita Publication
- Ekata Publication and Distributor
- Koselee Publication and Distributor

#### Higher Education Book Publishers

- Bhudipuran Publication
- Vidhyarthi Publication
- Asia Publication
- Buddha Publication
- Taleju Pustak

#### Trade Book Publishers

- Ekata Books
- Ratna Books
- Sajha Publications
- Fine Print Pvt. Ltd.
- Kathalaya Inc. Pvt. Ltd

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

#### Book Retailers: B&M

- Ekata Books Distributor
- Mandala Book Point
- Education Book House
- M.K Book Distributor
- Ratna Book Distributor

#### Book Retailers: Online

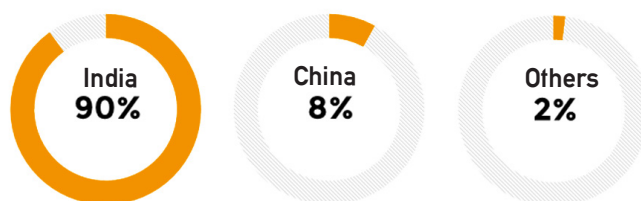
- daraz.com.np
- Thuprai.com
- Booksmandala.com
- shopraternaonline.com
- pilgrimsbooks.com



# Books Imports and Exports: NEPAL

## Top 3 Countries for Book Import

Nepal largely depends on imports from countries like India, China and others. Below are the break-downs of import by top 3 countries.



## Top 3 Countries for Book Export

Nepal relies on book exports from countries like India, United States and the United Kingdom.

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	No

## Taxes on Books: NEPAL

In Nepal, ebooks and audio books are tax-exempted, while printed books are subject to a tax rate ranging from 10% to 13%, which varies depending on their place of production.



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# PAKISTAN

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# Demographic Profiling: PAKISTAN

## PAKISTAN

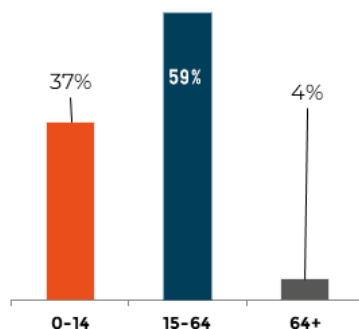
In 2022, the population of Pakistan stood at around 236 m.

The official language is Urdu.

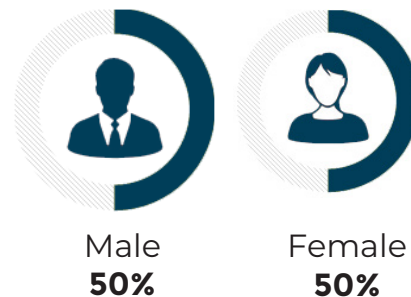
In 2022, its population grew by 1.9% and its share of the world's population was 3%.

It has a literacy rate of 58%.

### Age Break-up



### Gender Ratio



236 m  
Total Population

1.9%  
Population Increase  
from 2021

3.0% of the  
Total World  
Population

66.1  
Years Life  
Expectancy<sup>#</sup>

3.47  
Fertility Rate<sup>#</sup>

58  
Literacy Rate<sup>\*</sup>

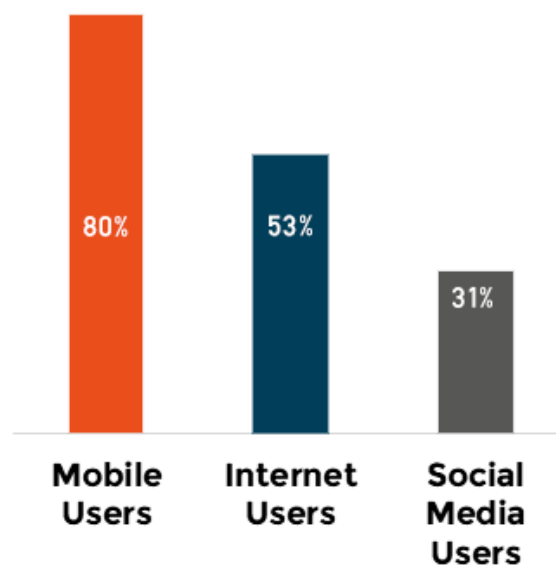
Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: PAKISTAN

## Digital Uptake

In the digital landscape of Pakistan as of 2022, mobile subscribers stood at 80% of the total population, internet users at 53%, and social media users at 31%.

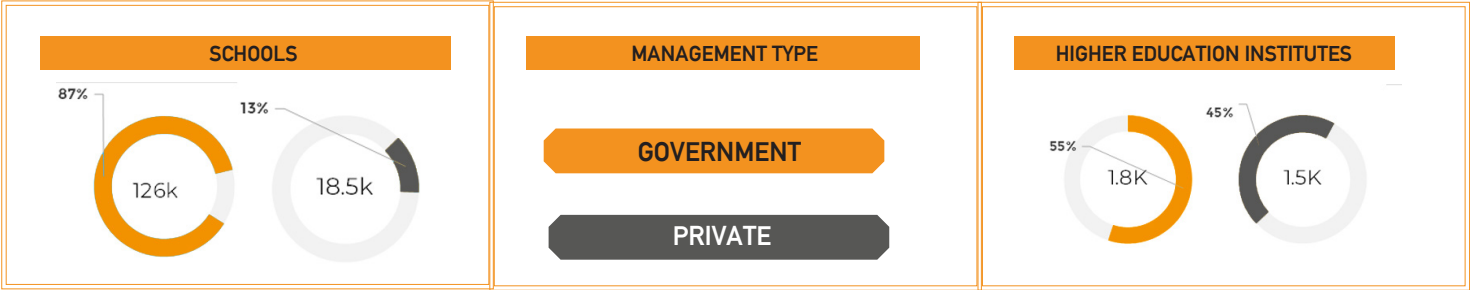
### Mobile, Internet and Social Media Users (as % of total population)



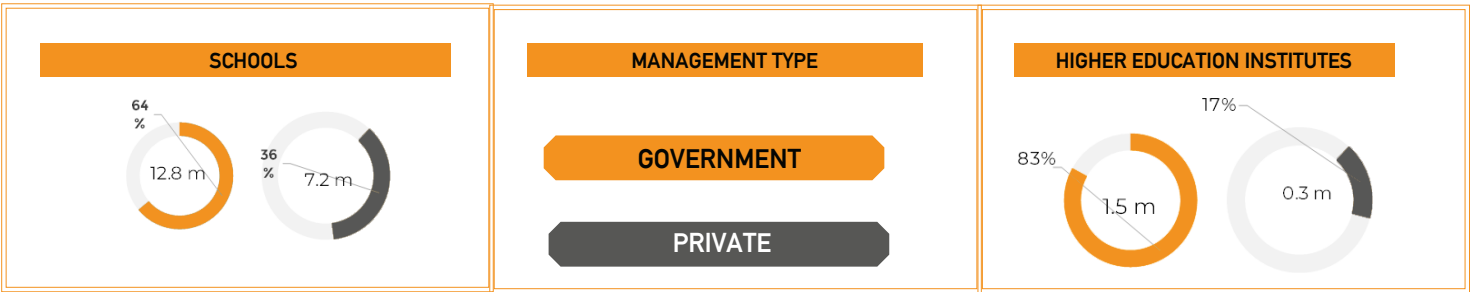
# Education Infrastructure: PAKISTAN

The data encompasses the overall number of schools and higher education institutions categorized by management type. Pakistan has a total of 144,967 schools and 3,223 higher education institutes, with respective enrollments of 20.1 m and 1.9 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Pakistan, 87% of schools are government funded, while 13% are private. The higher education sector consists of 45% privately managed institutes and 55% government owned. 64% of students are enrolled in government schools and 36% in private schools. In higher education, 83% attend government institutions, while 17% are enrolled in private higher education institutions.

# Publishing Landscape: PAKISTAN

In 2022, Pakistan had 300 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Punjab Curriculam And Textbook Board</li><li>• Paramount Publishers</li><li>• Publishers Marketing Associates (PMA)</li><li>• Oxford University Press</li><li>• Gohar Publishers</li></ul>	<ul style="list-style-type: none"><li>• Paramount Publishers</li><li>• Allied Book Company</li><li>• Ferozsons</li><li>• Farooq Kitab Ghar</li><li>• Caravan Book House</li></ul>	<ul style="list-style-type: none"><li>• Sang-E-Meel</li><li>• Al-Faisal Nashran</li><li>• Ilm-O-Irfan Publishers</li><li>• Ferozsons</li><li>• Caravan Book House</li></ul>

Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Readings</li><li>• Sang-E-Meel</li><li>• Liberty Books</li><li>• Saeed Book Bank</li><li>• Vanguard Books</li></ul>	<ul style="list-style-type: none"><li>• Readings Online Store</li><li>• Sang-E-Meel Online Store</li><li>• Booksvilla</li><li>• Vanguard Books Online Store</li></ul>

Employment in Pakistan Book Publishing Industry

The total workforce employed within the book publishing industry in Pakistan stood at 24,000 individuals which includes full time, part-time, contractual and other roles.

Books Imports and Exports: PAKISTAN

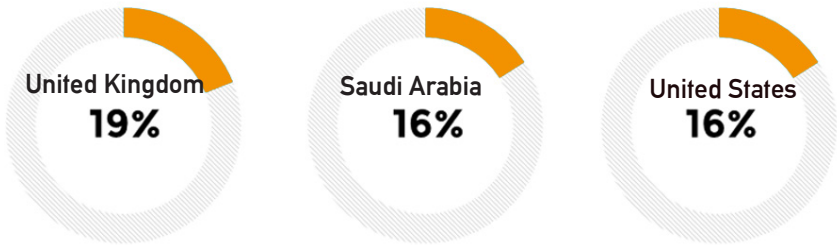
Top 3 Countries for Book Import

Pakistan largely depends on imports from countries such as United Kingdom, United States and Malaysia. Below are the breakdowns of import by top 3 countries.



Top 3 Countries for Book Export

Pakistan relies on shipments to key destinations like United Kingdom, Saudi Arabia and United States. Presented below are detailed export breakdowns for the top three countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	Not exceeding 10%
Government's school book purchase expenditure as a share of the overall education budget	13 % approximately (Excluding Higher Education Budget)
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	Yes
Government's higher education book purchase expenditure as a share of the total higher education books market size.	Less than 1% as most procurement is indirectly done by individual public universities through their internal budgetary mechanisms and supplied by private sector importers.
Government's higher education book purchase expenditure as a share of the overall education budget.	Less than 1% ( as budgetary grants to higher education institutions leave it to the institution itself to procure books at its own discretion)
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Yes
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: PAKISTAN

In Pakistan, sales tax and excise duty is 0% for print, ebooks and audio books.



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# PHILIPPINES

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# Demographic Profiling: PHILIPPINES

## PHILIPPINES

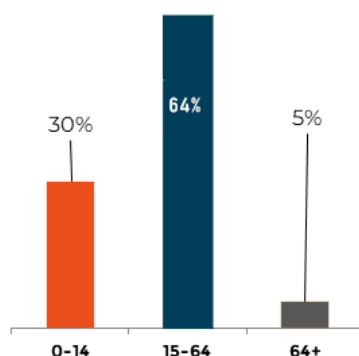
In 2022, the population of Philippines stood at around 115.6 m.

The official languages are Filipino and English.

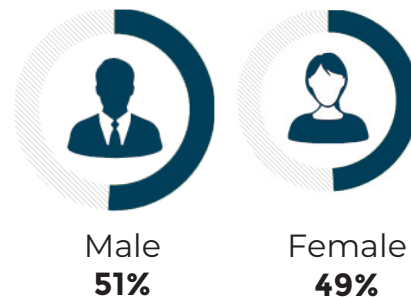
In 2022, its population grew by 1.5% and its share of the world's population was 1.5%.

It has a literacy rate of 96.3%.

### Age Break-up



### Gender Ratio



115.6 m  
Total Population

1.5%  
Population Increase  
from 2021

1.5% of the  
Total World  
Population

69.3  
Years Life  
Expectancy<sup>#</sup>

2.74  
Fertility Rate<sup>#</sup>

96.3  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: PHILIPPINES

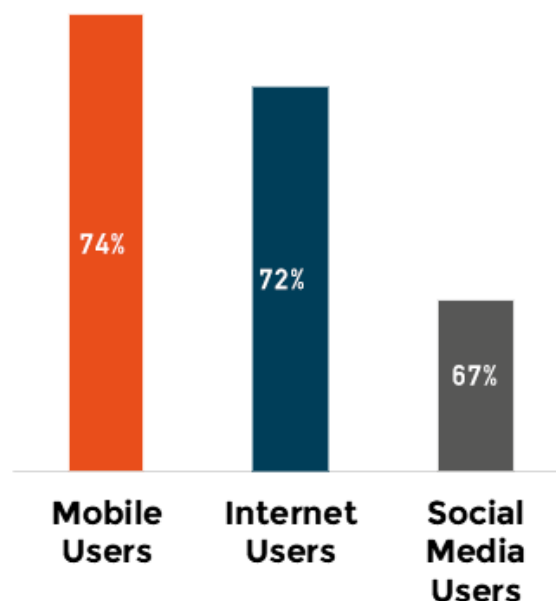
## Digital Uptake

In the digital landscape of Philippines as of 2022, mobile subscribers stood at 74% of the total population, internet users at 72%, and social media users at 67%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



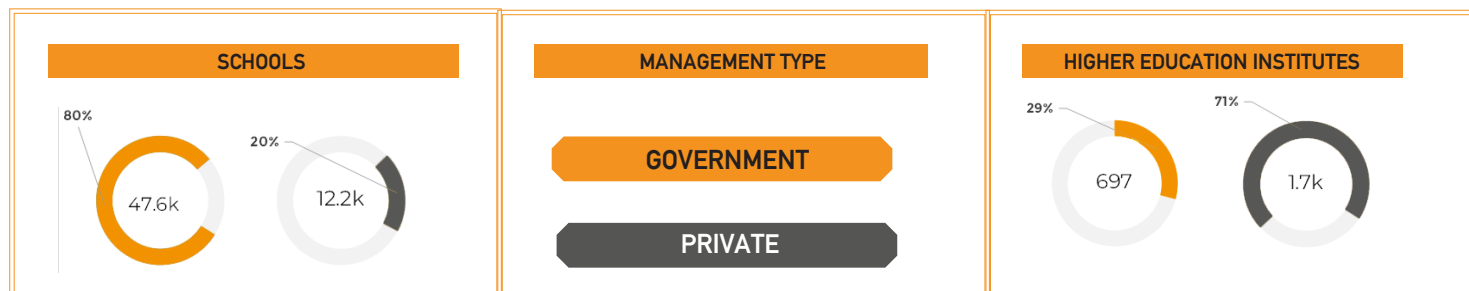
Source for Mobile Users: Statista ; Internet Users: Meltwater ; Social Media User: CountryMeters



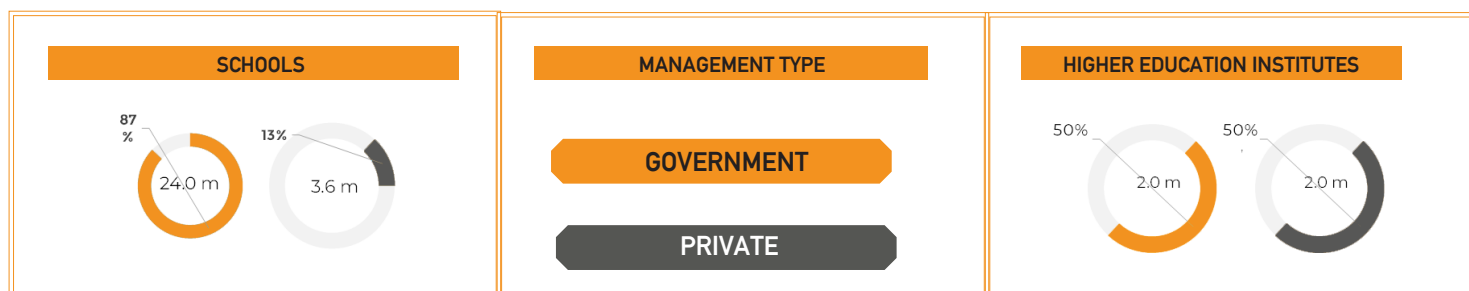
# Education Infrastructure: PHILIPPINES

The data encompasses the overall number of schools and higher education institutions categorized by management type. Philippines has a total of 59,890 schools and 2,412 higher education institutes, with respective enrollments of 27.6 m and 4.1 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



Source: Education Management Information System Division of the Department of Education Knowledge Management Division - Information Management Unit of the Commission on Higher Education

In Philippines, 80% of schools are government, while 20% are private. The higher education sector consists of 71% privately managed institutions and 29% are government managed. 87% students of students are enrolled in government schools and 13% in private schools. In higher education, 50% students are enrolled in government institutions, while 50% are enrolled in private higher education institutions.

# Publishing Landscape: PHILIPPINES

In 2022, Philippines had 317 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Philippines was 9,889.

Sources: International ISBN Agency | #National Book Development Board for publishers

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Vibal Group, Inc.</li><li>• Rex Book Store, Inc.</li><li>• C &amp; E Publishing, Inc.</li><li>• The Phoenix Publishing House, Inc.</li><li>• Central Book Supply, Inc.</li></ul>	<ul style="list-style-type: none"><li>• Vibal Group, Inc.</li><li>• Rex Bookstore, Inc.</li><li>• C &amp; E Publishing, Inc.</li><li>• The Phoenix Publishing House, Inc.</li><li>• Central Book Supply, Inc.</li></ul>	<ul style="list-style-type: none"><li>• Anvil Publishing, Inc.</li><li>• Summit Media</li><li>• Precious Pages Corp.</li><li>• PSICOM Publishing, Inc.</li><li>• ABS-CBN Books</li></ul>

Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Fully Booked</li><li>• National Book Store, Inc.</li><li>• Pandayan Bookshop</li><li>• Booksale</li><li>• Philippine Christian Bookstore</li></ul>	<ul style="list-style-type: none"><li>• Shopee</li><li>• Lazada</li><li>• Fully Booked</li><li>• National Book Store, Inc.</li><li>• Amazon</li></ul>

Source: National Book Development Board

Employment in Philippines Book Publishing Industry

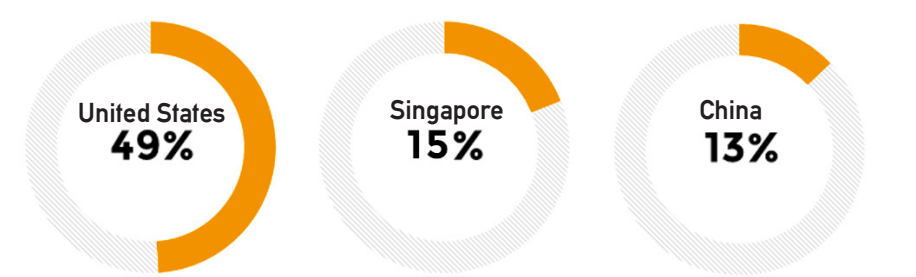
The total workforce employed within the book publishing industry in Philippines stands at 3,108 individuals which includes part-time as well as contractual roles.

Source:2020 Annual Survey of Philippine Business and Industry - Information and Communication of Philippine Statistics Authority

Books Imports and Exports: PHILIPPINES

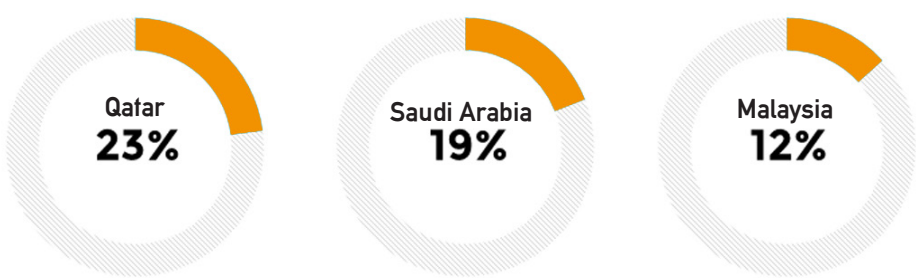
Top 3 Countries for Book Import

Philippines largely depends on imports from countries such as United States, Singapore and China. Below are the breakdowns of import by top 3 countries.



Top 3 Countries for Book Export

Philippines relies on shipments to key destinations like Qatar, Saudi Arabia and Malaysia . Presented below are detailed export breakdowns for the top 3 countries.



Source: Tradeline Philippines of Department of Trade and Industry

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school book purchase expenditure as a share of the overall education budget	0.15%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: PHILIPPINES

In Philippines, a 12% tax rate applies to audio books, VAT is exempted for print books and ebooks.

Source: National Book Development Board



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# REPUBLIC OF KOREA

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# Demographic Profiling: REPUBLIC OF KOREA

## REPUBLIC OF KOREA

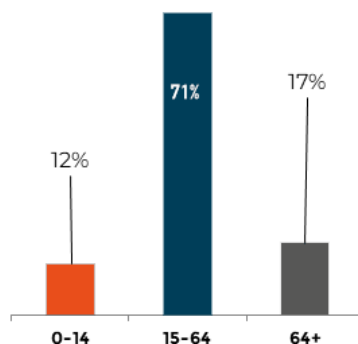
In 2022, the population of Republic of Korea stood at around 51.6 m.

The official language is Korean.

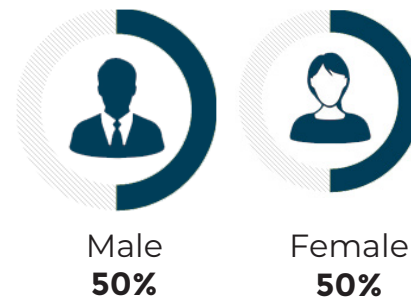
In 2022, its population declined by 0.2% in 2022 and its share of the world's population was 0.6%.

It has a literacy rate of 98.8%.

### Age Break-up



### Gender Ratio



51.6 m  
Total Population

0.2%  
Population Declined  
from 2021

0.6% of the  
Total World  
Population

83.5  
Years Life  
Expectancy<sup>#</sup>

0.8  
Fertility Rate<sup>#</sup>

98.8  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2018 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: REPUBLIC OF KOREA

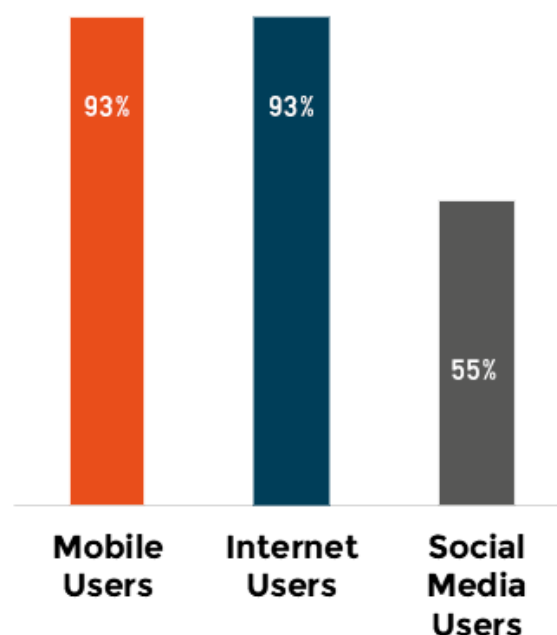
## Digital Uptake

In the digital landscape of Republic of Korea as of 2022, mobile subscribers stood at 93% of the total population, internet users at 93%, and social media users at 55%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

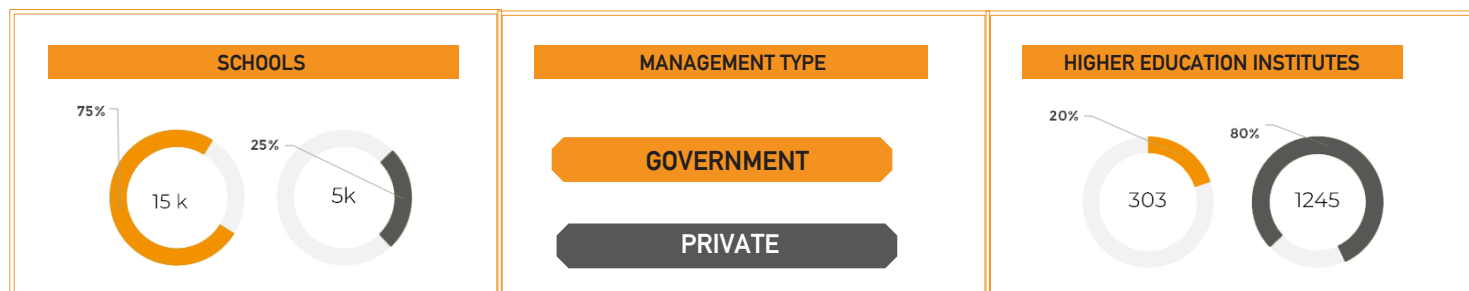
### Mobile, Internet and Social Media Users (as % of total population)



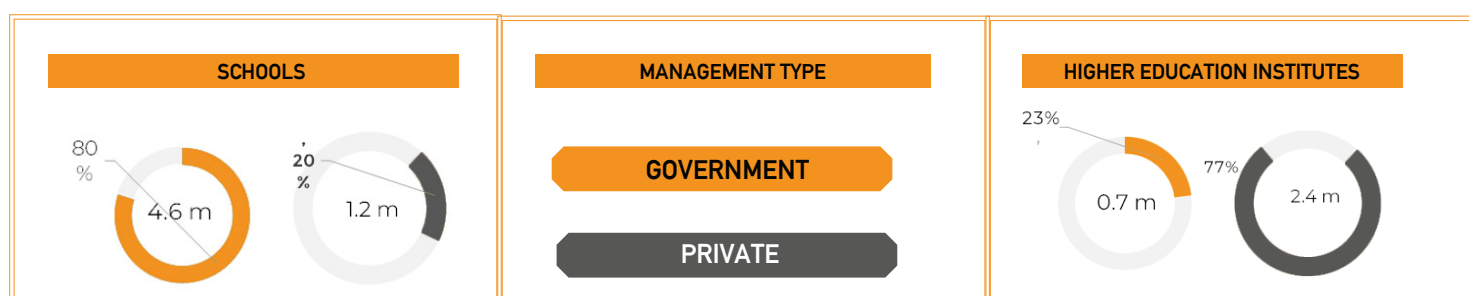
# Education Infrastructure: REPUBLIC OF KOREA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Republic of Korea has a total of 20,630 schools and 1,548 higher education institutes, with respective enrollments of 5.8 m and 3.1 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Republic of Korea, 75% of schools are government funded, while 25% are private. The higher education sector consists of 80% privately managed institutes and 20% government owned. 80% of students are enrolled in government schools and 20% in private schools. In higher education, 23% are enrolled in government institutions, while 77% students are enrolled in private owned institutions.

# Publishing Landscape: REPUBLIC OF KOREA

In 2022, Republic of Korea had 75,324 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Korea was 338,237.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"> <li>• Kyohaksa Publishing</li> <li>• kumsung Publishing</li> <li>• Woongjin Thinkbig</li> <li>• Daekyo</li> <li>• Cheongjin Publishing</li> </ul>	<ul style="list-style-type: none"> <li>• Hakjisa</li> <li>• Kyungmoonsa</li> <li>• Kimoonsa</li> <li>• Hantee Media</li> <li>• Hanbit Publishing Network</li> </ul>	<ul style="list-style-type: none"> <li>• Munhakdongne Publishing Group</li> <li>• Changbi Publishers</li> <li>• Minumsa Publishing Group</li> <li>• Sigongsa</li> <li>• Open Books</li> </ul>

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

### Book Retailers: B&M

- Kyobo Book Centre
- Yes24
- Aladin Communication
- Youngpoong Bookstore
- Libro

### Book Retailers: Online

- Kyobo Book Centre
- Yes24
- Aladin Communication
- Interpark Commerce
- 11street

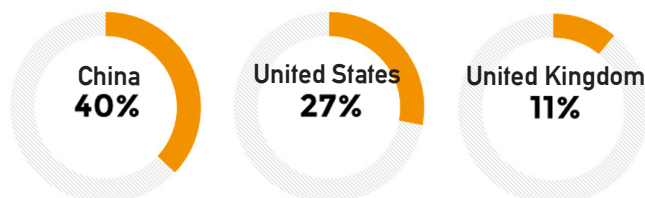
## Employment in Republic of Korea Book Publishing Industry

The total workforce employed within the book publishing industry in Republic of Korea in 2021 stood at 120,367 individuals which includes full time, part-time, contractual and other roles.

# Books Imports and Exports: REPUBLIC OF KOREA

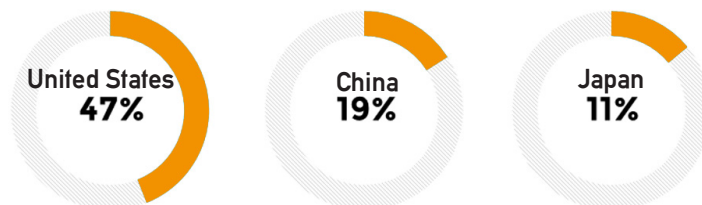
## Top 3 Countries for Book Import

Republic of Korea largely depends on imports from countries such as China, United States and United Kingdom. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Republic of Korea's book export industry relies on shipments to key destinations like United States, Japan and China. Presented below are detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws etc. These factors significantly influence the regulatory framework shaping book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	Yes
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: REPUBLIC OF KOREA

There are no taxes in Republic of Korea on print, ebooks, and audio books.



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**SRI LANKA**

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# Demographic Profiling: SRI LANKA

## SRI LANKA

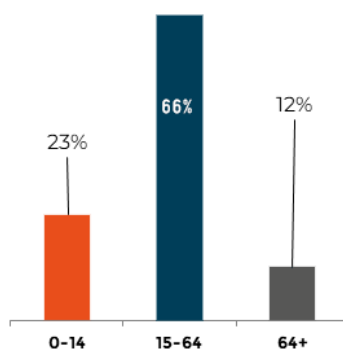
In 2022, the population of Sri Lanka stood at around 22 m.

The official languages is Sinhala and Tamil.

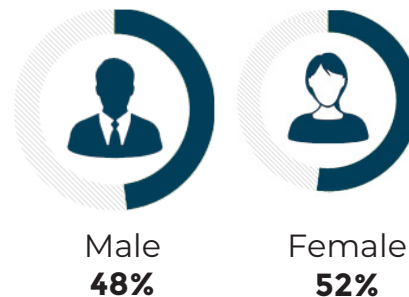
In 2022, its population grew by 0.1% and its share of the world's population was 0.3%.

It has a literacy rate of 92.4%.

### Age Break-up



### Gender Ratio



22.2 m  
Total Population



0.1%  
Population Increase  
from 2021



0.3% of the  
Total World  
Population



76.4  
Years Life  
Expectancy<sup>#</sup>



1.99  
Fertility Rate<sup>#</sup>

92.4  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: SRI LANKA

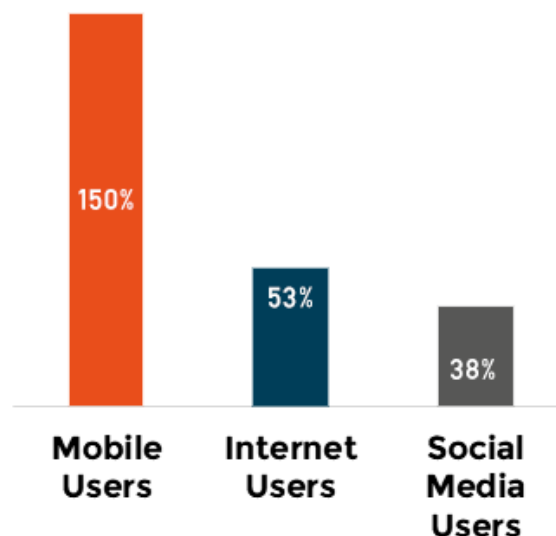
## Digital Uptake

In the digital landscape of Sri Lanka as of 2022, mobile subscribers stood at 150% of the total population, internet users at 53%, and social media users at 38%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

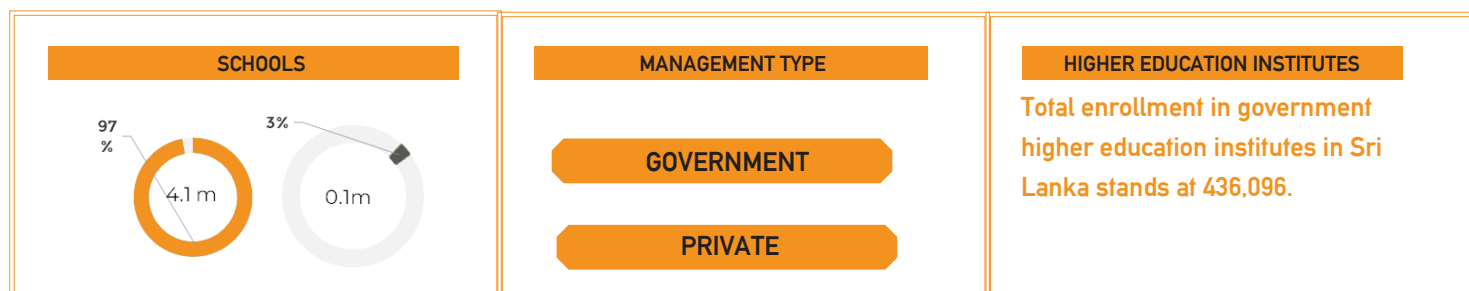
### Mobile, Internet and Social Media Users (as % of total population)



# Education Infrastructure: SRI LANKA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Sri Lanka has a total of 10,269 schools and 80 higher education institutes. Total enrollment in school stood at 4.1 m, while enrollment in government higher education institutes was 0.4 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



In Sri Lanka, 97% of students are enrolled in government schools and 3% students are enrolled in private schools.

# Publishing Landscape: SRI LANKA

In 2022, Sri Lanka had 160 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Sri Lanka was 6,705.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>Sarasavi Publishers</li><li>M D Gunasena</li><li>Samudra Publishers</li><li>Wasana Book Publishers</li><li>Susara Publications</li></ul>	<ul style="list-style-type: none"><li>Stamford Lake Lake House</li><li>Vijitha Yapa</li><li>Sarasavi Publishers</li><li>Godage Publishers</li><li>National Institute of Education</li></ul>	<ul style="list-style-type: none"><li>Sarasavi Publishers</li><li>Godage Publishers</li><li>Vidarshana Publishers</li><li>Sooriya Publishers</li><li>Fast Publications</li></ul>

### Book Retailers

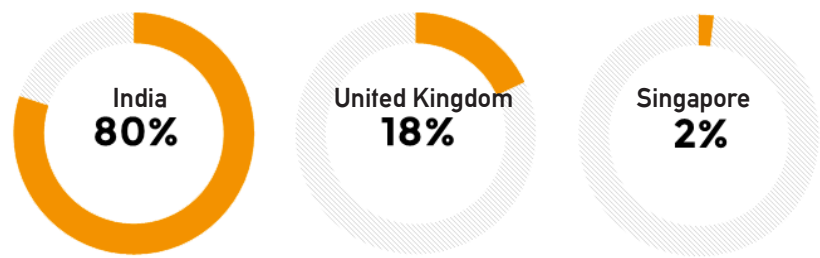
We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>Sarasavi Bookshop</li><li>M D Gunasena</li><li>Expographic Books</li><li>Vijitha Yapa</li><li>Samudra Bookstore</li></ul>	<ul style="list-style-type: none"><li>www.sarasavi.lk</li><li>www.expo-graphic.com</li><li>www.makeenbooks.com</li><li>www.jeyabookcentre.com</li><li>www.vijithayapa.com</li></ul>

# Books Imports and Exports: SRI LANKA

## Top 3 Countries for Book Import

Sri Lanka largely depends on imports from countries such as India, United Kingdom and Singapore. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Sri Lanka relies on shipments to key destinations such as UAE, Middle East, and the European Union.

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Yes
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes



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**Nielsen  
BookData**



# SINGAPORE

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# Demographic Profiling: SINGAPORE

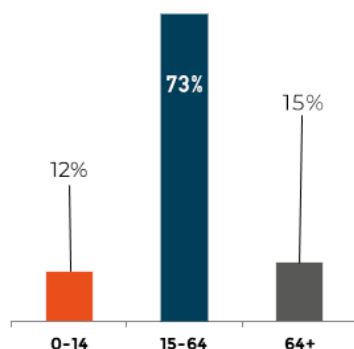
## SINGAPORE

In 2022, the population of Singapore stood at around 5.6 m.

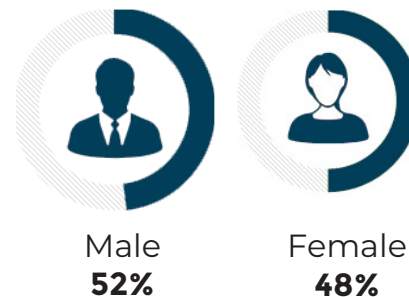
The official languages are English, Malay, Mandarin, Chinese and Tamil.

One notable demographic trend in Singapore is its relatively low total fertility rate, which averages at 1.12 children born per woman.

### Age Break-up



### Gender Ratio



5.6 m  
Total Population

3.4%  
Population Increased  
from 2021

0.1% of the  
Total World  
Population

83.4  
Years Life  
Expectancy<sup>#</sup>

1.12  
Fertility Rate<sup>#</sup>

97.1  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: SINGAPORE

## Digital Uptake

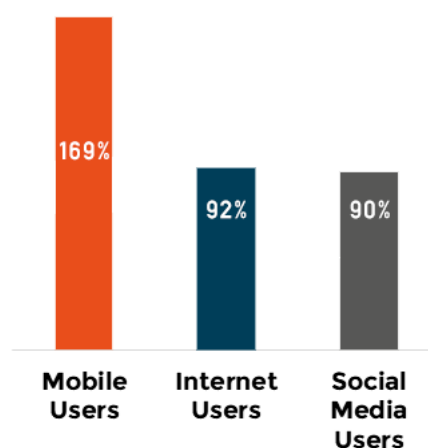
In 2021, Singapore showcased a significant embrace of digital platforms, with extensive use of mobile devices, the internet, and social media.

The rate of mobile device usage surpassed 100%, suggesting a trend of multi-device ownership.

The proportion of internet users was substantial, encompassing 92% of the populace. Furthermore, the prevalence of social media was notable, with nearly 90% of Singapore's population actively engaging on these platforms.

These figures underscore Singapore's advanced technological landscape and the adaptability of its citizens to digital mediums.

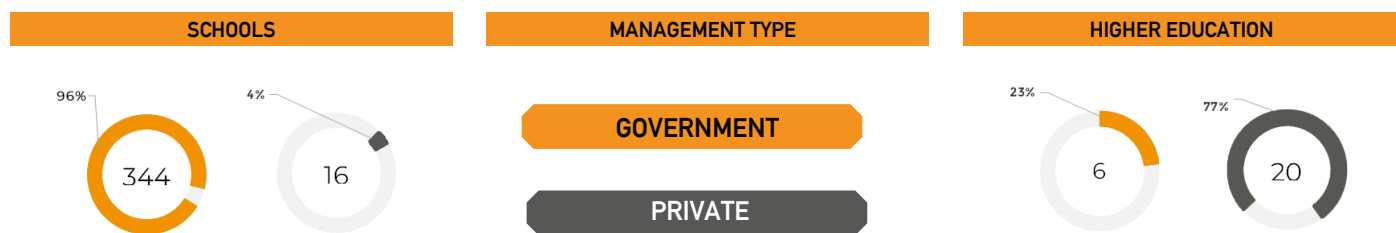
### Mobile, Internet and Social Media Users (as % of total population)



# Education Infrastructure: SINGAPORE

The data encompasses the overall number of schools and higher education institutions categorized by management type. Singapore has a total of 360 schools and 26 higher education institutes. 96% of schools are government, while 4% are private. The higher education sector consists of 73% privately managed institutes and 23% are government owned.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT

The data covers enrollment in schools and higher education institutions categorized by management type in Singapore. There are 0.4 m students enrolled in government schools, while for private schools enrollment data was not available.

For higher education, 0.17 m students were enrolled in government institutions and 0.12 m were enrolled in private institutions. Hence, 59% of students were enrolled in government institutions while 41% in private institutions.

# Publishing Landscape: SINGAPORE

In 2022, Singapore had 400 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Singapore was 25,980.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

#### School Book Publishers

- Marshall Cavendish Education
- Shing Lee Publishing
- Star Publishing
- Singapore Asia Publishers
- Scholastic Asia

#### Higher Education Book Publishers

- World Scientific Publishing
- Taylor & Francis
- Cengage Learning Asia
- McGraw-Hill
- John Wiley & Sons

#### Trade Book Publishers

- Marshall Cavendish International
- Epigram Books
- World Scientific Publishing
- Penguin Random House SEA
- Lingzi Media

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

### Book Retailers: B&M

- Popular Bookstores
- Kinokuniya
- WH Smith
- Times Bookstores
- Union Book

### Book Retailers: Online

- amazon.sg
- epigrambookshop.sg
- Open Trolley
- Books Kinokuniya Webstore
- Lazada

### Employment in Singapore Book Publishing Industry

The total workforce employed within the book publishing industry in Singapore stands at 4,000 individuals.

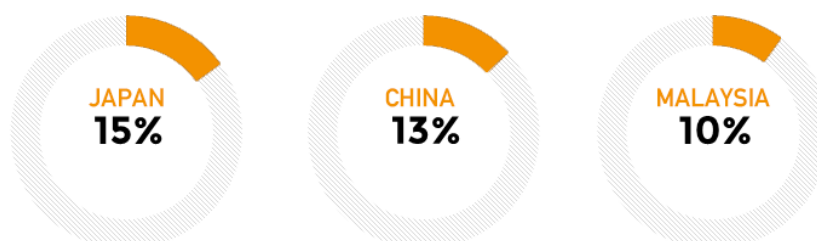
## Books Imports and Exports: SINGAPORE

### Top 3 Countries for Book Import

Singapore largely depends on imports from countries such as Malaysia, United States and United Kingdom.

### Top 3 Countries for Book Export

Singapore relies on shipments to key destinations like Japan, China, and Malaysia. Presented below are detailed export breakdowns for the top 3 countries.



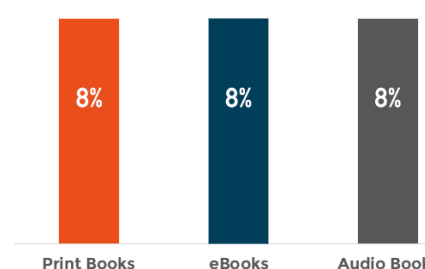
### Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	100%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

### Taxes on Books: SINGAPORE

In Singapore, a uniform 8% tax rate applies to books, including print, ebooks, and audio books, which simplifies the taxation structure across various formats.





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# SAUDI ARABIA

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# Demographic Profiling: SAUDI ARABIA

## SAUDI ARABIA

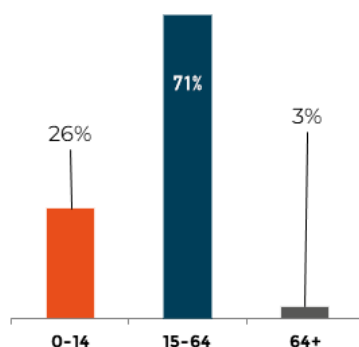
In 2022, the population of Saudi Arabia stood at around 36.4 m.

The official language is Arabic

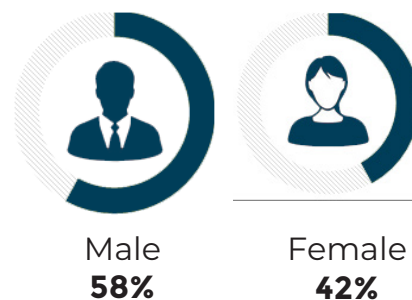
In 2022, its population grew by 1.3% and its share of the world's population was 0.5%.

It has a literacy rate of 97.6%.

### Age Break-up



### Gender Ratio



36.4 m  
Total Population



1.3%  
Population Increase  
from 2021



0.5% of the  
Total World  
Population



76.9  
Years Life  
Expectancy<sup>#</sup>



2.42  
Fertility Rate<sup>#</sup>

97.6  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: SAUDI ARABIA

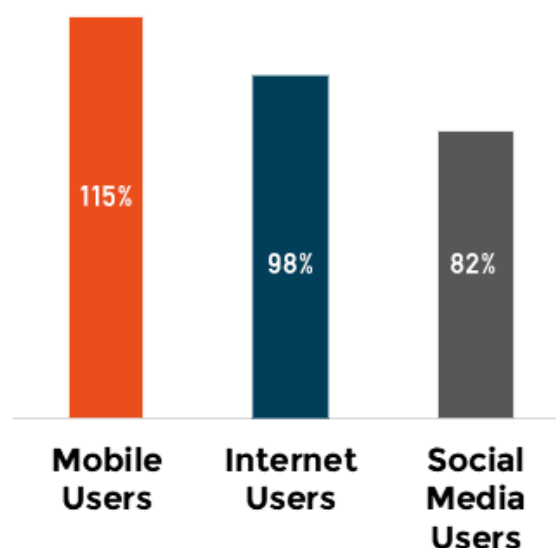
## Digital Uptake

In the digital landscape of Saudi Arabia as of 2022, mobile subscribers stood at 115% of the total population, internet users at 98%, and social media users at 82%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Saudi Arabia — DataReportal – Global Digital Insights

# Books Imports and Exports: SAUDI ARABIA

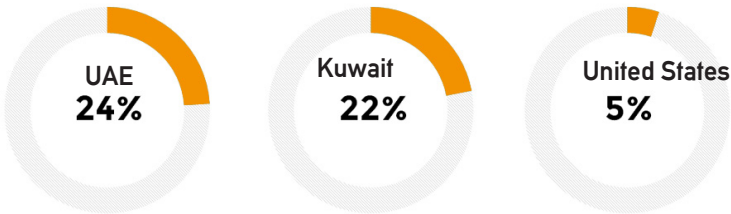
## Top 3 Countries for Book Import

Saudi Arabia largely depends on imports from countries such as United States, United Kingdom and UAE . Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Saudi Arabia relies on shipments to key destinations like UAE , Kuwait and United States. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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# SYRIAN ARAB REPUBLIC

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# Demographic Profiling: SYRIAN ARAB REPUBLIC

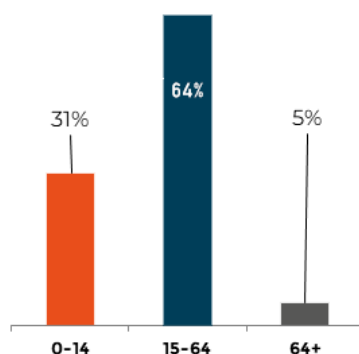
## SYRIAN ARAB REPUBLIC

In 2022, the population of Syrian Arab Republic stood at around 22.1 m.

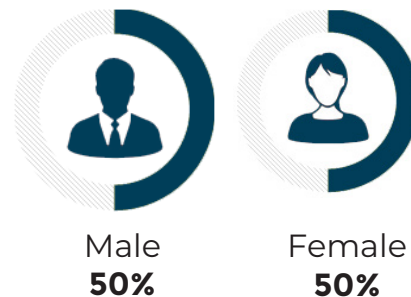
The official language is Arabic. Kurdish, English and French are also widely spoken.

In 2022, its population grew by 3.8% and its share of the world's population was 0.3%.

### Age Break-up



### Gender Ratio



22.1 m  
Total Population

3.8%  
Population Increase  
from 2021

0.3% of the  
Total World  
Population

72.1  
Years Life  
Expectancy<sup>#</sup>

2.74  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: SYRIAN ARAB REPUBLIC

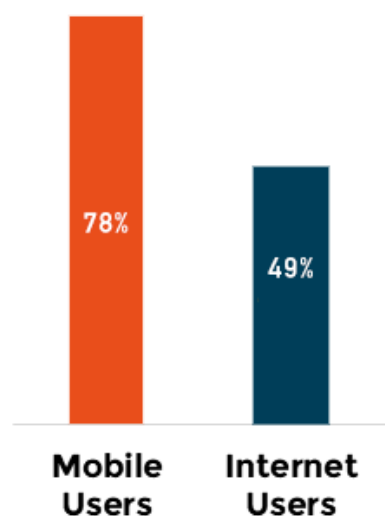
## Digital Uptake

In the digital landscape of Syrian Arab Republic as of 2022, mobile subscribers stood at 78% of the total population and internet users at 49%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals

### Mobile, Internet and Social Media Users (as % of total population)

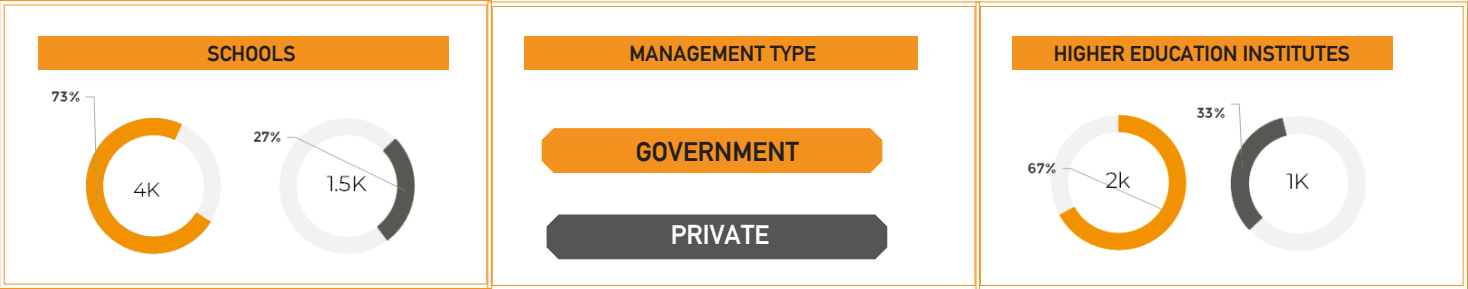


Source: Digital 2022: Syrian Arab Republic — DataReportal – Global Digital Insights

# Education Infrastructure: SYRIAN ARAB REPUBLIC

The data encompasses the overall number of schools and higher education institutions categorized by management type. Syrian Arab Republic has a total of 5,500 schools and 3,000 higher education institutes, the total number of enrollments in schools was 0.9 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



In Syrian Arab Republic, 73% of schools were government funded, while 27% were private. The higher education consists of 33% privately managed institutes and 67% government managed institutes. The total enrollment in schools were 0.9 m which includes both private and government school enrollment.

# Publishing Landscape: SYRIAN ARAB REPUBLIC

In 2022, Syrian Arab Republic had 225 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Syrian Arab Republic was 2,540.

\*Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>Ministry of Education</li></ul>	<ul style="list-style-type: none"><li>Ministry of Education</li></ul>	<ul style="list-style-type: none"><li>Mamdouh adwan</li><li>Dar alrabia</li><li>Alfarqad publishing</li><li>Dar alhafez</li><li>Ibn Kaheer</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>Nobol book store</li><li>Syria book store</li><li>Alassad book library</li><li>Khawater book shop</li><li>Roea book library</li></ul>	<ul style="list-style-type: none"><li>Shamena</li><li>Syria book store</li><li>Khawater</li></ul>

# Books Imports and Exports: SYRIAN ARAB REPUBLIC

## Top 3 Countries for Book Import

Syrian Arab Republic largely depends on imports from countries such as Egypt, Lebanon and Iraq. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

The book export industry in Syrian Arab Republic relies on shipments to key destinations like UAE, Lebanon, and Egypt. Presented below are detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Government's school Book Purchase Expenditure As a share of the total school textbook market size	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	Yes
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	No



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# THAILAND

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# Demographic Profiling: THAILAND

## THAILAND

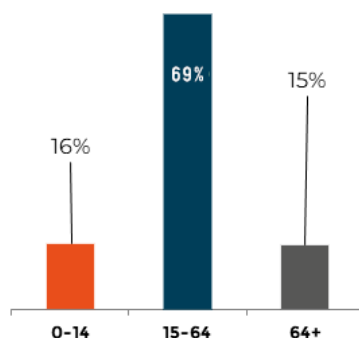
In 2022, the population of Thailand stood at around 71.7 m.

The official language is Thai.

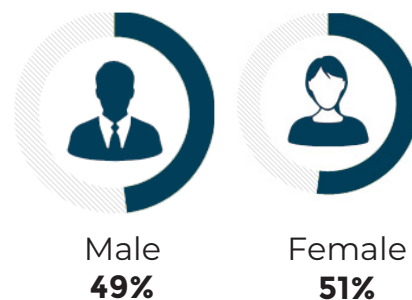
In 2022, its population grew by 0.1% and its share of the world's population was 0.9%.

It has a literacy rate of 94.1%.

### Age Break-up



### Gender Ratio



71.7 m  
Total Population

0.1%  
Population Increase  
from 2021

0.9% of the  
Total World  
Population

78.7  
Years Life  
Expectancy<sup>#</sup>

1.33  
Fertility rate<sup>#</sup>

94.1%  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: THAILAND

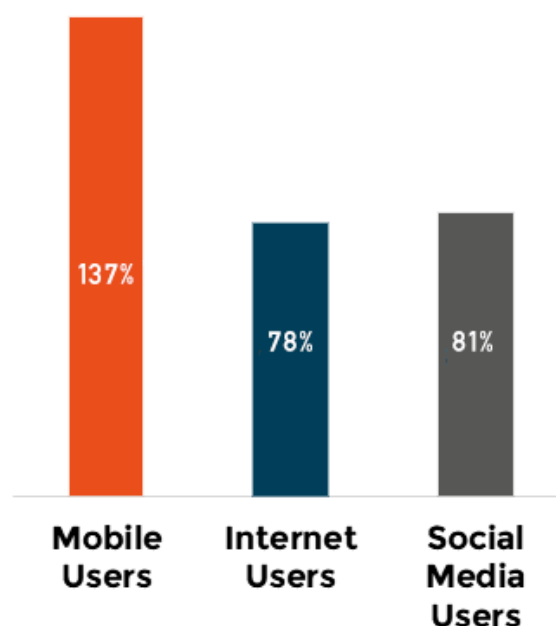
## Digital Uptake

In the digital landscape of Thailand as of 2022, mobile subscribers stood at 137% of the total population, internet users at 78%, and social media users at 81%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Thailand— DataReportal – Global Digital Insights



# Education Infrastructure: THAILAND

Thailand has a total of 37.8 K schools\* and 156 higher education institutes#, with respective enrollments of 12.6 m\* and 1.8 m students#.

Source: \*Industry estimates 2021 | #Industry estimates 2018-19.

# Publishing Landscape: THAILAND

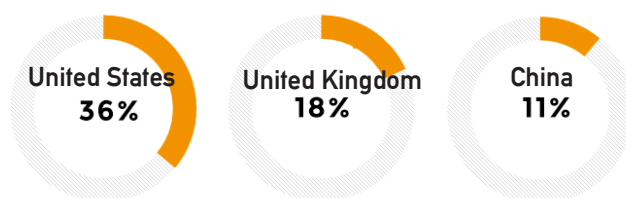
In the year 2022, total number of ISBNs registered are 19,362.

Source: International ISBN Agency

# Books Imports and Exports: THAILAND

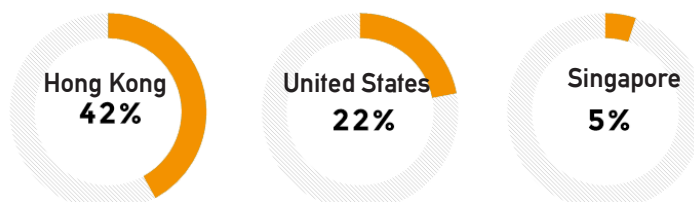
## Top 3 Countries for Book Import

Thailand largely depends on imports from countries such as United States, United Kingdom, and China. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Thailand relies on shipments to key destinations like Hong Kong , United States and Singapore .Present- ed below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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**TÜRKİYE**

# Demographic Profiling: TÜRKIYE

## TÜRKIYE

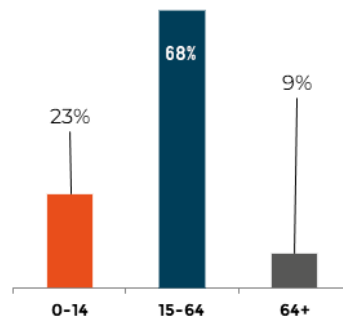
In 2022, the population of Türkiye stood at around 85.3 m.

The official language is Turkish.

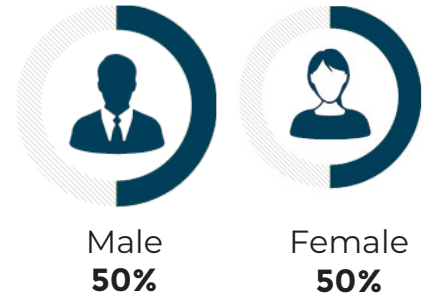
In 2022, its population grew by 0.7% in 2022 and its share of the world's population is 1.1%.

It has a literacy rate of 96.7%.

### Age Break-up



### Gender Ratio



85.3 m  
Total Population

0.7%  
Population Increase  
from 2021

1.1% of the  
Total World  
Population

76  
Years Life  
Expectancy<sup>#</sup>

1.88  
Fertility Rate<sup>#</sup>

96.7  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: TÜRKIYE

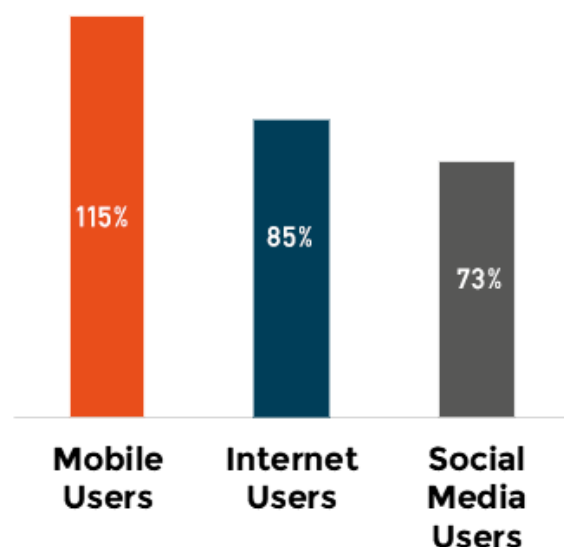
## Digital Uptake

In the digital landscape of Türkiye as of 2022, mobile subscribers stood at 115% of the total population, internet users at 85 %, and social media users at 73%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

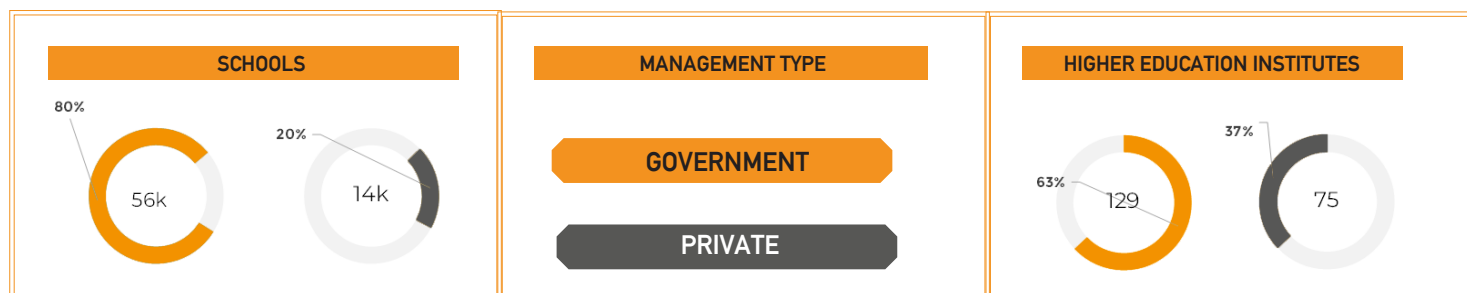
### Mobile, Internet and Social Media Users (as % of total population)



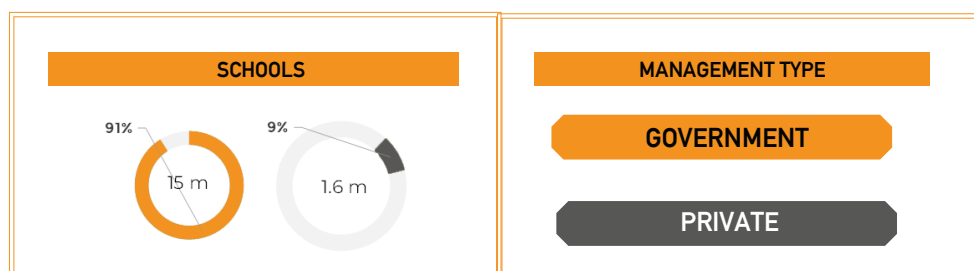
# Education Infrastructure: TÜRKIYE

The data encompasses the overall number of schools and higher education institutions categorized by management type. Türkiye has a total of 70,383 schools and 204 higher education institutes.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Türkiye, 80% of schools are government funded, while 20% are private. The higher education sector consists of 37% institutions are privately managed and 63% are government managed. 91% of students are enrolled in government schools, while 9% of students are enrolled in private schools.

# Publishing Landscape: TÜRKIYE

In 2022, Türkiye had 2,500 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Türkiye was 83,653.

Source: International ISBN Agency

## Employment in Türkiye Book Publishing Industry

The total workforce employed within the book publishing industry in Türkiye stands at 73,200 which includes employees of publishing houses, retailers and distributors.

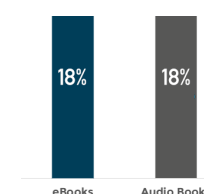
## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	49.85%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No

## Taxes on Books: TÜRKIYE

In Türkiye, a uniform 18% VAT rate applies to ebooks and audio books, while print books attract 0% VAT.





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# UNITED ARAB EMIRATES

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# Demographic Profiling: UNITED ARAB EMIRATES

## UNITED ARAB EMIRATES

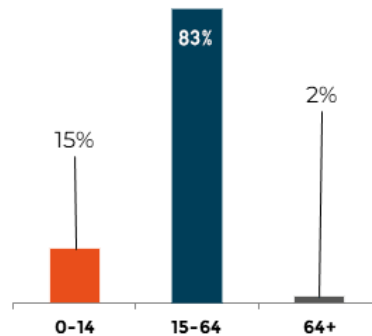
In 2022, the population of United Arab Emirates stood at around 9.4 m.

The official languages is Arabic.

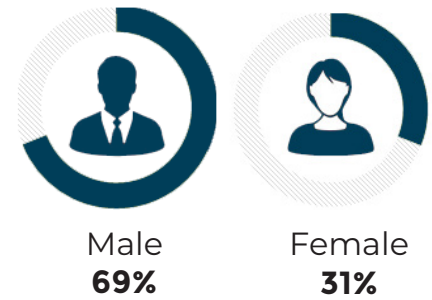
In 2022, its population grew by 0.8% and its share of the world's population was 0.1%.

It has a literacy rate of 98.1%.

### Age Break-up



### Gender Ratio



9.4 m  
Total Population



0.8%  
Population Increase  
from 2021



0.1% of the  
Total World  
Population



78.7  
Years Life  
Expectancy<sup>#</sup>



1.46  
Fertility Rate<sup>#</sup>

98.1  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2021 | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: UNITED ARAB EMIRATES

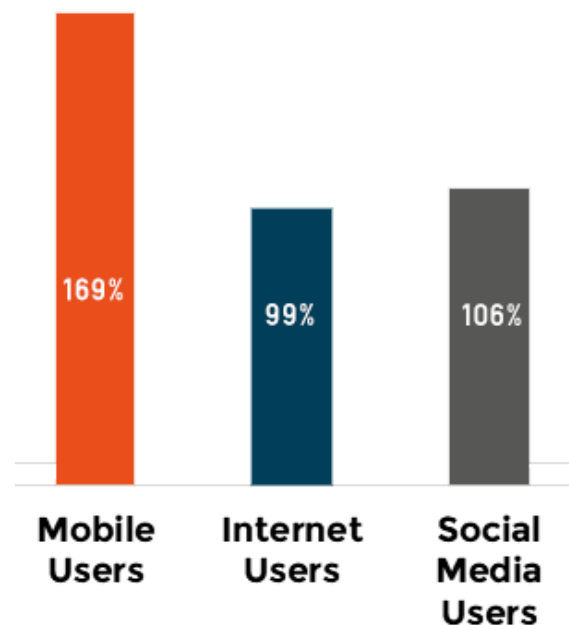
## Digital Uptake

In the digital landscape of United Arab Emirates as of 2022, mobile subscribers stood at 169% of the total population, internet users at 99%, and social media users at 106%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: United Arab Emirates - DataReportal – Global Digital Insight

# Publishing Landscape: UNITED ARAB EMIRATES

In the year 2022, United Arab Emirates's publishing landscape has a total of 268 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

#### School Book Publishers

- Ministry of Education

#### Higher Education Book Publishers

- Ministry of Education

#### Trade Book Publishers

- Arab Publishing Center
- Aseer Alkutob
- Kaemat Group
- Mulhemon
- Alqasimi Publishing House

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

#### Book Retailers: B&M

- Kinokunia
- Borders
- Dubai Library Distributors
- Booktopia
- Jashanmal

#### Book Retailers: Online

- Sanad Books
- Neel wa Fourat
- The Book Shop
- Book Trading
- Kinokuniya



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# EUROPE REGION





# Summary

In the European region, Nielsen BookData has collected data through Federation of European publishers (FEP). As a result, the Nielsen BookData questionnaire was not directly sent to the IPA members based in European countries. Desk research from Nielsen BookData was also important in locating data available in the public domain for European markets. The total population of the countries is around 620 m, and the Russian Federation is the most populous nation with 143 m people.

## The Publishing Industry

Data on ISBNs registered are available for 17 countries of the 23 countries surveyed. The countries with the highest ISBNs registered are Germany, United Kingdom, Italy, Spain, and the Netherlands. Data around the number of publishing houses are available for 18 countries, and the largest figure is for the Netherlands which has nearly 75,000 publishers.

Germany is Europe's largest book market in terms of revenue and approaching 10%<sup>1</sup> of all translations worldwide originated from German books. The United Kingdom has the advantage of English being a lingua franca around the world and it exports both through book sales and translations. The proportion of the population aged 0-14 years is 12%, the lowest figure amongst the countries surveyed in the region.

<sup>1</sup> <https://www.wipo.int/edocs/pubdocs/en/wipo-pub-941-2023-en-world-intellectual-property-indicators-2023.pdf>

Table: ISBNs registered and number of publishers

Country	ISBNs registered	Number of publishers
Germany	277,000	68,611
United Kingdom	153,167	10,969
Italy	139,970	5,999
Spain	95,811	27,629
Netherlands	59,283	74,671

A comparative measure between national industries is new title production per capita of the population. The first five countries by this measure are Slovenia, Iceland, Sweden, Netherlands and Germany.

## Fixed Book Price Regimes

There was an incomplete response in this area, but fixed book pricing or an equivalent policy is in place in several European countries including France and Germany.

## School Education

According to the data collected by Nielsen BookData, France has 57,000 schools operating in the country. Russian Federation had 44,000 schools; followed by the United Kingdom, which has more than 32,000 schools.

The countries with the highest proportion of their total population in school education are Ireland, France, Sweden, Norway, and Belgium.

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

Country	School population as % of total population	% of population aged 0-14
Ireland	20	20
France	19	17
Sweden	17	18
Norway	16	17
Belgium	16	17

## Higher Education

According to the data collected by FEP, the Russian Federation reported 1,247 higher education institutions operating in the country; and the United Kingdom 590. Secondary data suggested that there are 75 universities in Spain and 71 universities in France.

The countries with the highest proportion of their population in higher education are Greece, the Netherlands, and Norway.

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

Country	% of population in Higher Education
Greece	8
Netherlands	6
Norway	6
Norway	16
Belgium	16

## Imports and Exports

Responses to the survey around the book importation highlighted the role of 23 countries. The top 3 countries for the sourcing of books were the United Kingdom, United States and Germany. these were ranked according to the recording of mentions. In terms of book exports, 29 countries were mentioned: the top 4 with the most mentions were Germany, United States, United Kingdom and France.

## Digital Inclusion

The rates of mobile usage are high across the region with an average mobile subscriber score of 124%, suggesting multi-device usage is common. Internet usage is also high across the regions with the lowest scores to be found in Albania and Ukraine (both 72%). Social media usage reached high levels in Iceland (96%), the Netherlands (91%) and Sweden (91%).



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# ALBANIA

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# Demographic Profiling: ALBANIA

## ALBANIA

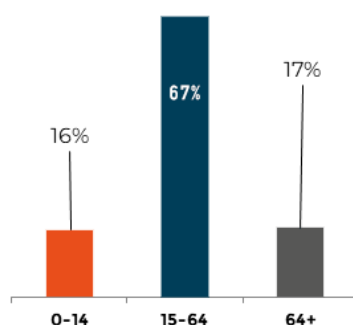
In 2022, the population of Albania stood at around 2.8 m.

The official language is Albanian.

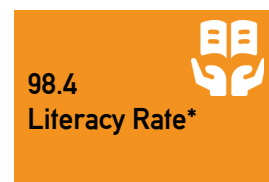
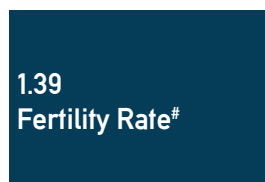
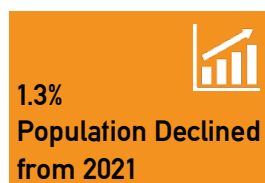
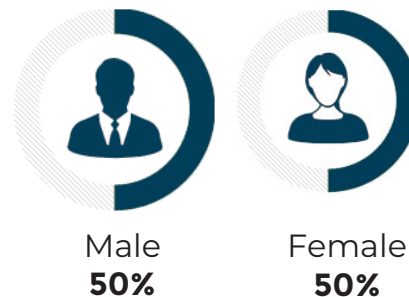
In 2022, its population declined by 1.3% and its share of the world's population was 0.03%.

It has a literacy rate of 98.4%.

### Age Break-up



### Gender Ratio



Source: World Bank | <sup>\*</sup>Literacy Rate 2021 | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: ALBANIA

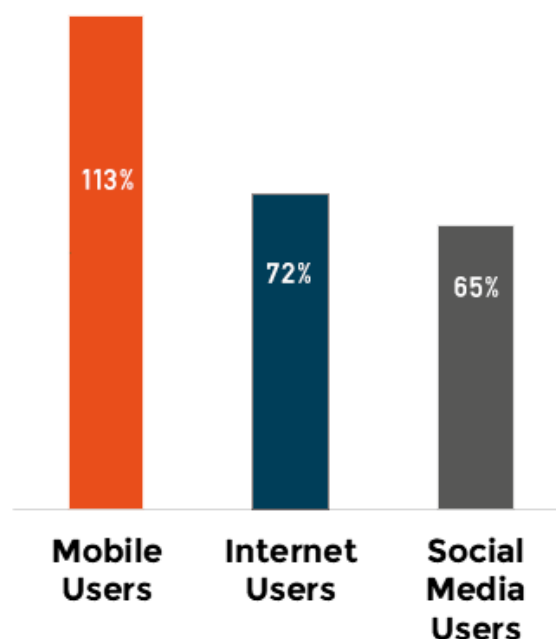
## Digital Uptake

In the digital landscape of Albania as of 2022, mobile subscribers stood at 113% of the total population, internet users at 72%, and social media users at 65%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Albania — DataReportal – Global Digital Insights

# Education Infrastructure: ALBANIA

Albania has a total of 28 higher education institutes. The number of Government Higher education institutes stood at 13, while there are 15 private higher education institutes as well.

# Publishing Landscape: ALBANIA

In 2022, Albania had approximately 70-80 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered was 3,174.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Albas</li><li>• Mediaprint</li><li>• Pegi</li><li>• Ideart</li><li>• Shtëpia botuese e librit shkollor e re</li></ul>	<ul style="list-style-type: none"><li>• Dituria</li><li>• Onufri</li><li>• Ombra Gvg</li><li>• Toena</li><li>• Bota Shqiptare</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers, recognizing their vital roles in making literature accessible to a wide range of readers and supporting the broader dissemination of knowledge and culture.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Adrion</li><li>• Bookland</li></ul>	<ul style="list-style-type: none"><li>• Bukinist</li><li>• Adrion</li><li>• Shtëpia e Librit</li></ul>

# Books Import: ALBANIA

## Top 3 Countries for Book Import

Albania largely depends on imports from countries such as United Kingdom, United States and Italy while export data is unavailable.

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	All school books are purchased through a government-sponsored book tender
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: ALBANIA

In Albania, a 20 % VAT is levied on the book printing and purchase by publishers; a 6% VAT on the sale of books from publishers to bookstores applies on print books.



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# BOSNIA AND HERZEGOVINA

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# Demographic Profiling: BOSNIA & HERZEGOVINA

## BOSNIA AND HERZEGOVINA

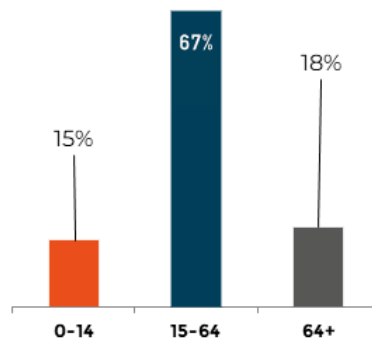
In 2022, the population of Bosnia and Herzegovina stood at around 3.2 m.

The official languages are Bosnian, Croatian, and Serbian.

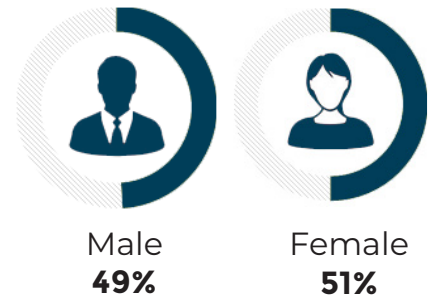
In 2022, its population declined by 1.1%.

It has a literacy rate of 98.1%.

### Age Break-up



### Gender Ratio



3.23 m  
Total Population

1.1% Population  
Declined from 2021

0.04% of the  
Total World  
Population

75.3 Years Life  
Expectancy<sup>#</sup>

1.35  
Fertility Rate<sup>#</sup>

98.1  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: BOSNIA & HERZEGOVINA

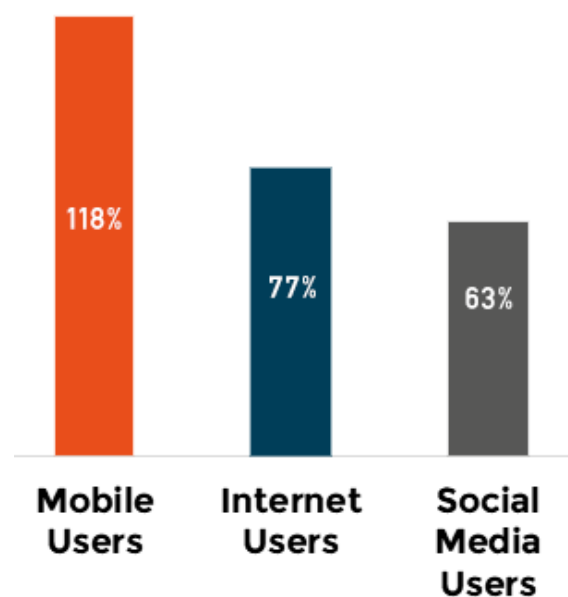
## Digital Uptake

In the digital landscape of Bosnia and Herzegovina as of 2022, mobile subscribers stood at 118% of the total population, internet users at 77%, and social media users at 63%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Bosnia and Herzegovina — DataReportal – Global Digital Insights



# Education Infrastructure: BOSNIA & HERZEGOVINA

Bosnia and Herzegovina has a total of 500 schools and 300 higher education institutes.

# Publishing Landscape: BOSNIA & HERZEGOVINA

In 2022, Bosnia and Herzegovina had 2,498 publishers.

In 2022, total number International Standard Book Numbers (ISBNs) registered in Bosnia and Herzegovina was 2,163.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• IK "Vrijeme" Zenica</li><li>• IK "Lijepa rije " Tuzla</li><li>• Naklada Mafe, Neum</li><li>• Malik Books Doo, Sarajevo</li><li>• Synopsis Sarajevo</li></ul>	<ul style="list-style-type: none"><li>• Imprimatur Doo, Banja Luka</li><li>• University Press, Sarajevo</li><li>• IK Buybook, Sarajevo</li><li>• Dobra Knjiga</li><li>• Hrvatski Leksikografski Institute, Mostar</li></ul>	<ul style="list-style-type: none"><li>• IK Buybook, Sarajevo</li><li>• IK Vrijeme, Zenica</li><li>• IK Connectum Doo, Sarajevo</li><li>• Agarthi Comics Doo, Sarajevo</li><li>• IK Lijepa Rije, Tuzla</li></ul>

# Books Imports and Exports:BOSNIA & HERZEGOVINA

### Top 3 Countries for Book Import

Bosnia and Herzegovina largely depends on imports from countries such as Croatia, Serbia and United States. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Bosnia and Herzegovina relies on shipments to key destinations like Serbia, Croatia and Slovenia. Presented below are detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure Are there any government-sponsored centralised book tenders for the purchase of higher education books?	50%
Centralised Higher Education Book Tenders Is the government in your country involved in school book publishing and printing?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	-
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: BOSNIA AND HERZEGOVINA

In Bosnia and Herzegovina, a uniform 10% tax is implied to ebooks and audio books, while taxes on print books are not available.





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# BELGIUM

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# Demographic Profiling: BELGIUM

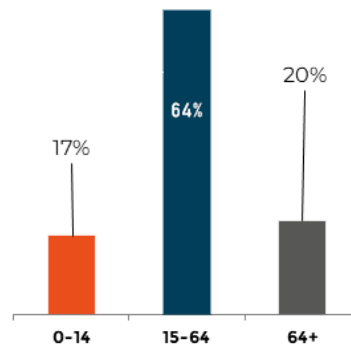
## BELGIUM

In 2022, the population of Belgium stood at around 11.7 m.

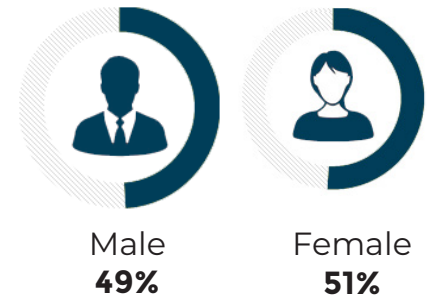
The official languages are Dutch, French, and German.

In 2022, its population grew by 0.7% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



11.7 m  
Total Population

0.7%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

81.9  
Years Life  
Expectancy<sup>#</sup>

1.6  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: BELGIUM

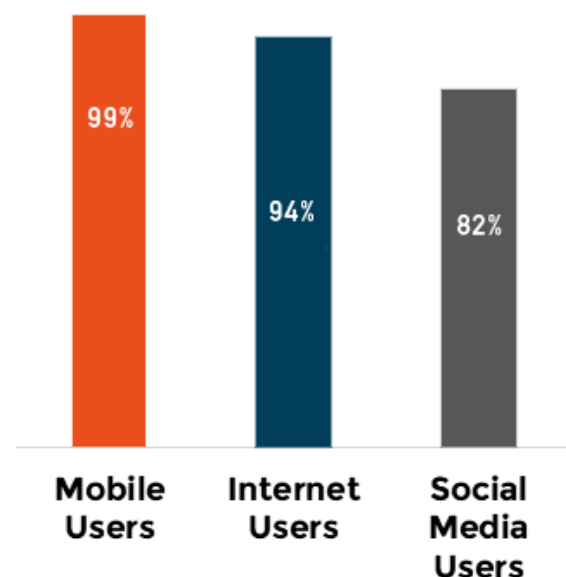
## Digital Uptake

In the digital landscape of Belgium as of 2022, mobile subscribers stood at 99% of the total population, internet users at 94%, and social media users at 82%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



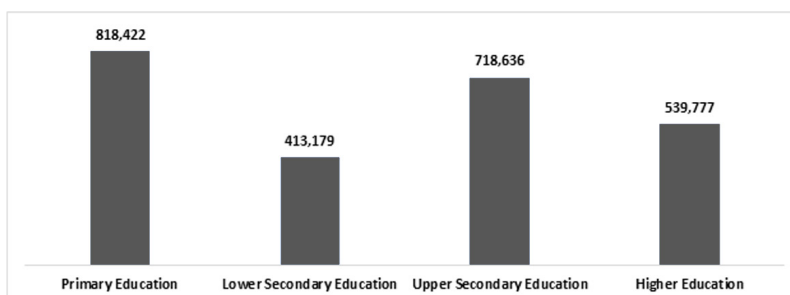
Source: Digital 2022: Belgium — DataReportal – Global Digital Insights

# Education Infrastructure: BELGIUM

In 2021, Belgium's School education landscape comprised 1.9 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 42% in primary education, 21% in lower secondary education, and 37% in upper secondary education.

Higher education enrollment for the same year stood at 0.5 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: BELGIUM

In 2022, Belgium had 7,780 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Belgium was 12,637.

Source: International ISBN Agency ((NB Flanders only)

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Belgium. Some of the publishers that identified through secondary research are Die Keure, Van In, Lannoo and Manteau to name a few.

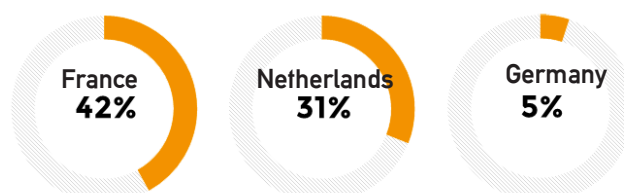
### Book Retailers

In Belgium, numerous book sellers have made their mark. Among those identifiable through secondary research are Fnac, Standaard Boekhandel and Bol.com among others

# Books Imports and Exports: BELGIUM

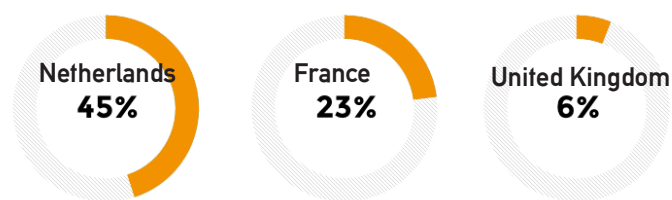
## Top 3 Countries for Book Import

Belgium largely depends on imports from countries such as France, Netherlands and Germany . Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Belgium industry relies on shipments to key destinations like Netherlands , France and United Kingdom. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Antwerp Book Fair and Brussels Book Fair alongside others.



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# DENMARK

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# Demographic Profiling: DENMARK

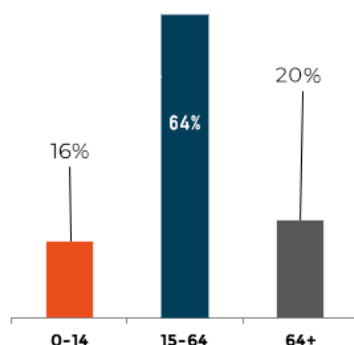
## DENMARK

In 2022, the population of Denmark stood at around 5.9 m.

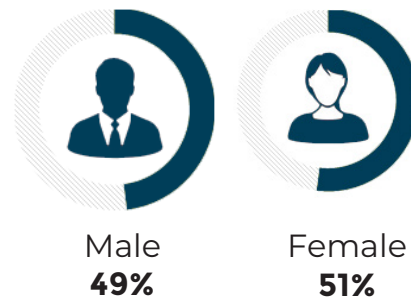
The official language is Danish.

In 2022, its population grew by 0.8% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



5.9 m  
Total Population

0.8%  
Population Increase  
from 2021.

0.1% of the  
Total World  
Population

81.4  
Years Life  
Expectancy<sup>#</sup>

1.72  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: DENMARK

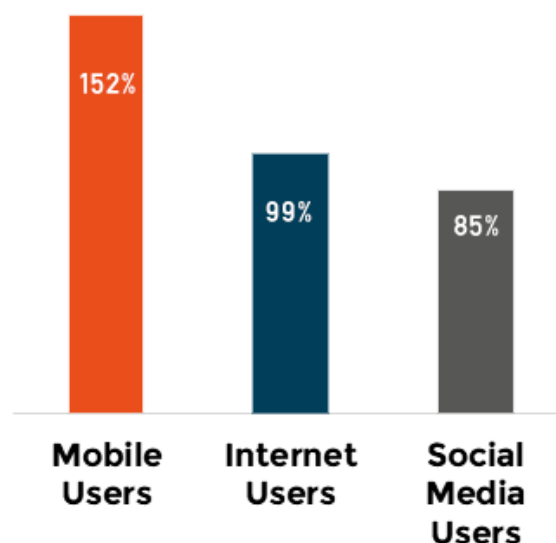
## Digital Uptake

In the digital landscape of Denmark as of 2022, mobile subscribers stood at 152% of the total population, internet users at 99%, and social media users at 85%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Denmark — DataReportal — Global Digital Insights

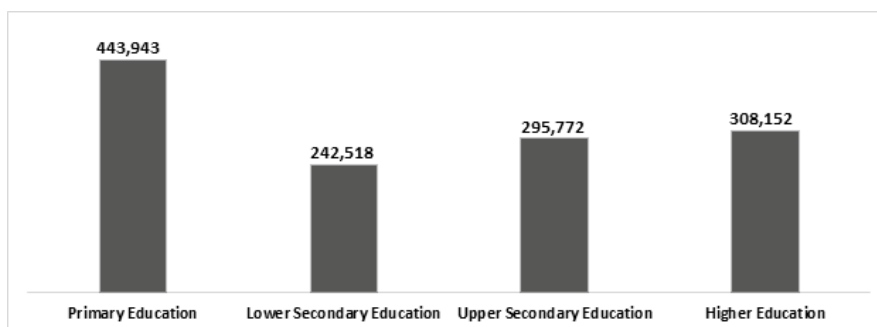


# Education Infrastructure: DENMARK

In 2021, Denmark's school education landscape comprised 0.9 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 45% in primary education, 25% in lower secondary education, and 30% in upper secondary education.

Higher education enrollment for the same year stood at 0.3 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Denmark. Some of the publishers were identified through secondary research are Gyldendal Forlag, Lindhart Og Ringhof and Politikens Forlag to name a few.

### Book Retailers

In Denmark, numerous book sellers have made their mark. Among those identifiable through secondary research are Arnold Busck and Books & Company among others.

# Books Imports and Exports: DENMARK

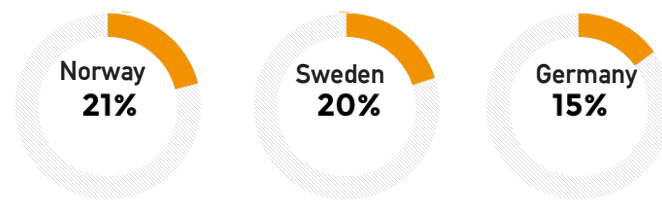
## Top 3 Countries for Book Import

Denmark largely depends on imports from countries such as Poland , United Kingdom and Germany. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Denmark relies on shipments to key destinations like Norway , Sweden and Germany . Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research include Copenhagen Literature Festival and Margó Festival and BogForum alongside others.



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**FINLAND**

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# Demographic Profiling: FINLAND

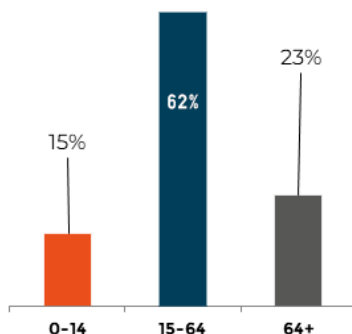
## FINLAND

In 2022, the population of Finland stood at around 5.6 m.

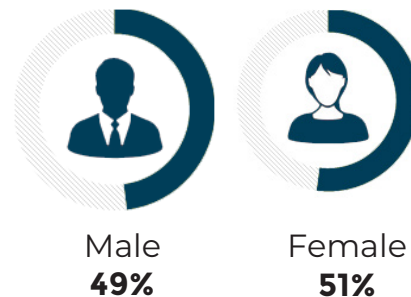
The official languages are Finnish and Swedish.

In 2022, its population grew by 0.3% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



5.6 m  
Total Population

0.3%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

81.9  
Years Life  
Expectancy<sup>#</sup>

1.46  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: FINLAND

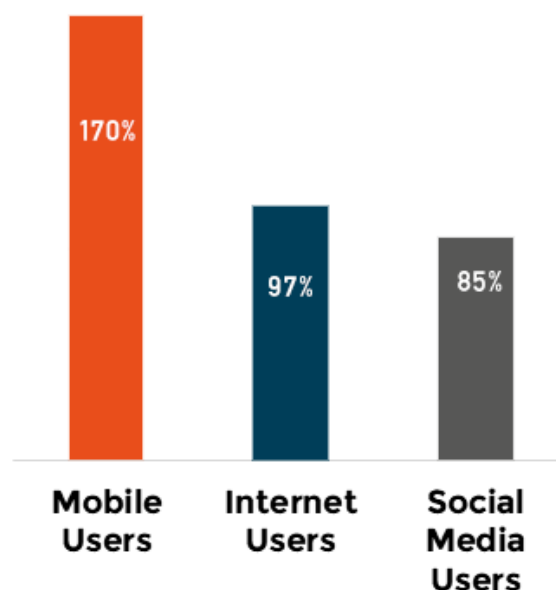
## Digital Uptake

In the digital landscape of Finland as of 2022, mobile subscribers stood at 170% of the total population, internet users at 97%, and social media users at 85%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Finland— DataReportal – Global Digital Insights

# Education Infrastructure: FINLAND

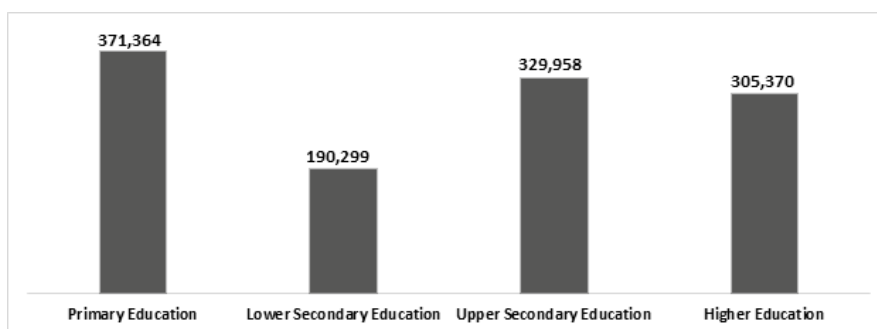
In Finland, higher education comprises two distinct categories of institutions: Universities and Universities of Applied Sciences (UAS). Finland has 13 universities and 22 universities of applied sciences.

Source: Industry Estimates

In 2021, Finland's School education landscape comprised of 0.9 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 42% in primary education, 21% in lower secondary education, and 37% in upper secondary education.

Higher education enrollment for the same year stood at 0.3 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Finland. Some of the publishers that we could be identified through secondary research are Otava Publishing Company Ltd. ,Gummerus and Tammi Publishers to name a few.

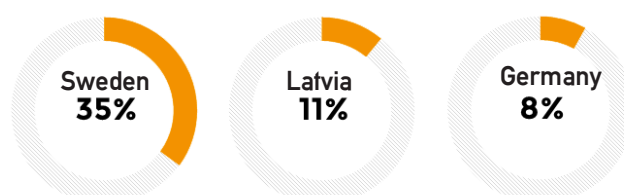
### Book Retailers

In Finland, numerous book sellers have made their mark. Among those identified through secondary research are Ruslania and Finlandia Kirja among others.

# Books Imports and Exports: FINLAND

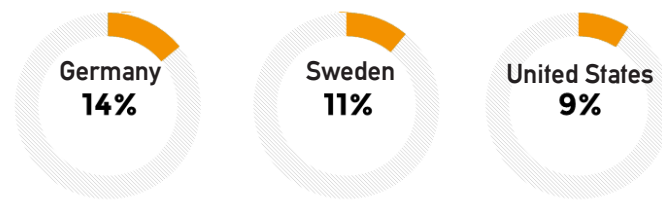
## Top 3 Countries for Book Import

Finland largely depends on imports from countries such as Sweden, Latvia and Germany Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Finland relies on shipments to key destinations like Germany, Sweden and United States . Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

### Employment in Finland Book Publishing Industry

The total workforce employed within the book publishing industry in Finland stands at 1,161 individuals.

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research include Helsinki Book Fair, Turku Book Fair and Tampere Book Fair alongside others.



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**FRANCE**

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# Demographic Profiling: FRANCE

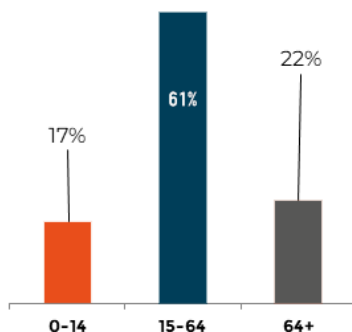
## FRANCE

In 2022, the population of France stood at around 67.9 m.

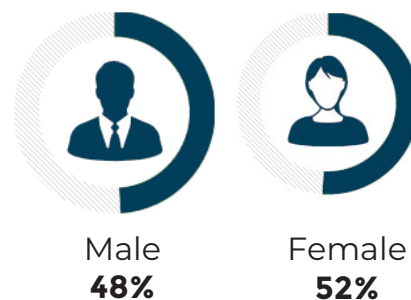
The official language is French.

In 2022, its population grew by 0.3% and its share of the world's population was 0.9%.

### Age Break-up



### Gender Ratio



67.9 m  
Total Population

0.3%  
Population Increase  
from 2021

0.9% of the  
Total World  
Population

82.3  
Years Life  
Expectancy<sup>#</sup>

1.83  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: FRANCE

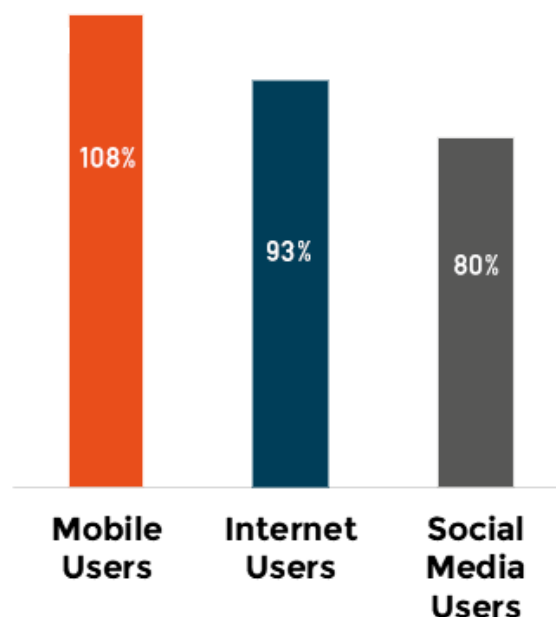
## Digital Uptake

In the digital landscape of France as of 2022, mobile subscribers stood at 108% of the total population, internet users at 93%, and social media users at 80%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: France — DataReportal – Global Digital Insights



# Education Infrastructure: FRANCE

In 2021-22, there were a total of 56,936 Schools and 71 universities in France.

Total school enrollment stood at 12.8 m, while higher education enrollment stood at 2.7 m for 2021-22.

Source: Industry Estimates

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in France. Some of the publishers that were identified through secondary searches are Hachette Education, Nathan, Gallimard and Éditions Flammarion to name a few.

### Book Retailers

In France, numerous book sellers have made their mark. Among those identifiable through secondary research are Fnac, Gibert Jeune, Amazon.fr and Fnac.com among others.

### Employment in France Book Publishing Industry

The total workforce employed within the book publishing industry in France stood at 14,200 individuals.

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research include Paris Book Fair, Lyon BD Festival and Strasbourg European alongside others..



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# GERMANY

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# Demographic Profiling: GERMANY

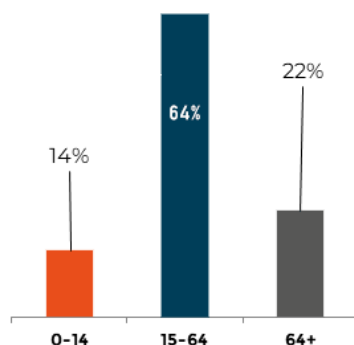
## GERMANY

In 2022, the population of Germany stood at around 84.1 m.

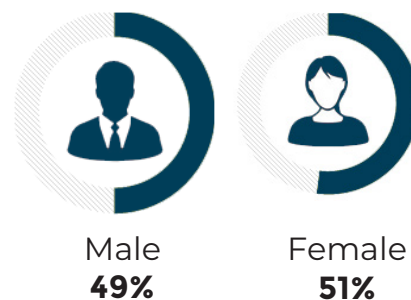
The official language is German.

In 2022, its population grew by 1.1% and its share of the world's population was 1.1%.

### Age Break-up



### Gender Ratio



84.1 m  
Total Population



1.1%  
Population Increase  
From 2021



1.1% of the  
Total World  
Population



80.9  
Years Life  
Expectancy<sup>#</sup>



1.58  
Fertility Rate<sup>#</sup>

Literacy Rate



World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: GERMANY

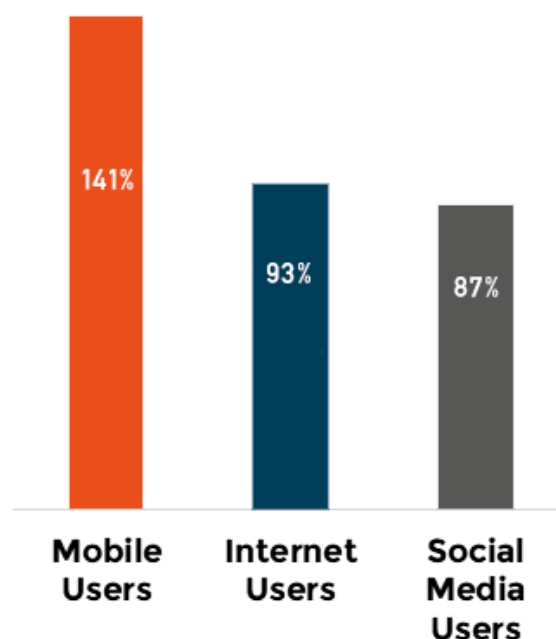
## Digital Uptake

In the digital landscape of Germany as of 2022, mobile subscribers stood at 141% of the total population, internet users at 93%, and social media users at 87%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



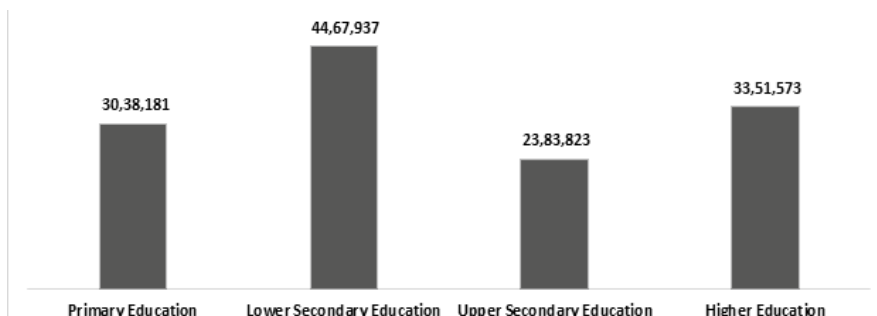
Source: Digital 2022: Germany — DataReportal – Global Digital Insights

# Education Infrastructure: GERMANY

In 2021, Germany's School education landscape comprised 9.9 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 31% in primary education, 45% in lower secondary education, and 24% in upper secondary education.

Higher education enrollment for the same year stood at 3.3 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: GERMANY

In 2022, Germany had 68,611 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Germany was 277,000.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Germany. Some of the publishers identified through secondary research are Cornelsen, Klett, Random House Germany and Suhrkamp Verlag to name a few.

### Book Retailers

In Germany, numerous book sellers have made their mark. Among those identifiable through secondary research are Thalia, Hugendubel and Amazon.de among others.

# Books Imports and Exports: GERMANY

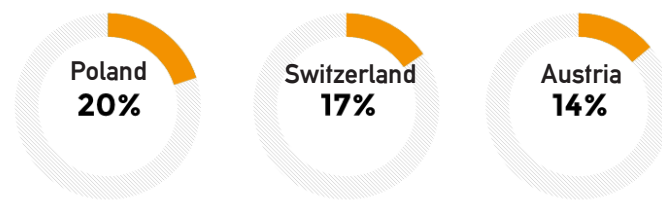
## Top 3 Countries for Book Import

Germany largely depends on imports from countries such as Poland, United States and United Kingdom. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Germany relies on shipments to key destinations like Poland, Switzerland and Austria. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

### Employment in Germany Book Publishing Industry

The total workforce employed within the book publishing industry in Germany stands at 23,744 individuals.

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Frankfurt Book Fair and Leipzig Book Fair alongside others.



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association

**Nielsen  
BookData**

**GREECE**

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# Demographic Profiling: GREECE

## GREECE

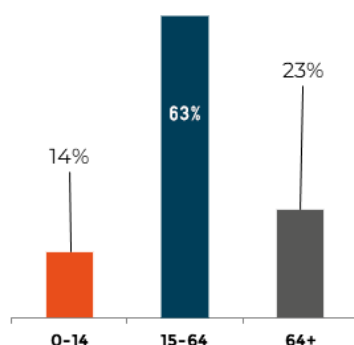
In 2022, the population of Greece stood at around 10.6 m.

The official language is Greek

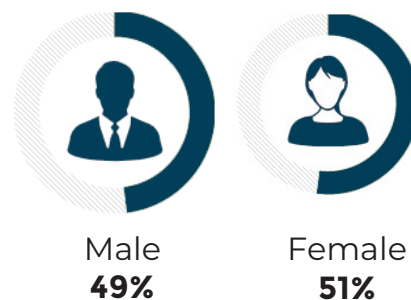
In 2022, its population declined by 0.7% and its share of the world's population was 0.1%.

It has a literacy rate of 97.9%.

### Age Break-up



### Gender Ratio



10.6 m  
Total Population



0.7%  
Population Declined  
from 2021



0.1% of the  
Total World  
Population



80.2 Years Life  
Expectancy



1.39  
Fertility Rate<sup>#</sup>

97.9  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2018 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: GREECE

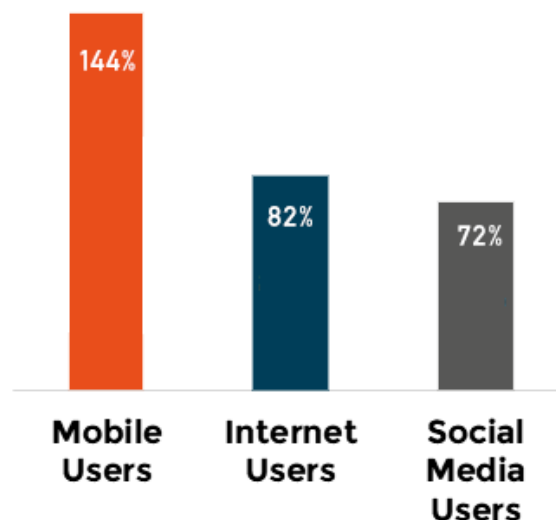
## Digital Uptake

In the digital landscape of Greece as of 2022, mobile subscribers stood at 144% of the total population, internet users at 82%, and social media users at 72%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Greece — DataReportal – Global Digital Insights

# Education Infrastructure: GREECE

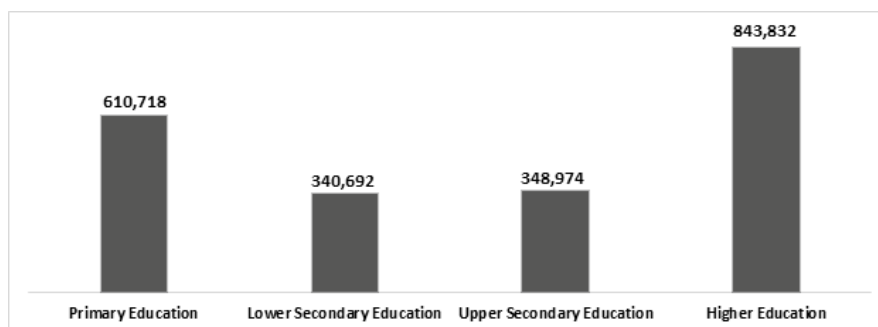
Greece has 7,254 primary and 3,069 secondary schools, while there are 25 higher education institutes in Greece.

Source: European Commission and Industry estimates.

In 2021, Greece's school education landscape comprised of 1.3 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 47% in primary education, 26% in lower secondary education, and 27% in upper secondary education.

Higher education enrollment for the same year stood at 0.8 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: GREECE

In 2022, Greece had 34,462 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Greece was 22,622.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Greece. Some of the publishers that were identified through secondary research are Patakis Publications , Diavlos Publications , Kedros Publishers and Potamos Publishers to name a few.

### Book Retailers

In Greece, numerous book sellers have made their mark. Among those identifiable through secondary research are Eleftheroudakis, Public, Public.gr and Politeia among others.



# Books Imports and Exports: GREECE

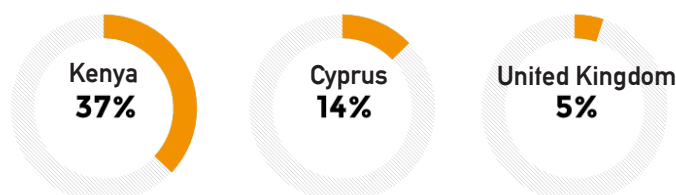
## Top Countries for Book Import

Greece largely depends on imports from countries such as United Kingdom, Israel and China. Below are the breakdowns of import by top 3 countries.



## Top Countries for Book Export

Greece relies on shipments to key destinations like Kenya, Cyprus and United Kingdom. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Athens International Book Fair and Thessaloniki International Book Fair alongside others.



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# HUNGARY

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# Demographic Profiling: **HUNGARY**

## HUNGARY

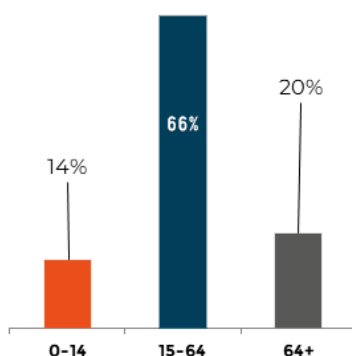
In 2022, the population of Hungary stood at around 9.7 m.

The official language is Hungarian.

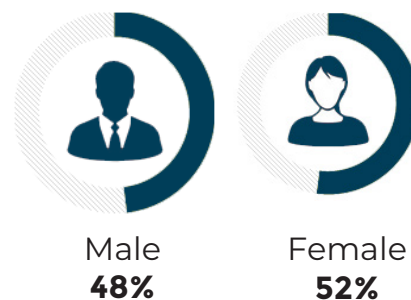
In 2022, its population declined by 0.3% and its share of the world's population was 0.1%.

It has a literacy rate of 99.1%.

### Age Break-up



### Gender Ratio



9.7 m  
Total Population



0.3%  
Population Decline  
from 2021



0.1% of the  
Total World  
Population



74.5  
Years Life  
Expectancy<sup>#</sup>



1.59  
Fertility Rate<sup>#</sup>

99.1  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: **HUNGARY**

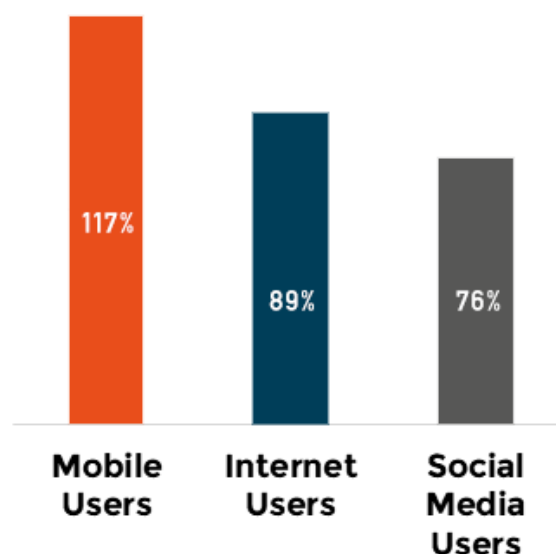
## Digital Uptake

In the digital landscape of Hungary as of 2022, mobile subscribers stood at 117% of the total population, internet users at 89%, and social media users at 76%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Hungary — DataReportal – Global Digital Insights

# Education Infrastructure: HUNGARY

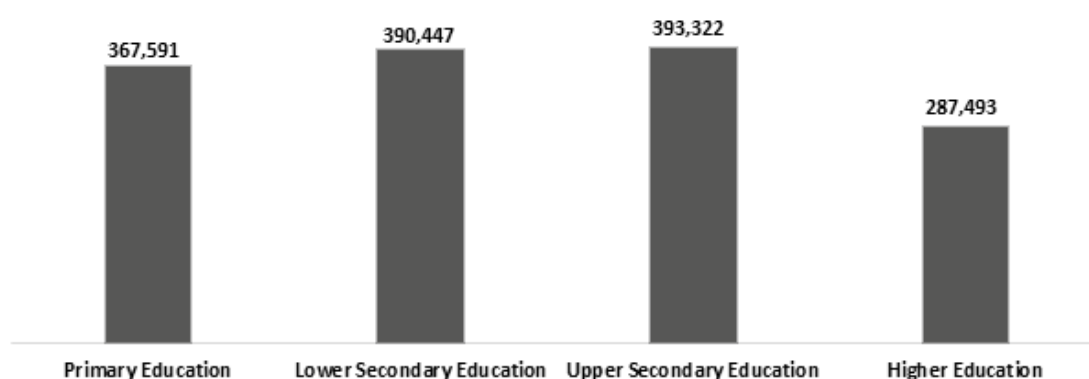
There was no information available on the number of schools in Hungary. It had 64 accredited higher education institutions and 4 international higher education institutes.

Source: Industry Estimates

In 2021, Hungary's educational landscape comprised of 1.1 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 32% in primary education, 34% in lower secondary education, and 34% in upper secondary education.

Tertiary education enrollment for the same year stood at 0.3 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: HUNGARY

In 2022, Hungary had 30,899 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Hungary was 20,339.

Source: International ISBN Agency.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are a lot of prominent book publishers in Hungary. Some of the publishers that we could identify through secondary research were Egmont Hungary, Mano Konyvek Publishing, Oriold & Co. Publishing Services Ltd., Csimota Publishing and Pannon-Literatura Ltd., to name a few.

### Book Retailers

In Hungary, numerous book sellers have made their mark. Among those identifiable through secondary research were Bukva.ua and Lira Könyv among others.

# Books Imports and Exports: **HUNGARY**

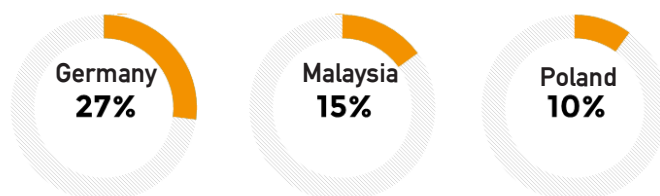
## Top Countries for Book Import

Hungary largely depended on imports from countries such as Poland, Germany, and Czech Republic. Below are the breakdowns of import by top 3 countries.



## Top Countries for Book Export

Hungary relies on shipments to key destinations like Germany, Malaysia and Poland. Presented below are detailed export breakdowns for the top 3 countries



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Major Book publishing Events

Among the prominent book publishing events discovered through secondary research includes International Book Fair Budapest, Margó Festival and book fair along side others.



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**ICELAND**

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# Demographic Profiling: ICELAND

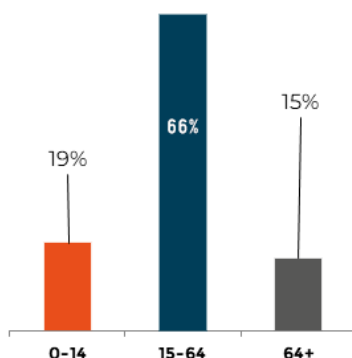
## ICELAND

In 2022, the population of Iceland stood at around 0.4 m.

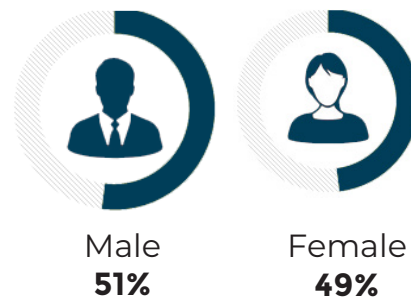
The official language is Icelandic.

In 2022, its population grew by 1.5% and its share of the world's population was 0.005%.

### Age Break-up



### Gender Ratio



0.4 m  
Total Population

2.5%  
Population Increase  
from 2021

0.005% of the  
Total World  
Population

83.1  
Years Life  
Expectancy<sup>#</sup>

1.82  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: ICELAND

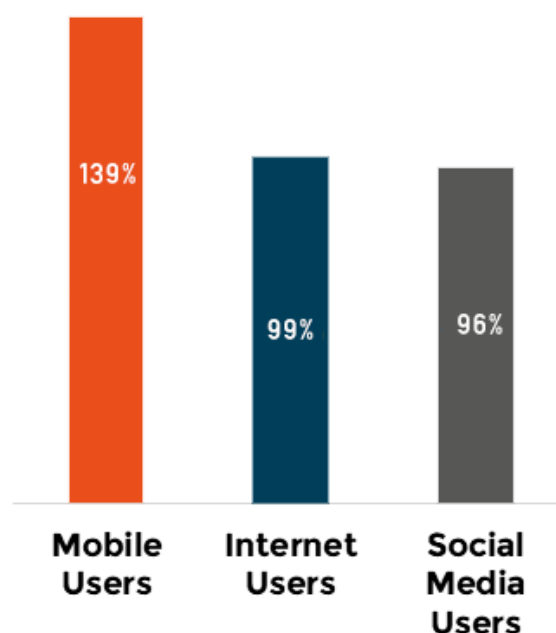
## Digital Uptake

In the digital landscape of Iceland as of 2022, mobile subscribers stood at 139% of the total population, internet users at 99%, and social media users at 96%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Iceland — DataReportal – Global Digital Insights

# Education Infrastructure: ICELAND

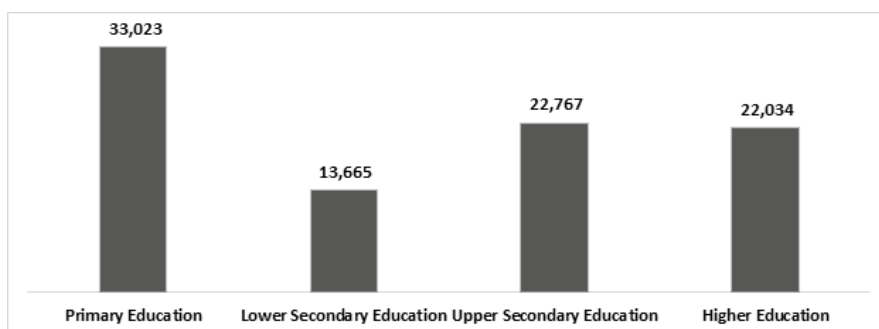
Iceland has 7 universities in operation. Among them, 4 are state universities, while the remaining 3 are private, non-profit organizations.

Source: Industry Estimates

In 2021, Iceland's School education landscape comprised 0.07 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 48% in primary education, 20% in lower secondary education, and 33% in upper secondary education.

Higher education enrollment for the same year stood at 0.02 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: ICELAND

In 2022, Iceland had 914 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Iceland was 1,470.

Source: International ISBN Agency.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Iceland. Some of the publishers that we could identify through secondary searches are Forlagið, Bjartur og Veröld ehf, SALKA and Uglya útgáfa to name a few.

### Book Retailers

In Iceland, numerous book sellers have made their mark. Among those identifiable through secondary research are Bókavarðan, Penninn Eymundsson and Ida Zimsen among others.



# Books Imports and Exports: ICELAND

## Top Countries for Book Import

Iceland largely depends on imports from countries such as United Kingdom, Latvia and United States. Below are the breakdowns of import by top 3 countries.



## Top Countries for Book Export

Iceland relies on shipments to key destinations like United Kingdom, United States and Belgium. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Employment in Iceland Book Publishing Industry

The total workforce employed within the book publishing industry in Iceland stands at 395 individuals.

## Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Reykjavik International Literary Festival and Iceland Writers Retreat alongside others.



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# IRELAND

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# Demographic Profiling: IRELAND

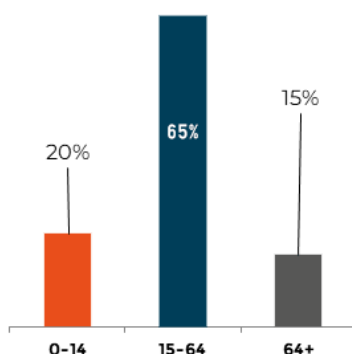
## IRELAND

In 2022, the population of Ireland stood at around 5.1 m.

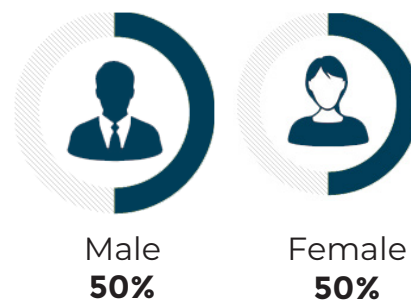
The official languages are English and Irish.

In 2022, its population grew by 1.1% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



5.1 m  
Total Population

1.1%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

82.1  
Years Life  
Expectancy<sup>#</sup>

1.72  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: IRELAND

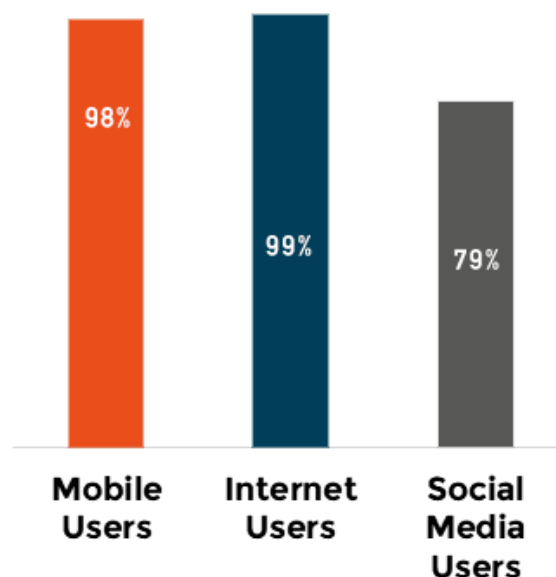
## Digital Uptake

In the digital landscape of Ireland as of 2022, mobile subscribers stood at 98% of the total population, internet users at 99%, and social media users at 79%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



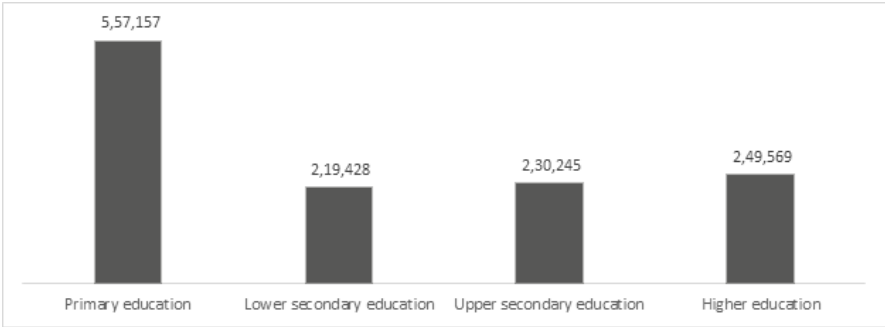
Source: Digital 2022: Ireland — DataReportal – Global Digital Insights

# Education Infrastructure: IRELAND

In 2021, Ireland’s school education landscape comprised 1.01 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 55% in primary education, 22% in lower secondary education, and 23% in upper secondary education.

Higher education enrollment for the same year stood at 0.2 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Edco, Educational Company of Ireland</li><li>• C.J. Fallon</li><li>• Folens Pub</li><li>• Gill Group</li><li>• educate.ie</li></ul>	<ul style="list-style-type: none"><li>• John Wiley</li><li>• Taylor &amp; Francis</li><li>• Pearson</li><li>• Oxford University Press</li></ul>	<ul style="list-style-type: none"><li>• Penguin Random House</li><li>• Gill Group</li><li>• Hachette Books Ireland</li><li>• Irish Academic Press</li><li>• O'Brien Press</li><li>• Lonely Planet</li></ul>

### Book Retailers

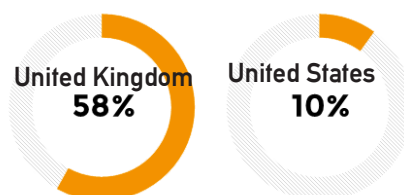
We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Hodges Figgis</li><li>• Eason</li><li>• Dubray Books</li><li>•Charlie Byrne’s Bookshop</li><li>• Books Upstairs</li><li>• BookCentre</li></ul>	<ul style="list-style-type: none"><li>• Eason</li><li>• Dubray Books</li><li>• Kennys.ie</li><li>• Amazon.co.uk</li></ul>

# Books Imports and Exports: IRELAND

## Top 3 Countries for Book Import

Ireland largely depends on imports from countries such as United Kingdom and United States . Below are the breakdowns of import from top 2 countries, while the data was not available for the third country.



## Top 3 Countries for Book Export

Ireland relies on shipments to key destinations like United Kingdom, United States and Netherlands . Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research include Dublin Book Festival, Mountains to Sea dlr Book Festival, Listowel Writers' Week, Cúirt International Festival of Literature, International Literature Festival, Dublin and Publishing Ireland annual conference alongside others.



**IPA** international  
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**ITALY**

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# Demographic Profiling: ITALY

## ITALY

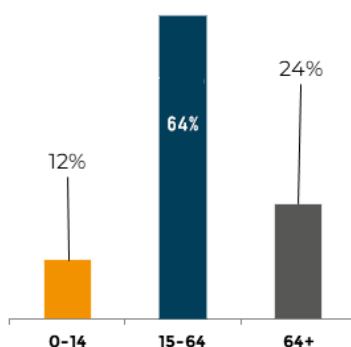
In 2022, the population of Italy stood at around 58.9 m.

The official language is Italian.

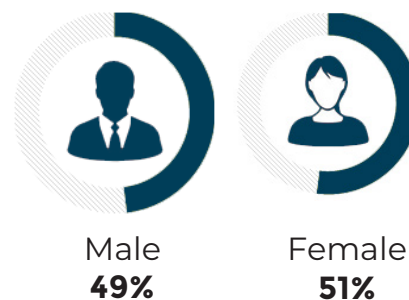
In 2022, its population declined by 0.4% and its share of the world's population was 0.7%.

It has a literacy rate of 99.3%.

### Age Break-up



### Gender Ratio



58.9 m  
Total Population

0.4%  
Population Declined  
from 2021

0.7% of the  
Total World  
Population

82.8  
Years Life  
Expectancy<sup>#</sup>

1.25  
Fertility Rate<sup>#</sup>

99.3  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: ITALY

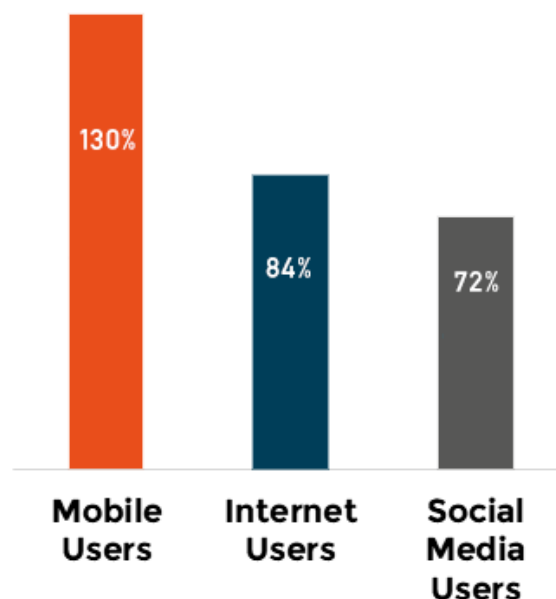
## Digital Uptake

In the digital landscape of Italy as of 2022, mobile subscribers stood at 130% of the total population, internet users at 84%, and social media users at 72%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



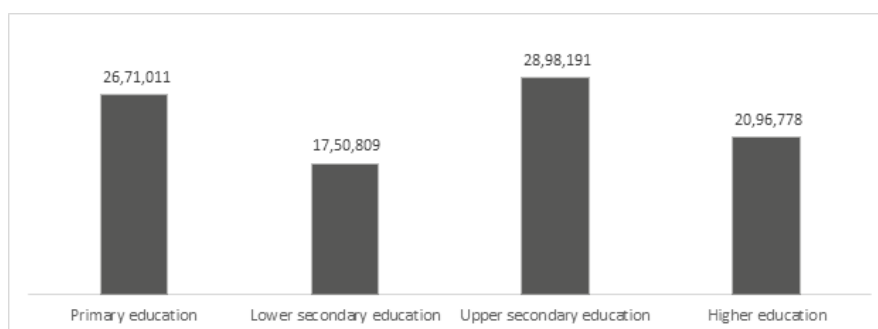
Source: Digital 2022: Italy— DataReportal – Global Digital Insights

# Education Infrastructure: ITALY

In 2021, Italy's School education landscape comprised of 7.3 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 36% in primary education, 24% in lower secondary education, and 40% in upper secondary education.

Higher education enrollment for the same year stood at 2.09 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: ITALY

In 2022, Italy had 5,999 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Italy was 139,970.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Italy. Some of the publishers that were identified through secondary research are Zanichelli Editore, Pearson Italia, Mondadori and Giunti Editore to name a few.

### Book Retailers

In Italy, numerous book sellers have made their mark. Among those identifiable through secondary research are Feltrinelli, Mondadori Bookstores and Amazon.it among others.



# Books Imports and Exports: ITALY

## Top 3 Countries for Book Import

Italy largely depends on imports from countries such as Germany, China and Slovak Republic . Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Italy relies on shipments to key destinations like France, United States and United Kingdom. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Employment in Italy Book Publishing Industry

The total workforce employed within the book publishing industry in Italy stood at 18,000 individuals.

## Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research include Turin International Book Fair, Bologna Children's Book Fair and Rome Book Fair alongside others.



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association

**Nielsen  
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**NETHERLANDS**

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# Demographic Profiling: **NETHERLANDS**

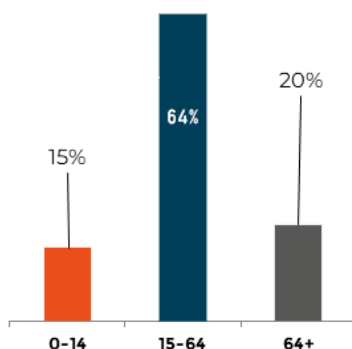
## NETHERLANDS

In 2022, the population of Netherlands stood at around 17.7 m.

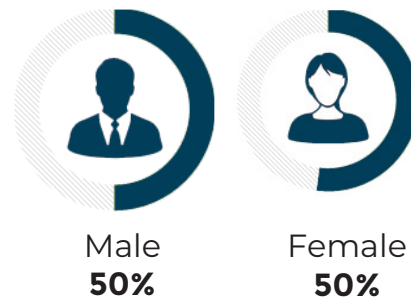
The official language is Dutch.

In 2022, its population grew by 1.0% and its share of the world's population was 0.2%.

### Age Break-up



### Gender Ratio



17.7 m  
Total Population

1.0%  
Population Increase  
from 2021

0.2% of the  
Total World  
Population

81.5  
Years Life  
Expectancy<sup>#</sup>

1.62  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: **NETHERLANDS**

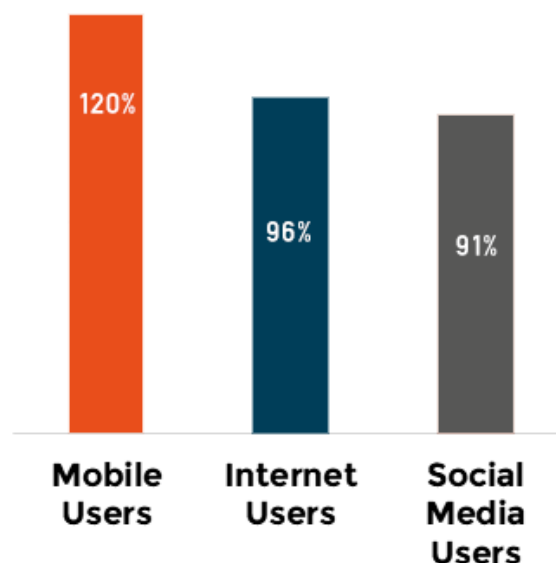
## Digital Uptake

In the digital landscape of Netherlands as of 2022, mobile subscribers stood at 120% of the total population, internet users at 96%, and social media users at 91%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



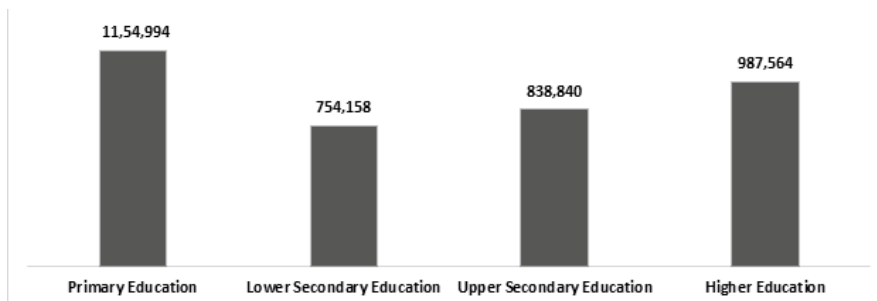
Source: Digital 2022: Netherlands— DataReportal – Global Digital Insights

# Education Infrastructure: **NETHERLANDS**

In 2021, Netherlands school education landscape comprised 2.7 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 42% in primary education, 27% in lower secondary education, and 31% in upper secondary education.

Higher education enrollment for the same year stood at 0.98 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: **NETHERLANDS**

In 2022, Netherlands had 74,671 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Netherlands was 59,283.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Netherlands. Some of the publishers that was identified through secondary research are Noordhoff Uitgevers, Malmberg, De Bezige Bij and AmbolAnthos to name a few.

### Book Retailers

In Netherlands, numerous book sellers have made their mark. Among those identifiable through secondary research are De Bijenkorf, Van Stockum, Bol.com and AKO.nl among others.

# Books Imports and Exports: **NETHERLANDS**

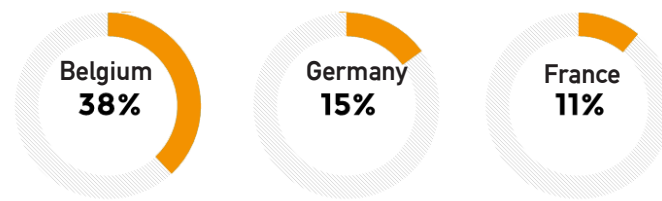
## Top 3 Countries for Book Import

Netherlands largely depends on imports from countries such as Germany, Belgium and United Kingdom. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Netherlands relies on shipments to key destinations like Belgium, Germany and France . Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

### Employment in Netherlands Book Publishing Industry

The total workforce employed within the book publishing industry in Netherlands stood at 4,863 individuals.

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Boekenweek and Amsterdam Book Fair alongside others.



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**NORWAY**

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# Demographic Profiling: NORWAY

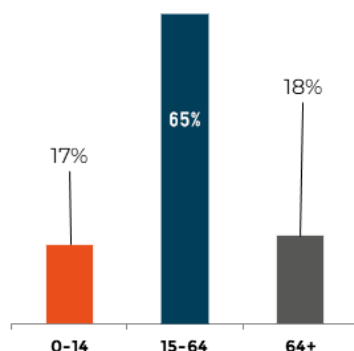
## NORWAY

In 2022, the population of Norway stood at around 5.5 m.

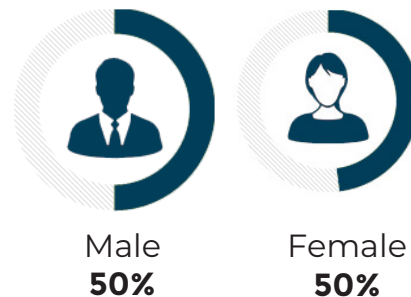
The official languages are Norwegian and Sami.

In 2022, its population grew by 0.9% and its share of the world's population is 0.1%.

### Age Break-up



### Gender Ratio



5.5 m  
Total Population

0.9%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

83.2  
Years Life  
Expectancy

1.55  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: NORWAY

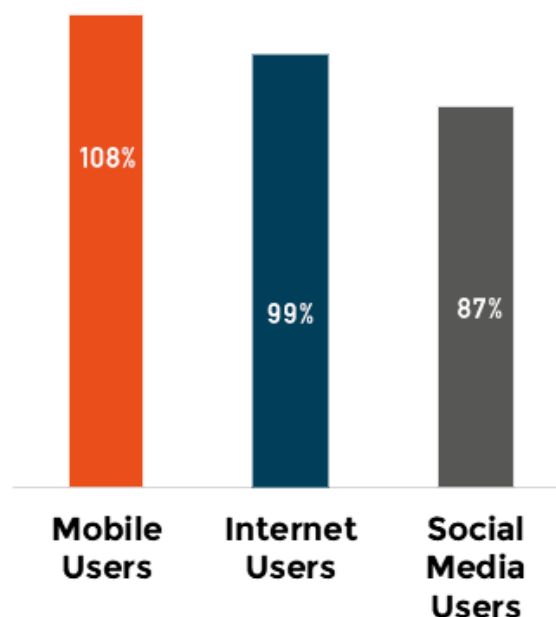
## Digital Uptake

In the digital landscape of Norway as of 2022, mobile subscribers stood at 108% of the total population, internet users at 99%, and social media users at 87%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Norway — DataReportal – Global Digital Insights

# Education Infrastructure: NORWAY

In 2021-22, there were 2,761 primary and lower secondary schools in Norway.

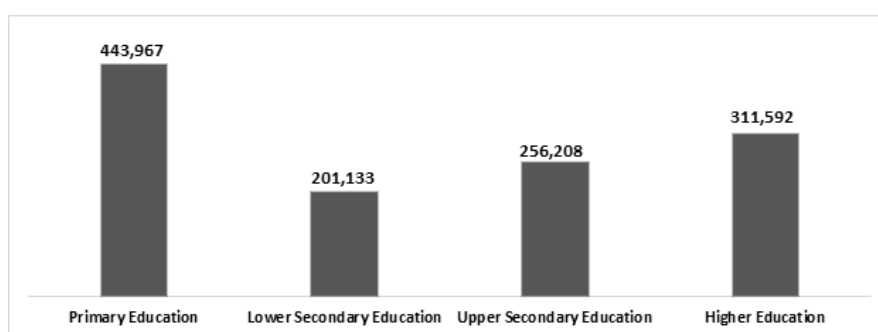
Norway has 10 universities, 6 university colleges, and 5 scientific colleges under the ownership of the Ministry of Education and Research. Additionally, the country has a significant number of private higher education institutions.

\*Source: [udir.no](https://udir.no) and [government.no](https://government.no)

In 2021, Norway's School education landscape comprised 0.9 million students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 49% in primary education, 22% in lower secondary education, and 28% in upper secondary education.

Higher education enrollment for the same year stood at 0.3 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: NORWAY

In 2022, Norway had 16,232 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Norway was 9,033.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Norway. Some of the publishers that we could identify through secondary searches are Gyldendal Akademisk, Cappelen Damm , Kolon Forlag and Aschehoug to name a few.

### Book Retailers

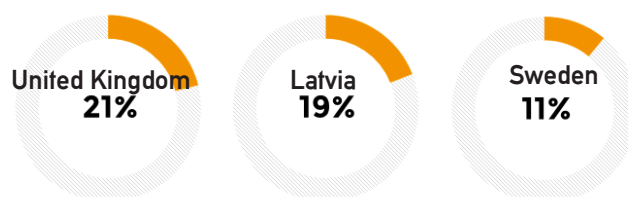
In Norway, numerous book sellers have made their mark. Among those identifiable through secondary research are Ark, Norli, Tanum and Adlibris among others.



# Books Imports and Exports: **NORWAY**

## Top 3 Countries for Book Import

Norway largely depends on imports from countries such as United Kingdom, Latvia and Sweden . Below are the breakdowns of import by top 3 countries



## Top 3 Countries for Book Export

Norway relies on shipments to key destinations like Sweden, United Kingdom and United States. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Norwegian Festival of Literature, Norwegian Festival of Children's Literature and Oslo Book Festival alongside others.



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# PORTUGAL

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# Demographic Profiling: PORTUGAL

## PORTUGAL

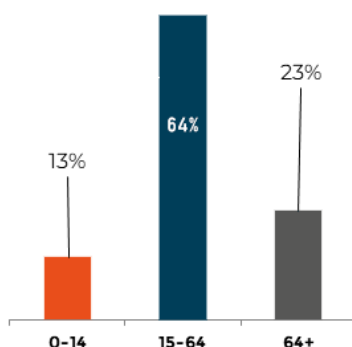
In 2022, the population of Portugal stood at around 10.4 m.

The official language is Portuguese

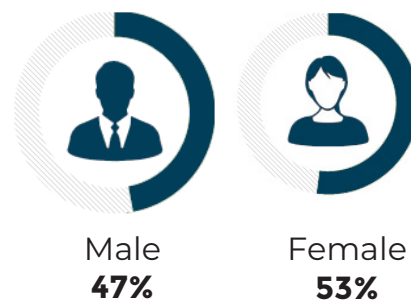
In 2022, its population grew by 0.5% and its share of the world's population was 0.1%.

Portugal has a literacy rate of 96.8%.

### Age Break-up



### Gender Ratio



10.4 m  
Total Population

0.5%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

81.1  
Years Life  
Expectancy<sup>#</sup>

1.38  
Fertility Rate<sup>#</sup>

96.8  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: PORTUGAL

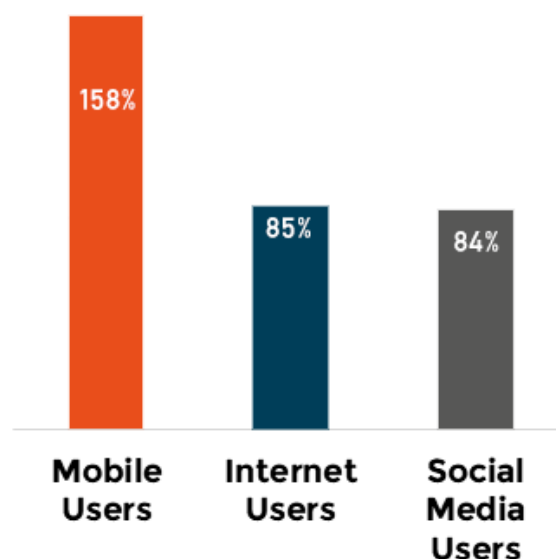
## Digital Uptake

In the digital landscape of Portugal as of 2022, mobile subscribers stood at 158% of the total population, internet users at 85%, and social media users at 84%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



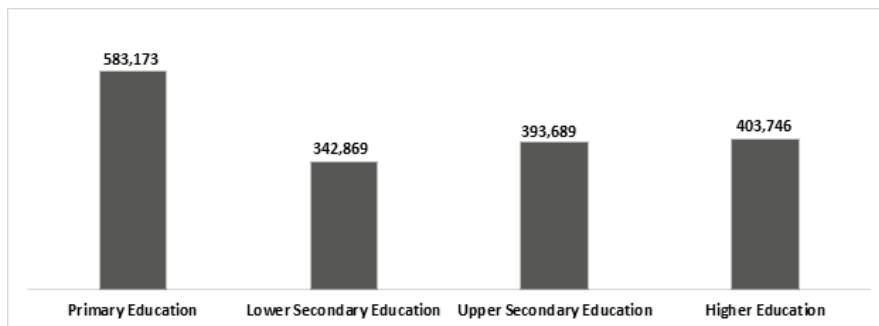
Source: Digital 2022: Portugal — DataReportal – Global Digital Insights

# Education Infrastructure: PORTUGAL

In 2021, Portugal's School education landscape comprised 1.3 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 44% in primary education, 26% in lower secondary education, and 30% in upper secondary education.

Higher education enrollment for the same year stood at 0.4 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: PORTUGAL

In 2022, Portugal had 4,200 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Portugal was 21,115.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Portugal. Some of the publishers were identified through secondary research are Porto Editora and LeYa to name a few.

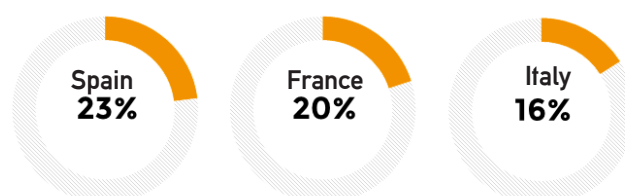
### Book Retailers

In Portugal, numerous book sellers have made their mark. Among those identifiable through secondary research are Leya Livraria, Bertrand Livreiros, Bertrand Online and Wook among others.

# Books Imports and Exports: PORTUGAL

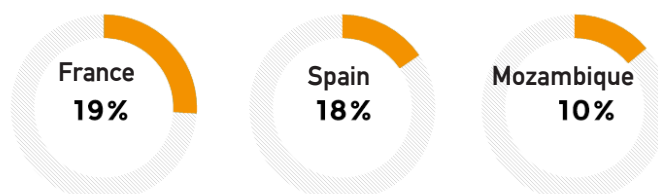
## Top 3 Countries for Book Import

Portugal largely depends on imports from countries such as Spain , France and Italy . Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Portugal relies on shipments to key destinations like France, Spain and Mozambique. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Employment in Portugal Book Publishing Industry

The total workforce employed within the book publishing industry in Portugal stands at 2,198 individuals.

## Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Lisbon Book Fair and Porto Book Fair alongside others.



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# RUSSIAN FEDERATION

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# Demographic Profiling: RUSSIAN FEDERATION

## RUSSIAN FEDERATION

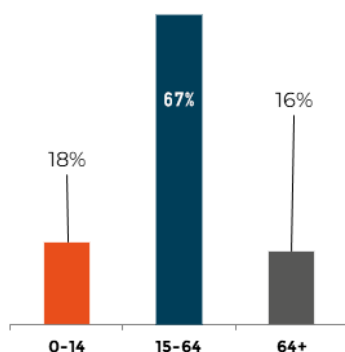
In 2022, the population of Russian Federation stood at around 143.6 m.

The official languages include East Slavic along with Ukrainian and Belarussian

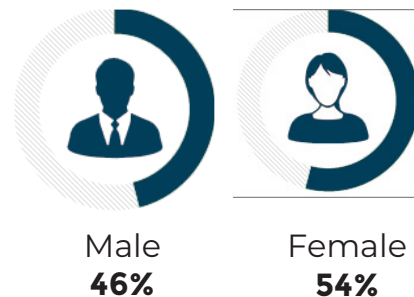
In 2022, its population grew by 0.1% and its share of the world's population was 1.8%.

It has a literacy rate of 99.7%.

### Age Break-up



### Gender Ratio



143.6 m  
Total Population

0.1%  
Population Increase  
from 2021

1.8% of the  
Total World  
Population

69.4  
Years Life  
Expectancy<sup>#</sup>

1.49  
Fertility Rate<sup>#</sup>

99.7  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: RUSSIAN FEDERATION

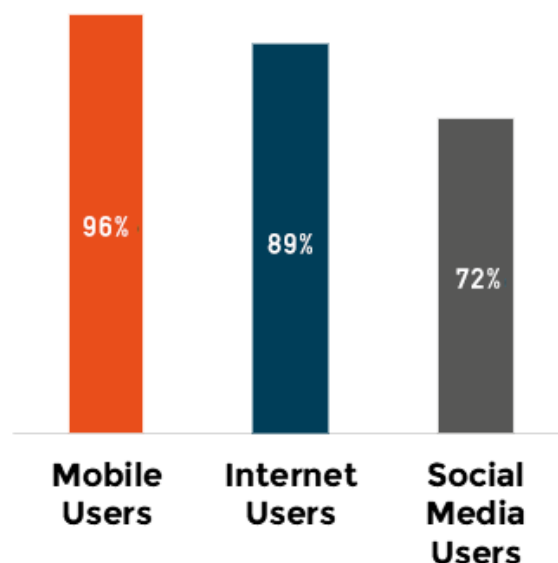
## Digital Uptake

In the digital landscape of Russian Federation as of 2022, mobile subscribers stood at 96% of the total population, internet users at 89%, and social media users at 72%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

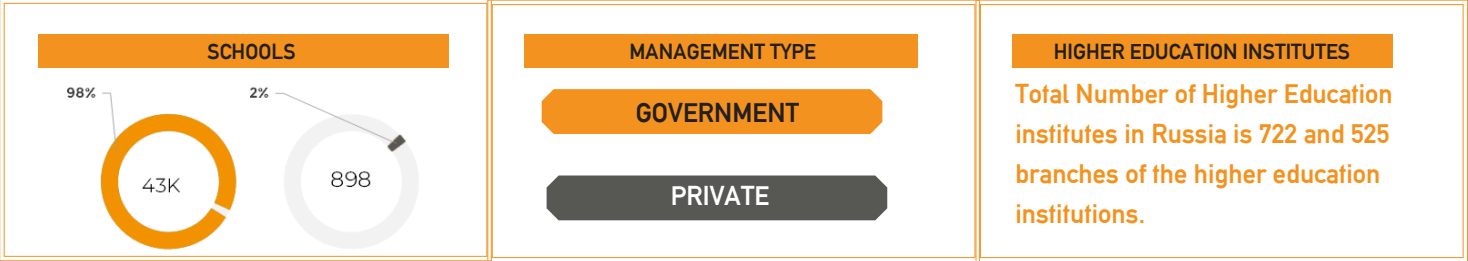
### Mobile, Internet and Social Media Users (As % of total population)



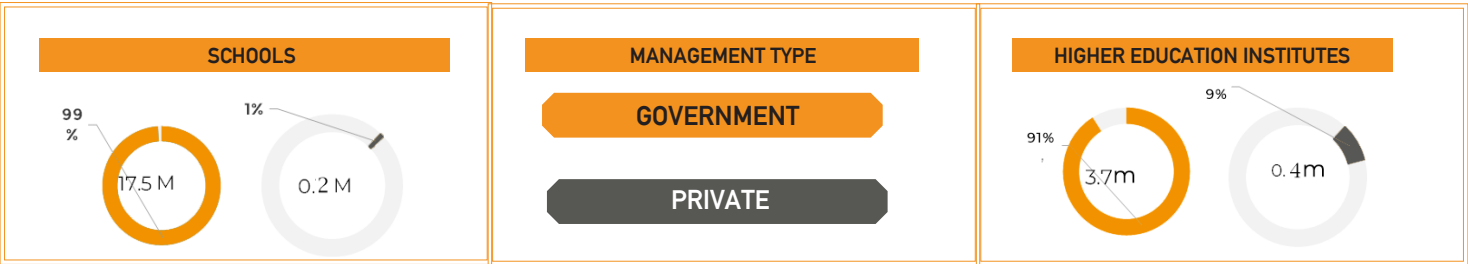
# Education Infrastructure: RUSSIAN FEDERATION

The data encompasses the overall number of schools and higher education institutions categorized by management type. Russian Federation has a total of 44,271 schools and 722 higher education institutes and 525 branches of higher education institutes. Total school enrollment stood at 17.7 m while total higher education enrollment was 4.1 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Russian Federation, 98% of schools are government funded, while 2% are private. 99% of school students are enrolled in government schools, while 1% in private schools. In higher education, 91% of students attended government institutions, while 9% students have attended the private higher education institutions.

# Publishing Landscape: RUSSIAN FEDERATION

In 2022, Russian Federation had 4,450 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<div><div>• Prosveshcheniye (publishing group)</div><div>• Ekzamen</div><div>• Applika</div><div>• Russkoe slovo-uchebnik</div><div>• . VAKO</div></div>	<div><div>• Prospekt</div><div>• Piter</div><div>• Akademiya</div><div>• VLADOS</div><div>• Vysshaya shkola</div></div>	<div><div>• Eksmo</div><div>• AST (publishing group)</div><div>• Azbuka-Attikus (publishing group)</div><div>• SIMBAT</div><div>• Flamingo</div></div>



Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• CHitaj-gorod</li><li>• Bukvoed</li><li>• Knizhnyj Labirint</li><li>• ProdaLit</li><li>• Zhivoe slovo</li></ul>	<ul style="list-style-type: none"><li>• Books.ru</li><li>• OZON.ru</li><li>• bgshop.ru</li><li>• My-shop.ru</li><li>• «Labirint»</li></ul>

Employment in Russian Federation Book Publishing Industry

The total workforce employed within the book publishing industry in Russian Federation stood at 63,917.

Books Imports and Exports: RUSSIAN FEDERATION

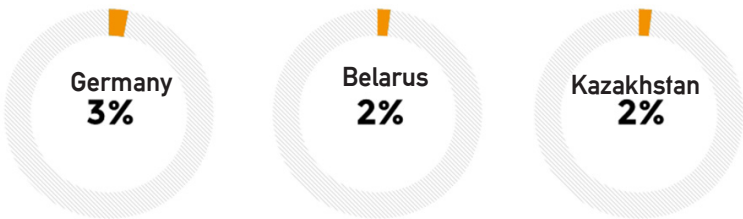
Top 3 Countries for Book Import

Russian Federation largely depends on imports from countries such as China, Belarus and Latvia. Below are the breakdowns of import by top 3 countries.



Top 3 Countries for Book Export

The book export industry in Russian Federation relies on shipments to key destinations like Germany, Belarus and Kazakhstan. Presented below are detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
<b>Centralised School Book Tenders</b> Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	83%
Government's school book purchase expenditure as a share of the overall education budget	0.4%
<b>Centralised Higher Education Book Tenders</b> Are there any government-sponsored centralised book tenders for the purchase of higher education books?	Yes
Government's higher education book purchase expenditure as a share of the total higher education books market size	60%
Government's higher education book purchase expenditure as a share of the overall education budget?	0.04%
<b>Schoolbook printing/publishing by the government</b> Is the government in your country involved in school book publishing and printing?	No
<b>Higher education book printing/publishing by the government</b> Is the government in your country involved in higher education book publishing and printing?	No
<b>Libel &amp; Defamation Laws Include Criminal Penalties</b> Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: RUSSIAN FEDERATION

In Russian Federation, 10% tax rate applies to print books, 20% tax applies on ebooks, and audio books (excluding educational literature). However, educational literature including ebooks and audio books had a uniform 10% tax rates.



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**SERBIA**

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# Demographic Profiling: SERBIA

## SERBIA

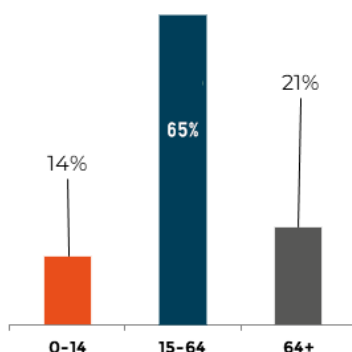
In 2022, the population of Serbia stood at around 6.8 m.

The official language is Serbian.

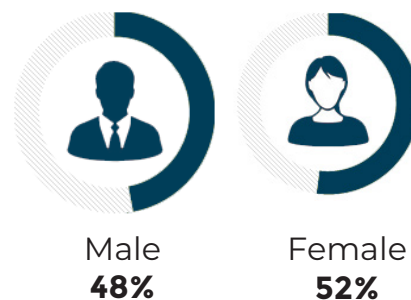
In 2022, its population declined by 1.1% and its share of the world's population was 0.1%.

It has a literacy rate of 99.5%.

### Age Break-up



### Gender Ratio



6.8 m  
Total Population

1.1%  
Population Declined  
from 2021

0.1% of the  
Total World  
Population

72.7  
Years Life  
Expectancy<sup>#</sup>

1.48  
Fertility Rate<sup>#</sup>

99.5  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: SERBIA

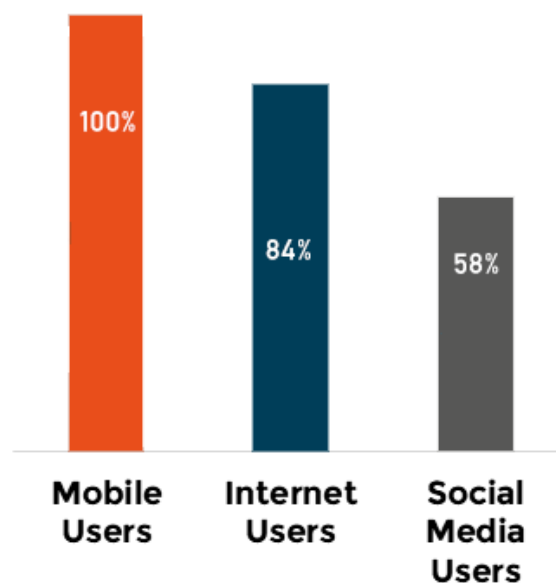
## Digital Uptake

In the digital landscape of Serbia as of 2022, mobile subscribers stood at 100% of the total population, internet users at 84%, and social media users at 58%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



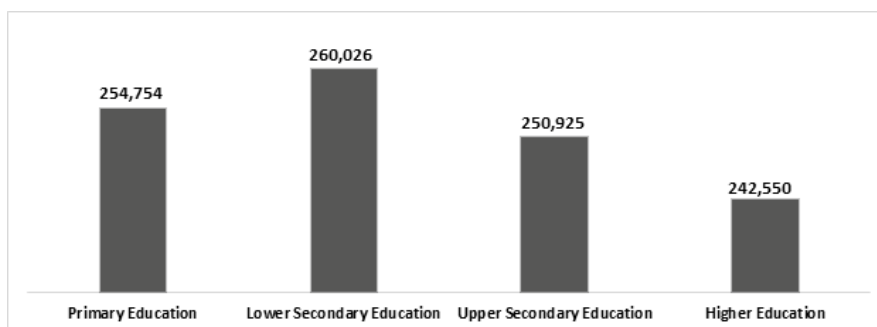
Source: Digital 2022: Serbia — DataReportal — Global Digital Insights

# Education Infrastructure: **SERBIA**

In 2021, Serbia's School education landscape comprised 0.7 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 33% in primary education, 34% in lower secondary education, and 33% in upper secondary education.

Higher education enrollment for the same year stood at 0.2 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Serbia. Some of the publishers that was identified through secondary research are Klet , Zavod za udžbenike, Dereta And Zavod za udžbenike to name a few.

### Book Retailers

In Serbia, numerous book sellers have made their mark. Among those identifiable through secondary research are Delfi, Vulkan and Dereta Knjižara among others.

# Books Imports and Exports: **SERBIA**

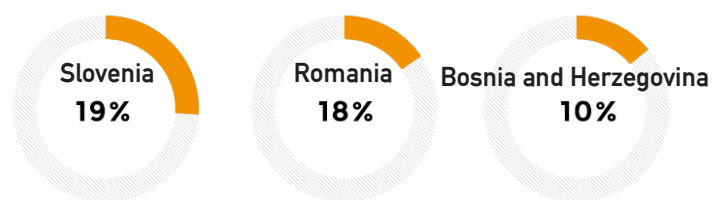
## Top 3 Countries for Book Import

Serbia largely depends on imports from countries such as Russia, United Kingdom and China. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Serbia relies on shipments to key destinations like Slovenia, Romania and Bosnia and Herzegovina. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Belgrade Book Fair and Novi Sad Book Fair alongside others.



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**SLOVENIA**

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# Demographic Profiling: SLOVENIA

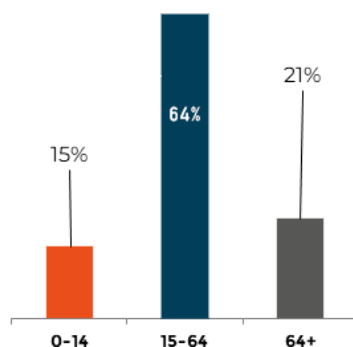
## SLOVENIA

In 2022, the population of Slovenia stood at around 2.1 m.

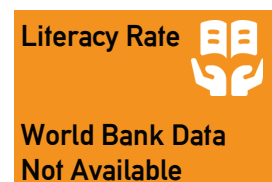
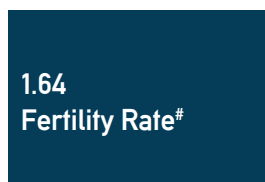
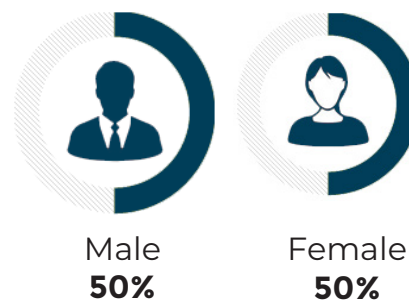
The official language is Slovenian.

In 2022, its population grew by 0.03% and its share of the world's population was 0.03%.

### Age Break-up



### Gender Ratio



Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: SLOVENIA

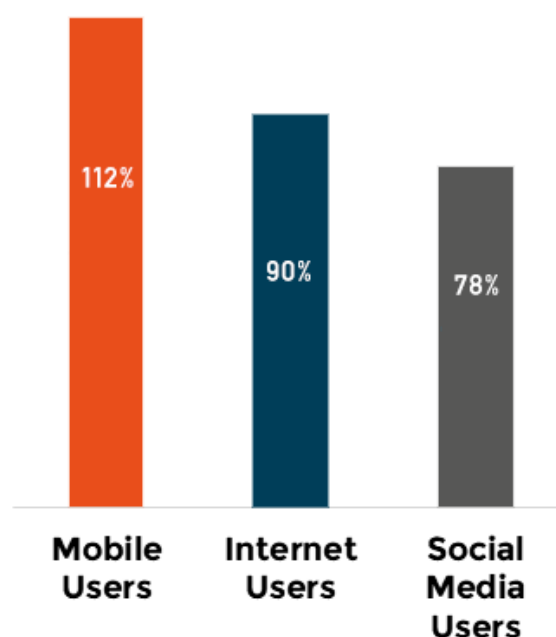
## Digital Uptake

In the digital landscape of Slovenia as of 2022, mobile subscribers stood at 112% of the total population, internet users at 90%, and social media users at 78%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Slovenia — DataReportal – Global Digital Insights

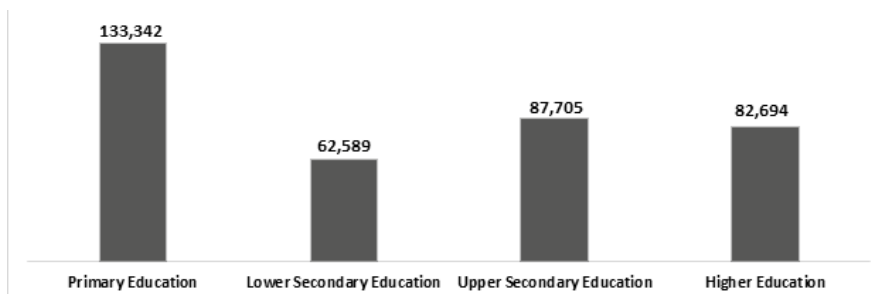


# Education Infrastructure: SLOVENIA

In 2021, Slovenia's School education landscape comprised 0.3 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 47% in primary education, 22% in lower secondary education, and 31% in upper secondary education.

Higher education enrollment for the same year stood at 0.08 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: SLOVENIA

In 2022, Slovenia had 7,246 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Slovenia was 9,656.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Slovenia. Some of the publishers that we could identify through secondary searches are Rokus Klett, Mladinska knjiga Education, Mladinska knjiga and Sanje Publishing to name a few.

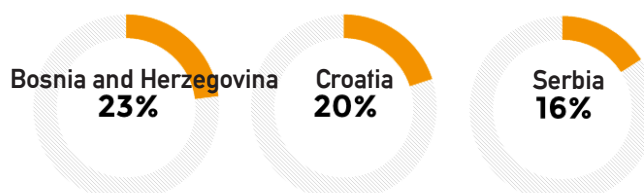
### Book Retailers

In Slovenia, numerous book sellers have made their mark. Among those identifiable through secondary research are Mladinska knjiga, DZS and Emka among others.

# Books Imports and Exports: SLOVENIA

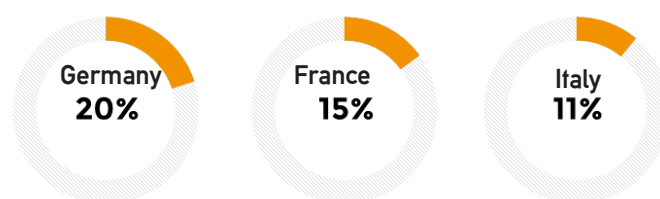
## Top 3 Countries for Book Import

Slovenia largely depends on imports from countries such as Bosnia and Herzegovina, Croatia and Serbia. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Slovenia relies on shipments to key destinations like Germany, France and Italy. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Ljubljana Book Fair and Maribor Book Fair alongside others.



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**SPAIN**

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# Demographic Profiling: **SPAIN**

## SPAIN

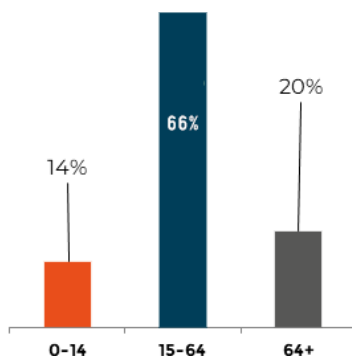
In 2022, the population of Spain stood at around 47.6 m.

The official language is Spanish.

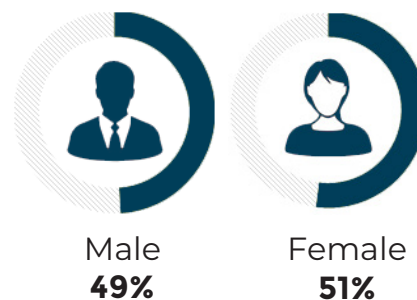
In 2022, its population grew by 0.4% and its share to the world's population was 0.6%.

It has a literacy rate of 98.6%.

### Age Break-up



### Gender Ratio



47.6 m  
Total Population



0.4%  
Population Increase  
from 2021



0.6% of the  
Total World  
Population



83.2  
Years Life  
Expectancy<sup>#</sup>



1.19  
Fertility Rate<sup>#</sup>

98.6  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: **SPAIN**

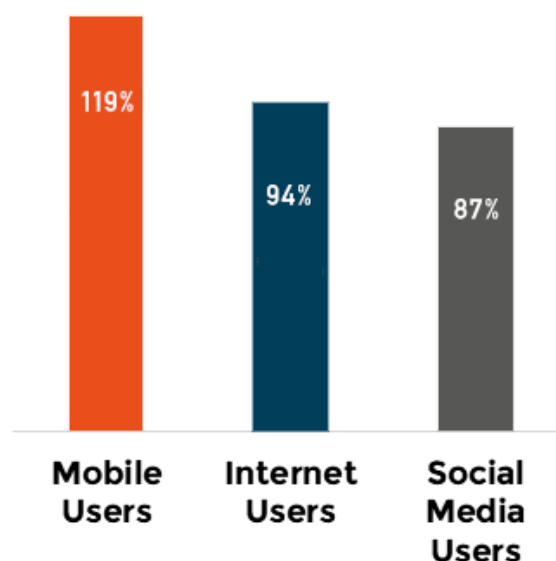
## Digital Uptake

In the digital landscape of Spain as of 2022, mobile subscribers stood at 119% of the total population, internet users at 94%, and social media users at 87%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (As % of total population)



Source: Digital 2022: Spain — DataReportal — Global Digital Insights

# Publishing Landscape: SPAIN

In 2021- 22, Spain had 27,629 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Spain was 95,811.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Spain. Some of the publishers were identified through secondary research are Grupo SM, Anaya Educación, Santillana, Planeta and Penguin Random House to name a few.

### Book Retailers

In Spain, numerous book sellers have made their mark. Among those identifiable through secondary research are Casa del Libro, Fnac and Amazon.es among others.

# Books Imports and Exports: SPAIN

### Top 3 Countries for Book Import

Spain largely depends on imports from countries such as Mexico, France and Argentina.

### Top 3 Countries for Book Export

Spain relies on shipments to key destinations like United States, Mexico and Argentina.

Source: TrendEconomy 2020 | Includes Printed books, brochures, leaflets and similar printed matter

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Madrid Book Fair and Barcelona International Book Fair alongside others.



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# Demographic Profiling: SWEDEN

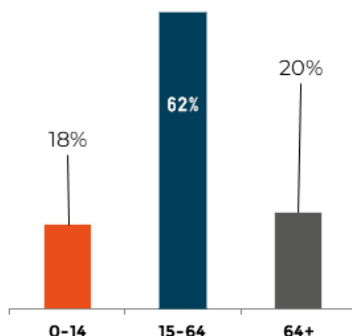
## SWEDEN

In 2022, the population of Sweden stood at around 10.5 m.

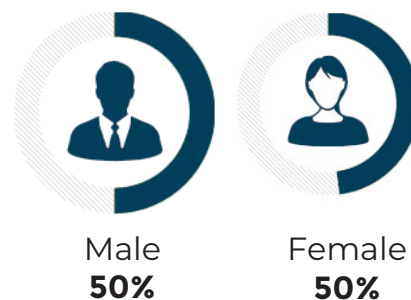
The official language is Swedish.

In 2022, it's population grew by 0.7% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



10.5 m  
Total Population

0.7%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

83.2  
Years Life  
Expectancy<sup>#</sup>

1.67  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: SWEDEN

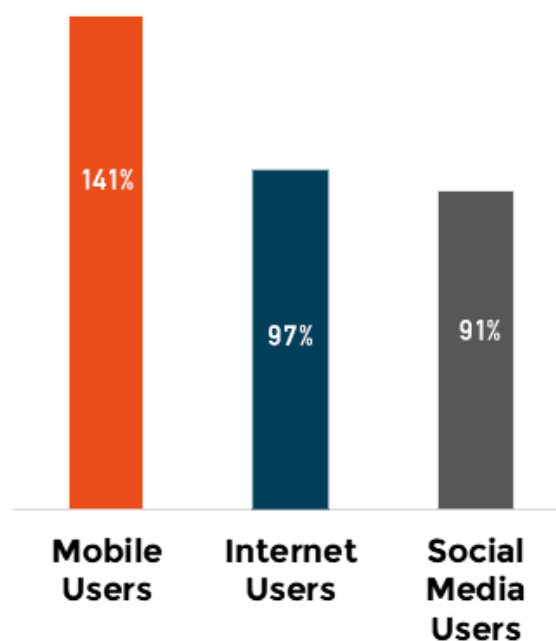
## Digital Uptake

In the digital landscape of Sweden as of 2022, mobile subscribers stood at 141% of the total population, internet users at 97%, and social media users at 91%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Sweden— DataReportal – Global Digital Insights

# Education Infrastructure: SWEDEN

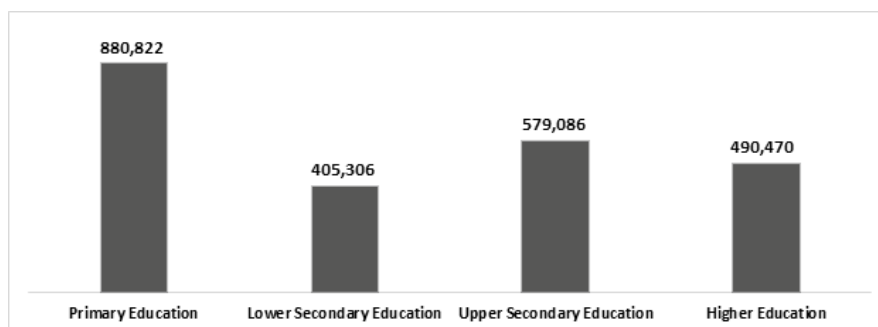
Sweden has 39 universities providing a wide range of various programs and courses.

Source: Industry Estimates

In 2021, Sweden's school education landscape comprised 1.8 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 47% in primary education, 22% in lower secondary education, and 31% in upper secondary education.

Higher education enrollment for the same year stood at 0.5 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: SWEDEN

In 2022, Sweden had 41,095 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Sweden was 37,338.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Sweden. Some of the publishers that we could identify through secondary searches are Natur & Kultur, Gleerups förlag, Bonnierförlagen and Norstedts förlag to name a few.

### Book Retailers

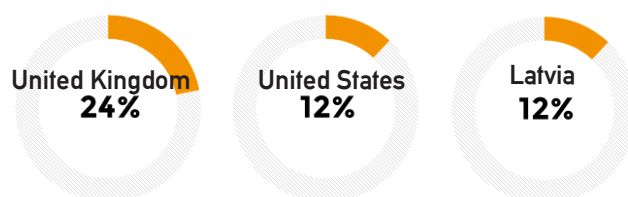
In Sweden, numerous book sellers have made their mark. Among those identifiable through secondary research are Akademibokhandeln, Adlibris Bokhandel, Pocket Shop and Bokus among others.



# Books Imports and Exports: **SWEDEN**

## Top 3 Countries for Book Import

Sweden largely depends on imports from countries such as United Kingdom, United States and Latvia. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Sweden relies on shipments to key destinations like Norway, Finland and China. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2020 | Includes Printed books, brochures, leaflets and similar printed matter

## Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research includes Gothenburg Book Fair and Bok & Bibliotek alongside others.



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# SWITZERLAND

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# Demographic Profiling: SWITZERLAND

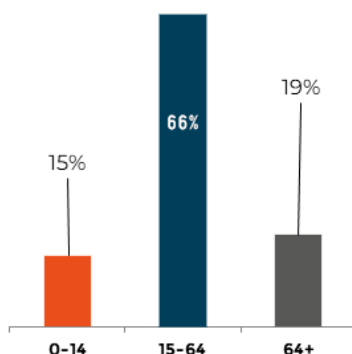
## SWITZERLAND

In 2022, the population of Switzerland stood at around 8.8 m.

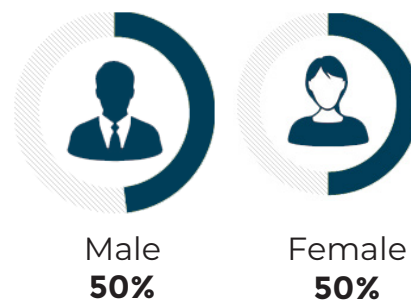
The official languages are German, French, Italian, and Romansh

In 2022, Switzerland's population grew by 0.8% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



8.8 m  
Total Population



0.8%  
Population Increase  
from 2021



0.1% of the  
Total World  
Population



83.9  
Years Life  
Expectancy<sup>#</sup>



1.52  
Fertility Rate<sup>#</sup>

Literacy Rate



World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: SWITZERLAND

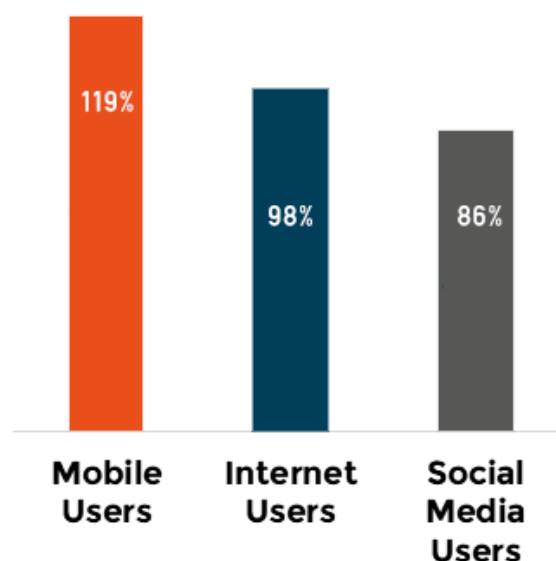
## Digital Uptake

In the digital landscape of Switzerland as of 2022, mobile subscribers stood at 119% of the total population, internet users at 98%, and social media users at 86%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Switzerland Book Publishers Association

# Education Infrastructure: SWITZERLAND

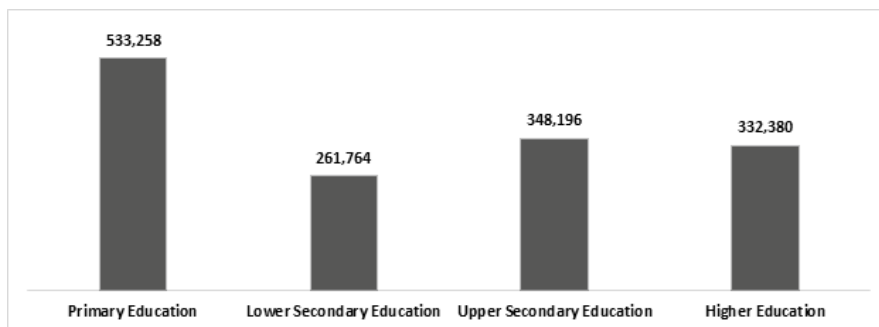
In 2021/22, there were a total of 10,300 educational institutions in Switzerland, out of which 1,400 were privately operated.

Source: Federal Statistics office, Switzerland

In 2021, Switzerland's School education landscape comprised 1.1 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 47% in primary education, 23% in lower secondary education, and 30% in upper secondary education.

Higher education enrollment for the same year stood at 0.3 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: SWITZERLAND

In 2022, Switzerland had 43,346 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Switzerland was 9,490.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Switzerland. Some of the publishers that could be identified through secondary research are Lehrmittelverlag Zürich, Diogenes Verlag, Kein & Aber and Nagel & Kimche to name a few.

### Book Retailers

In Switzerland, numerous book sellers have made their mark. Among those identifiable through secondary research are Orell Füssli, Payot, Stauffacher, Ex Libris And Orell Füssli Online among others.

# Books Imports and Exports: **SWITZERLAND**

## Top 3 Countries for Book Import

Switzerland largely depends on imports from countries such as France, Italy and United Kingdom.

## Top 3 Countries for Book Export

Switzerland relies on shipments to key destinations like United States, Germany and France. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research include Geneva Book Fair and Zurich Reads alongside others.



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# UKRAINE

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# Demographic Profiling: UKRAINE

## UKRAINE

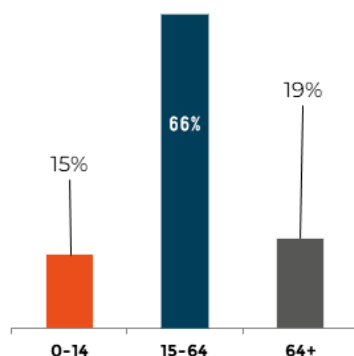
In 2022, the population of Ukraine stood at around 38 m.

The official language is Ukrainian.

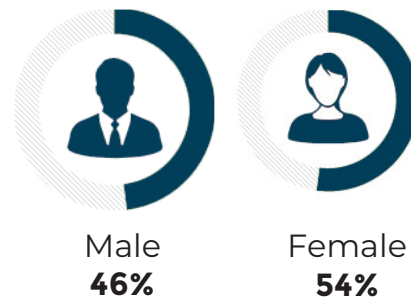
In 2022, its population declined by 13.2% and its share of the world's population was 0.5%.

It has a literacy rate of 100.0%.

### Age Break-up



### Gender Ratio



38 m  
Total Population

13.2%  
Population Declined  
from 2021

0.5% of the  
Total World  
Population

69.6  
Years Life  
Expectancy<sup>#</sup>

1.16  
Fertility Rate<sup>#</sup>

100.0  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: UKRAINE

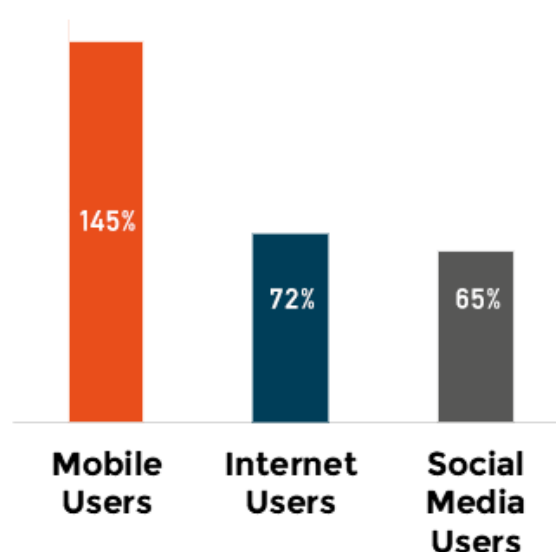
## Digital Uptake

In the digital landscape of Ukraine as of 2022, mobile subscribers stood at 145% of the total population, internet users at 72%, and social media users at 65%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



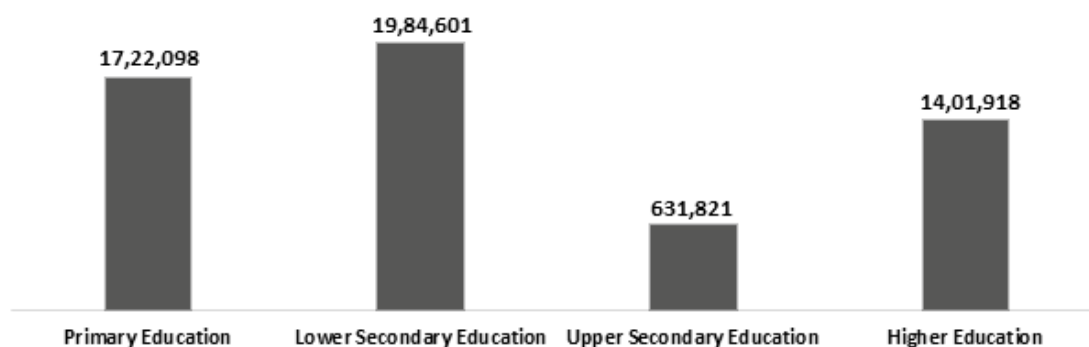
Source: Digital 2022: Ukraine — DataReportal – Global Digital Insights

# Education Infrastructure: UKRAINE

In 2021, Ukraine's school education landscape comprised of 4.3 m students spanning primary, lower secondary, and upper secondary levels. The distribution among these levels was 40% in primary education, 46% in lower secondary education, and 15% in upper secondary education.

Higher education enrollment for the same year stood at 1.4 m students.

Below are the detailed breakdown of enrollment.



Source: The UNESCO Institute for Statistics (UIS)

# Publishing Landscape: UKRAINE

In 2022, Ukraine had 638 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in Ukraine was 9,691.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating in the country. There are lot of prominent book publishers in Ukraine. Some of the publishers that we could identify through secondary research were Intelekt Ukrayini, Ranok and Vivat to name a few.

### Book Retailers

In Ukraine, numerous book retailers have made their mark. Among those identifiable through secondary research were Knigoland, Cherkasy Book House, and Bukva.ua among others.



# Books Imports and Exports: **UKRAINE**

## Top 3 Countries for Book Import

Ukraine largely depends on imports from countries such as China, Russia and Ukraine. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Ukraine relied on shipments to key destinations like China, Poland and Moldova. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter

## Major Book publishing Events

Among the prominent book publishing events discovered through secondary research, includes, 'International Book Arsenal Festival' and 'Kyiv International Book Fair' alongside others.



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# UNITED KINGDOM

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# Demographic Profiling: UNITED KINGDOM

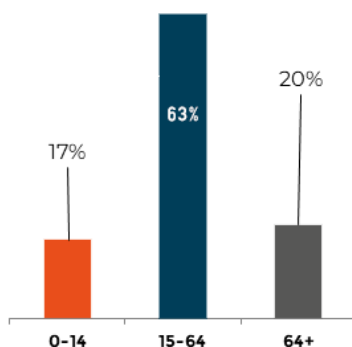
## UNITED KINGDOM

In 2022, the population of United Kingdom stood at around 67 m.

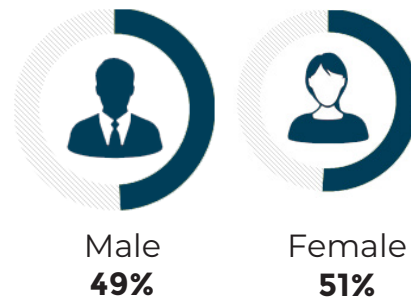
The official language is English.

In 2022, its population declined by 0.1% and its share of the world's population was 0.8%.

### Age Break-up



### Gender Ratio



67 m  
Total Population

0.1%  
Population Declined  
from 2021

0.8% of the  
Total World  
Population

80.7  
Years Life  
Expectancy<sup>#</sup>

1.56  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: UNITED KINGDOM

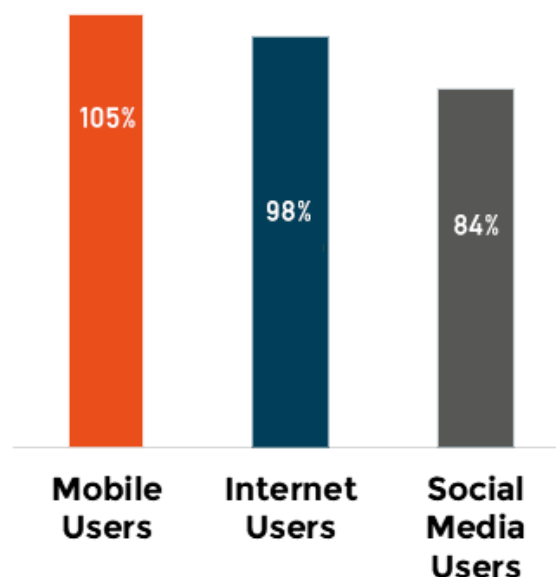
## Digital Uptake

In the digital landscape of United Kingdom as of 2022, mobile subscribers stood at 105% of the total population, internet users at 98%, and social media users at 84%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: United Kingdom — DataReportal – Global Digital Insights

# Education Infrastructure: UNITED KINGDOM

In 2021, there were a total of 32,226 Schools and 590 higher education institutions in United Kingdom. Total school enrollment stood at 10.6 m, while higher education enrollment stood at 2.8 m for the same year.

Source: explore-education-statistics and industry estimates 2021-22

# Publishing Landscape: UNITED KINGDOM

In 2022, United Kingdom had 10,969 publishers.

In 2022, International Standard Book Numbers (ISBNs) registered in United Kingdom was 153,167.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Coordination Group Publications</li><li>• Oxford University Press</li><li>• Hachette</li><li>• HarperCollins</li><li>• Pearson</li></ul>	<ul style="list-style-type: none"><li>• John Wiley</li><li>• Oxford University Press</li><li>• Taylor &amp; Francis</li><li>• Pearson</li><li>• Sage</li></ul>	<ul style="list-style-type: none"><li>• Penguin Random House</li><li>• Hachette</li><li>• HarperCollins</li><li>• Pan Macmillan</li><li>• Bloomsbury</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Waterstones</li><li>• WHSmith</li><li>• Foyles</li><li>• The Works</li></ul>	<ul style="list-style-type: none"><li>• Amazon</li><li>• Waterstones Online</li><li>• WHSmith Online</li><li>• Bookshop.org</li></ul>

### Major Book Publishing Events

Among the prominent book publishing events discovered through secondary research include London Book Fair, Edinburgh International Book Festival, Hay Festival, Cheltenham Literature Festival and Bookseller Futurebook Conference alongside others.



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# 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.



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# ARGENTINA

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# Demographic Profiling: ARGENTINA

## ARGENTINA

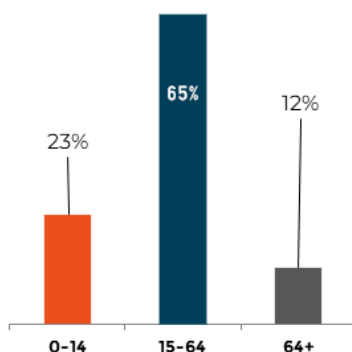
In 2022, the population of Argentina stood at around 46.2 m.

The official language is Spanish.

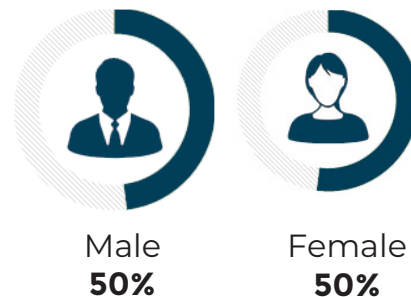
In 2022, its population grew by 0.9% and its share of the world's population was 0.6%.

It has a literacy rate of 99.0%.

### Age Break-up



### Gender Ratio



46.2 m  
Total Population



0.9%  
Population Increase  
from 2021



0.6% of the  
Total World  
Population



75.4  
Years Life  
Expectancy<sup>#</sup>



1.88  
Fertility Rate<sup>#</sup>

99.0  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2018 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: ARGENTINA

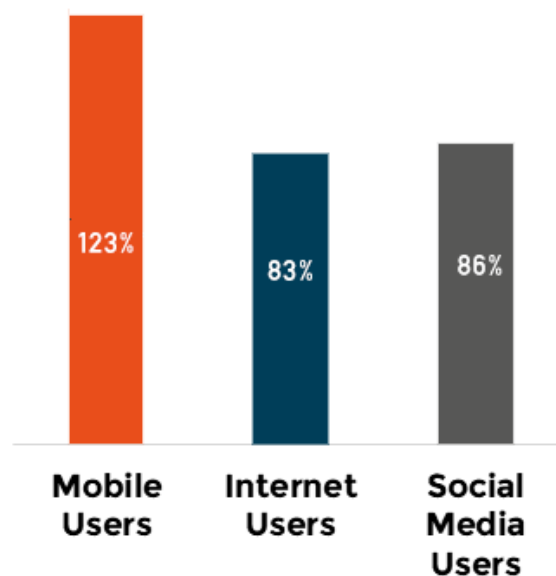
## Digital Uptake

In the digital landscape of Argentina as of 2022, mobile subscribers stood at 123% of the total population, internet users at 83%, and social media users at 86%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Argentina — DataReportal — Global Digital Insights

# Publishing Landscape: ARGENTINA

In 2022, Argentina had 6,980 publishers.

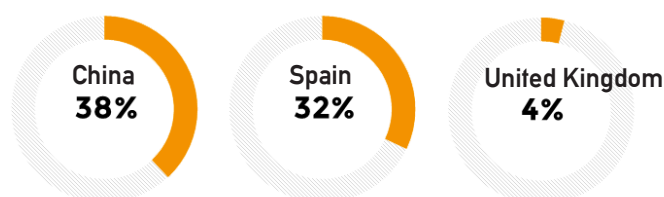
In 2022, total number of International Standard Book Numbers (ISBNs) registered in Argentina was 35,500.

Source: International ISBN Agency.

## Books Imports and Exports: ARGENTINA

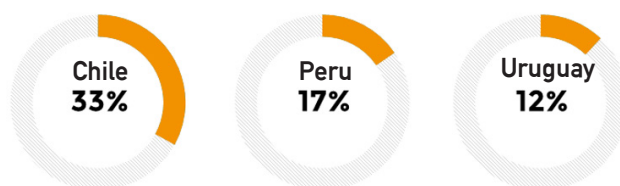
### Top 3 Countries for Book Import

Argentina largely depends on imports from countries such as China, Spain and United Kingdom. Below are the breakdowns of import by top 3 countries.



### Top 3 Countries for Book Export

Argentina relies on shipments to key destinations like Chile, Peru and Uruguay . Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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association

**Nielsen  
BookData**

# BOLIVARIAN REPUBLIC OF VENEZUELA

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# Demographic Profiling: Bolivarian Republic of Venezuela

## BOLIVARIAN REPUBLIC OF VENEZUELA

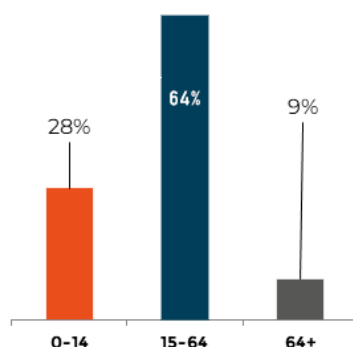
In 2022, the population of Venezuela stood at around 28.3 m.

The official language is Spanish.

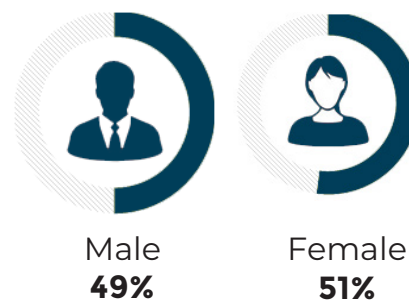
In 2022, its population grew by 0.4% and its share of the world's population was 0.4%.

It has a literacy rate of 97.5%.

### Age Break-up



### Gender Ratio



28.3 m  
Total Population

0.4%  
Population Increase  
from 2021

0.4% of the  
Total World  
Population

70.6  
Years Life  
Expectancy<sup>#</sup>

2.21  
Fertility Rate<sup>#</sup>

97.5  
Literacy Rate<sup>\*</sup>

Source: World Bank | <sup>\*</sup>Literacy Rate 2021 | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: Bolivarian Republic of Venezuela

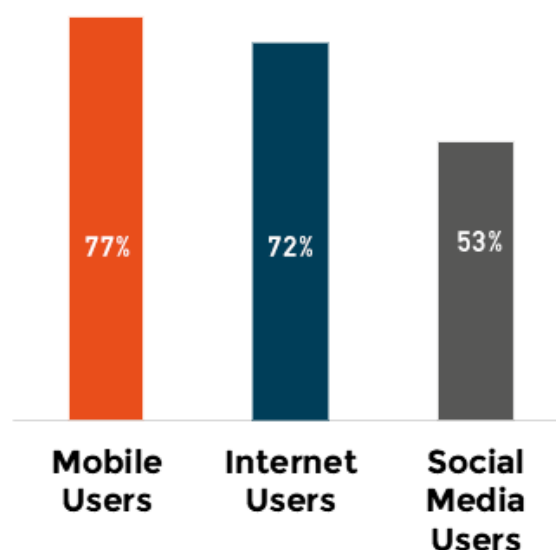
## Digital Uptake

In the digital landscape of Bolivarian Republic of Venezuela as of 2022, mobile subscribers stood at 77% of the total population, internet users at 72%, and social media users at 53%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: : Bolivarian Republic of Venezuela — DataReportal – Global Digital Insights

# Publishing Landscape: Bolivarian Republic of Venezuela

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Venezuela was 2,855.

Source: International ISBN Agency and CERLALC

## Books Imports and Exports: Bolivarian Republic of Venezuela

### Top 3 Countries for Book Import

Venezuela largely depends on imports from countries such as Colombia and Spain.

### Top 3 Countries for Book Export

Venezuela relies on shipments to key destinations like United States, Peru and France.

Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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**BRAZIL**

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# Demographic Profiling: BRAZIL

## BRAZIL

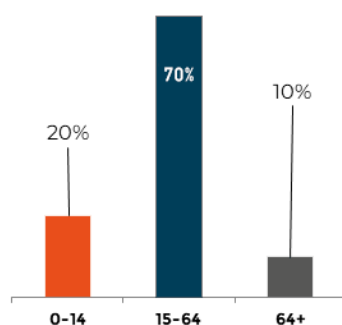
In 2022, the population of Brazil stood at around 215.3 m.

The official language is Portuguese. However, Spanish and English are also widely spoken.

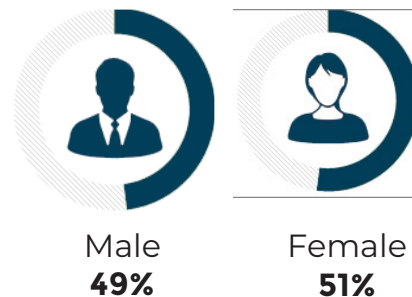
In 2022, its population grew by 0.5% and its share of the world's population was 2.7%.

It has a literacy rate of 94.3%.

### Age Break-up



### Gender Ratio



215.3 m  
Total Population

0.5%  
Population Increase  
from 2021

2.7% of the  
Total World  
Population

72.8  
Years Life  
Expectancy\*

1.64  
Fertility Rate\*

94.3  
Literacy Rate\*

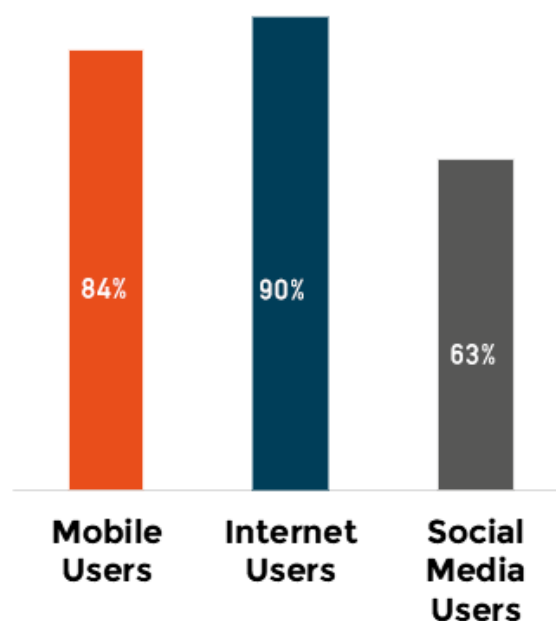
Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: BRAZIL

## Digital Uptake

In the digital landscape of Brazil as of 2022, mobile subscribers stood at 84% of the total population, internet users at 90% of households, and social media users at 63% active accounts.

### Mobile, Internet and Social Media Users (as % of total population)

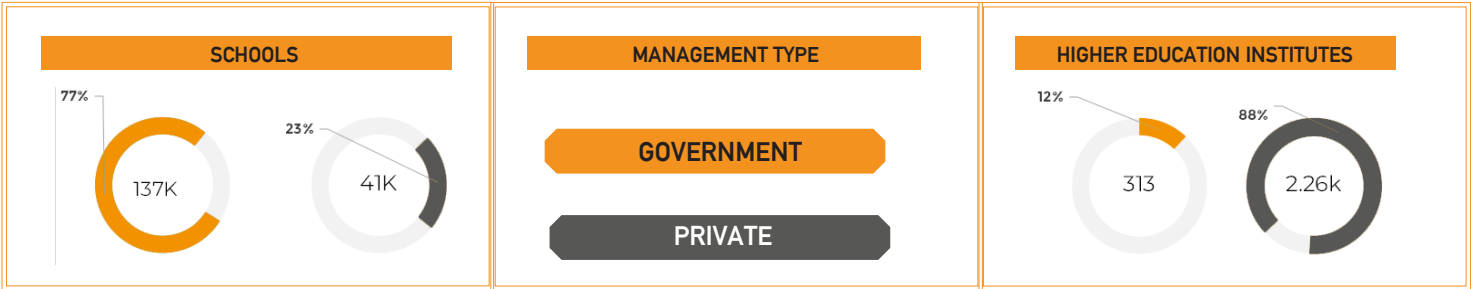


Source: Data from 2021, by IBGE (Brazilian Institute of Geography and Statistics, in Portuguese)

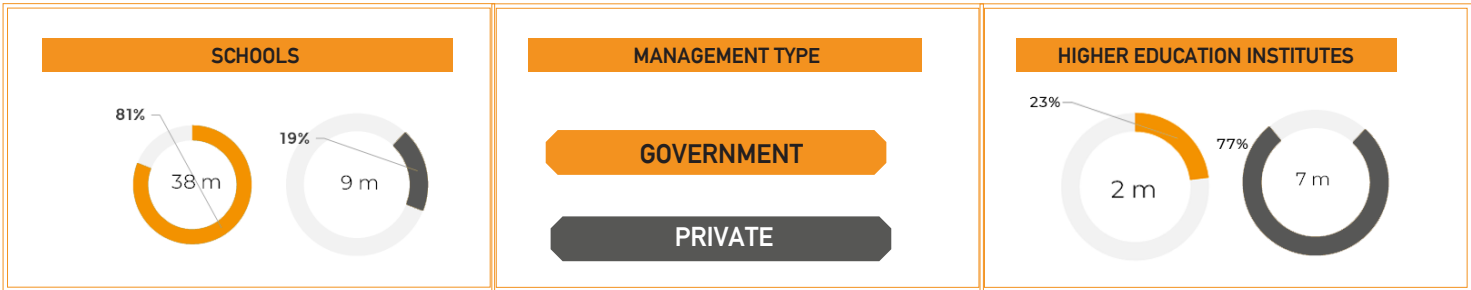
# Education Infrastructure: BRAZIL

The data encompasses the overall number of schools and higher education institutions categorized by management type. Brazil has a total of 178,346 schools and 2,754 higher education institutes, with respective enrollments of 47.3 m and 8.9 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Brazil, 77% of schools are government funded, while 23% are private. The higher education sector consists of 88% privately managed institutes and 12% government managed. 81% of students are enrolled in government schools and 19% of students in private schools. In higher education, 23% of students are enrolled in government institutions, while 77% students are enrolled in private higher education institutions.

Please note that, school education data refers to 2022 and higher education data refers to 2021.

# Publishing Landscape: Brazil

In 2022, Brazil had 820 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Brazil was 179,042.

Source: International ISBN Agency



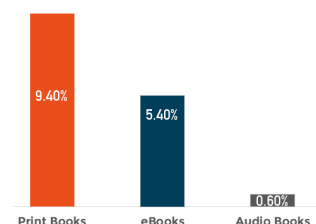
## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	The Brazilian government has a centralized purchase policy, but it is not mandatory, the provinces and cities can join the program or not. Some of them run their own purchase book policy. It is always for public schools.
Government's school Book Purchase Expenditure As a share of the total school textbook market size	51%
Government's school book purchase expenditure as a share of the overall education budget	0.8% - FEDERAL Budget, Without Provinces and Cities Budget
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: BRAZIL

In Brazil, 9.4% tax rate applies to print books, 5.4% in ebooks, and 0.6% audio in books.





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**CHILE**

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# Demographic Profiling: CHILE

## CHILE

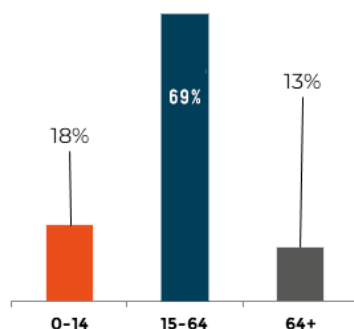
In 2022, the population of Chile stood at around 19.6 m.

The official language is Spanish.

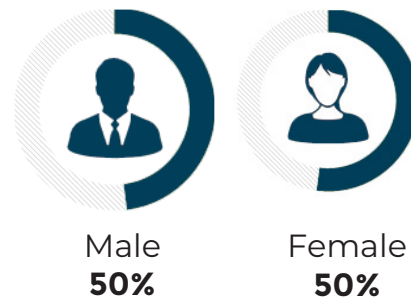
In 2022, its population grew by 0.6% and its share of the world's population was 0.2%.

It has a literacy rate of 97%.

### Age Break-up



### Gender Ratio



19.6 m  
Total Population



0.6%  
Population Increase  
from 2021



0.2% of the  
Total World  
Population



78.9  
Years Life  
Expectancy<sup>#</sup>



1.53  
Fertility Rate<sup>#</sup>

97  
Literacy Rate<sup>\*</sup>



Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: CHILE

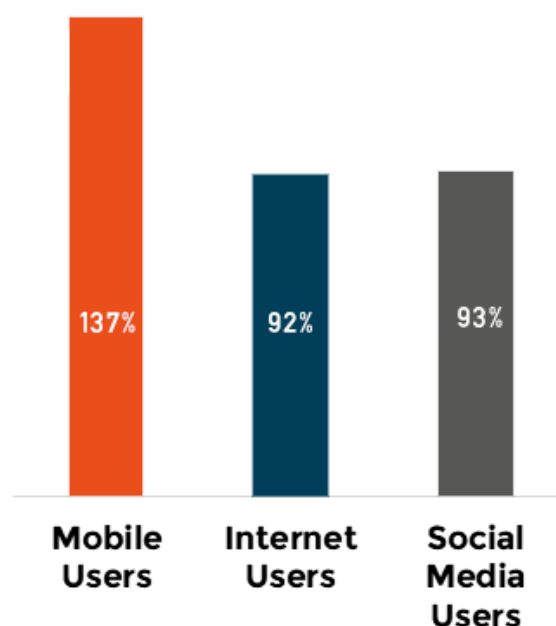
## Digital Uptake

In the digital landscape of Chile as of 2022, mobile subscribers stood at 137% of the total population, internet users at 92%, and social media users at 93%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Chile — DataReportal – Global Digital Insights

# Education Infrastructure: CHILE

In 2014, Chile featured 12,061 schools accommodating around 3.5 m students. The schools fell into three categories:

- Public schools: 44.5% of total schools, educating 37.3% of students.
- Private subsidized schools: 50.6% of schools, serving 54.9% of students.
- Paid private schools: 4.9% of schools, educating 7.7% of students.

In the year 2014, within the higher education segment, there were 61 universities with an enrollment estimation of 0.7 m students.

Source: Industry estimates 2014

# Publishing Landscape: CHILE

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Chile was 8,288.

Source: International ISBN Agency and CERLALC

# Books Imports and Exports: CHILE

## Top Countries for Book Import

Chile largely depends on imports from countries such as Spain, United States and Argentina. Below are the breakdowns of import by top 3 countries.



## Top Countries for Book Export

Chile relies on shipments to key destinations like Uruguay, Peru and United States. Presented below are detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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# COLOMBIA

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# Demographic Profiling: COLOMBIA

## COLOMBIA

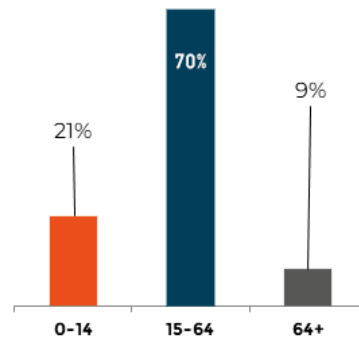
In 2022, the population of Colombia stood at around 51.9 m.

The official language is Spanish.

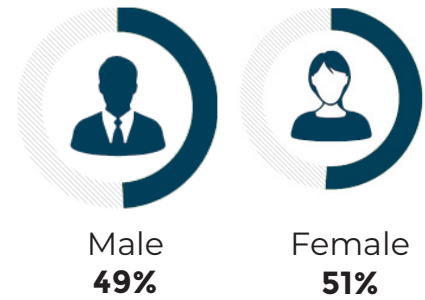
In 2022, its population grew by 0.7% in 2022 and its share of the world's population was 0.7%.

It has a literacy rate of 95.6%.

### Age Break-up



### Gender Ratio



51.9 m  
Total Population

0.7%  
Population Increase  
from 2021.

0.7% of the  
Total World  
Population

72.8  
Years Life  
Expectancy<sup>#</sup>

1.71  
Fertility Rate<sup>#</sup>

95.6  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: COLOMBIA

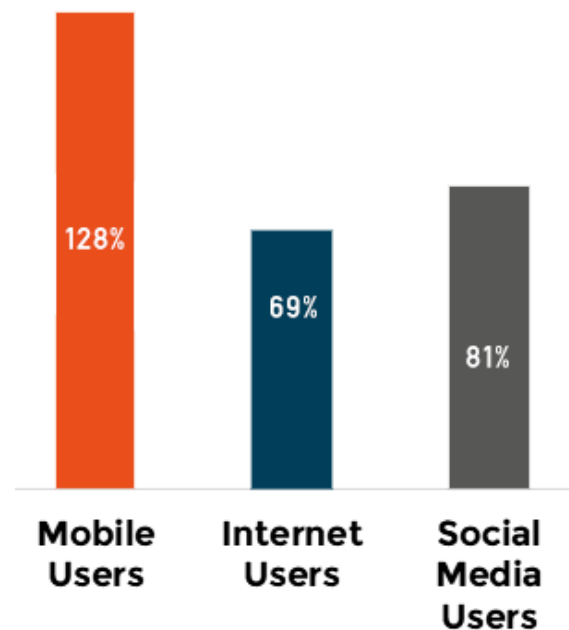
## Digital Uptake

In the digital landscape of Colombia as of 2022, mobile subscribers stood at 128% of the total population, internet users at 69%, and social media users at 81%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

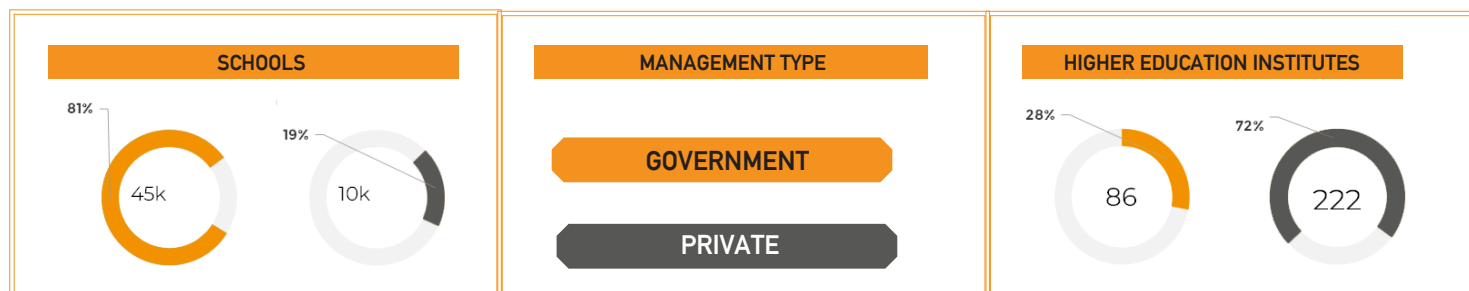


Source: Digital 2022: Colombia — DataReportal – Global Digital Insights

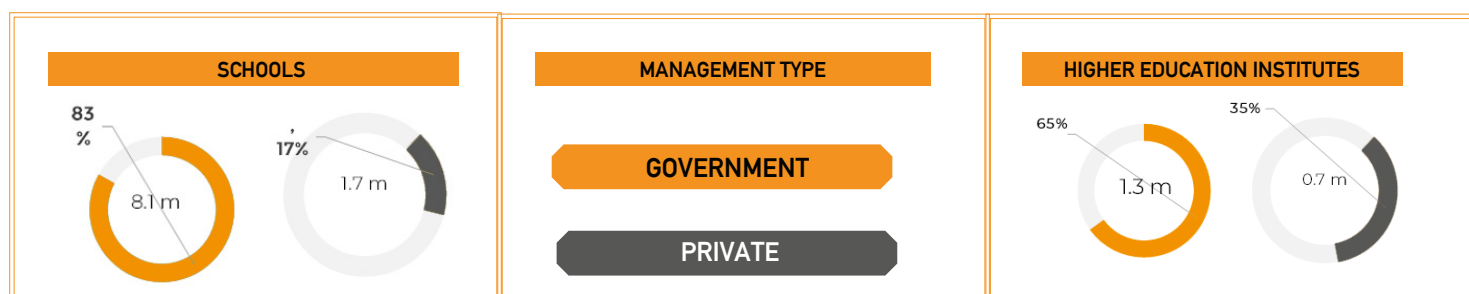
# Education Infrastructure: COLOMBIA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Colombia has a total of 56,349 schools and 308 higher education institutes, with respective enrollments of 9.7 m and 2.1 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Colombia, 81% of schools are government funded, while 19% are private. The higher education sector consists of 72% privately managed institutes and 28% government owned. 83% of the students are enrolled in government schools and 17% of students are enrolled in private schools. In higher education, 65% of students are enrolled in government institutions, while 35% students are enrolled in private higher education institutions.

# Publishing Landscape: COLOMBIA

In 2022, Colombia had 203 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Colombia was 20,840.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

#### School Book Publishers

- Editorial Santillana SAS
- Educactiva SAS
- Educar Editoriales SA
- Editorial Libros & Libros SAS
- Los Tres Editores SAS

#### Higher Education Book Publishers

- Grupo Editorial Ecoe Ediciones SAS
- Universidad Nacional de Colombia
- Universidad del Rosario
- Fundación Universidad Externado de Colombia
- Pontificia Universidad Javeriana de Cali

#### Trade Book Publishers

- Editorial Planeta Colombiana SA
- Penguin Random House Grupo Editorial SAS
- Panamericana Editorial Ltda.
- Grupo Sin Fronteras SAS
- Ediciones Urano Colombia SAS

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

### Book Retailers: B&M

- Panamericana Librería
- Librería Nacional
- Books and Books
- Librería y Distribuidora Lerner
- Ediciones Fondo de Cultura Económica

### Book Retailers: Online

- Buscalibre
- Librería Panamericana
- Librería Nacional
- Librería y Distribuidora Lerner
- Librería de la U

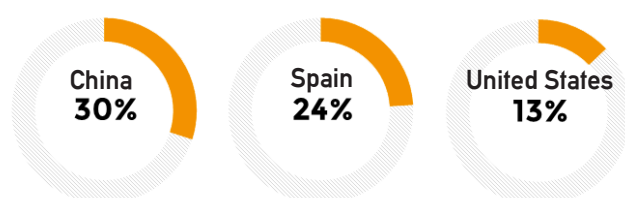
## Employment in Colombia Book Publishing Industry

The total workforce employed within the book publishing industry in Colombia stood at 5,284 individuals.

# Book Imports and Exports: COLOMBIA

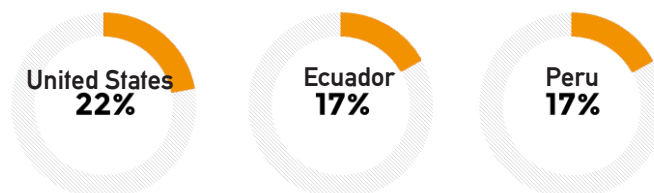
## Top 3 Countries for Book Import

Colombia largely depends on imports from countries such as China, Spain and United States. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Colombia relies on shipments to key destinations like United States, Ecuador and Peru. Presented below are the detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	1.20%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	Yes
Government's higher education book purchase Expenditure as a share of the total higher education books market size (please answer in % only)	1.60%
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: COLOMBIA

In Colombia, 0% tax rate applies to books, including print, ebooks, and audio books.





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# GUATEMALA

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# Demographic Profiling: GUATEMALA

## GUATEMALA

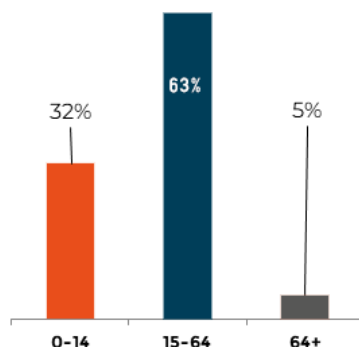
In 2022, the population of Guatemala stood at around 17.4 m.

The official languages among others include Spanish, Kiche and Q'eqchi'.

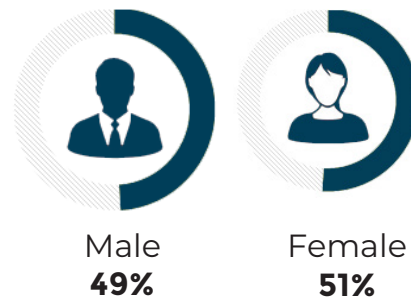
In 2022, its population grew by 1.5% and its share of the world's population was 0.2%.

It has a literacy rate of 83.3%.

### Age Break-up



### Gender Ratio



17.4 m  
Total Population

1.5%  
Population Increase  
from 2021

0.2% of the  
Total World  
Population

69.2  
Years Life  
Expectancy<sup>#</sup>

2.39  
Fertility Rate<sup>#</sup>

83.3  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2021 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: GUATEMALA

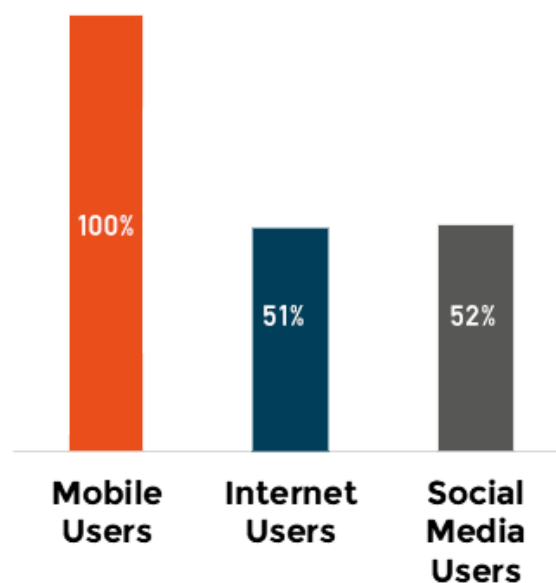
## Digital Uptake

In the digital landscape of Guatemala as of 2022, mobile subscribers stood at 100% of the total population, internet users at 51%, and social media users at 52%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

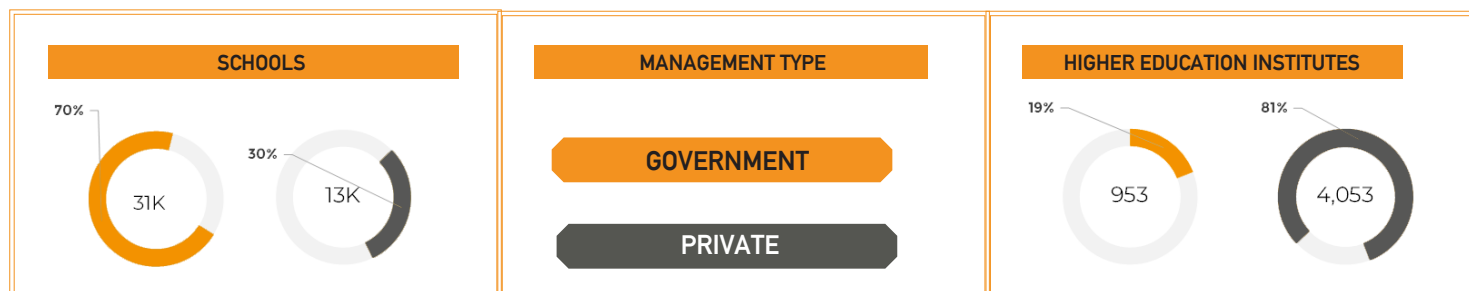
### Mobile, Internet and Social Media Users (as % of total population)



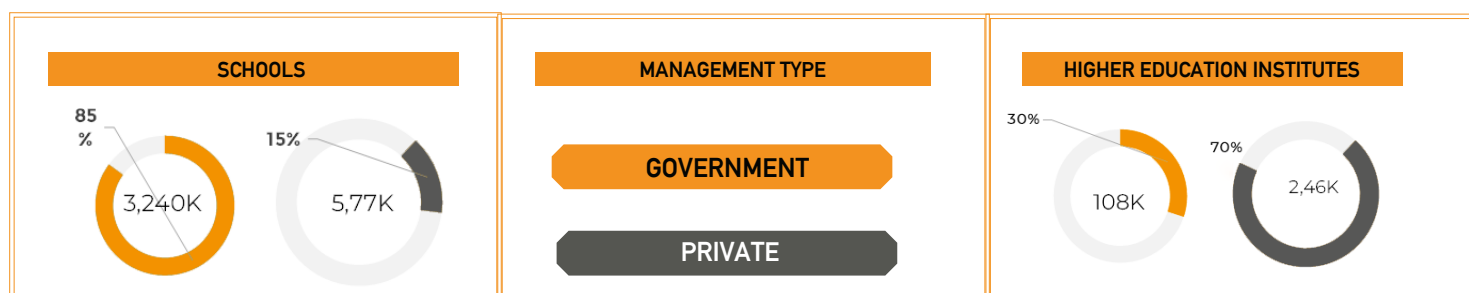
# Education Infrastructure: GUATEMALA

The data encompasses the overall number of schools and higher education institutions categorized by management type. Guatemala has a total of 45,484 schools and 5,006 higher education institutes, with respective enrollments of 3.8 m and 0.3 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Guatemala, 70% of schools are government funded, while 30% are private. The higher education consists of 81% privately managed institutes and 19% government owned institutes. 85% of school students are enrolled in government schools and 15% of students are enrolled in private schools. In higher education, 30% of students are enrolled in government institutions, while 70% of students are enrolled in private higher education institutions.

# Publishing Landscape: GUATEMALA

In 2022, Guatemala had 1,500 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Guatemala was 1,291.

Source: International ISBN Agency and CERLALC.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Santillana</li><li>• Editorial Piedrasanta</li><li>• Susaeta</li></ul>	<ul style="list-style-type: none"><li>• Editorial Universiaria</li><li>• Cara Parens</li><li>• GP Editores</li><li>• Flacso</li><li>• Fondo Cultura Economica</li></ul>	<ul style="list-style-type: none"><li>• Fy G Editores</li><li>• Metafora</li><li>• Catafixia</li><li>• Sophos</li><li>• Grupo Amanuense</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

### Book Retailers: B&M

- Sophos
- Kitapenas
- De Museo
- Piedrasanta
- Fondo de Cultura Económica

### Book Retailers: Online

- Sophos online
- Flys
- El Reino de los libros
- De Museo online
- Mistu

## Employment in Guatemala Book Publishing Industry

The total workforce employed within the book publishing industry in Guatemala stands at 1,300 individuals which includes full time and part-time/contractual resources.

# Books Imports and Exports: GUATEMALA

## Top 3 Countries for Book Import

Guatemala largely depends on imports from countries such as Santillana, IGA and Piedrasanta. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Guatemala relies on shipments to key destinations like El Salvador, Honduras and Estados Unidos. Presented below are the detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price RegimesRegime or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	10%
Government's school book purchase expenditure as a share of the overall education budget	0.91%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: GUATEMALA

In Guatemala, a uniform 12% tax rate applies to print books, ebooks, and audio books, which simplifies the taxation structure across various formats.





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**JAMAICA**

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# Demographic Profiling: JAMAICA

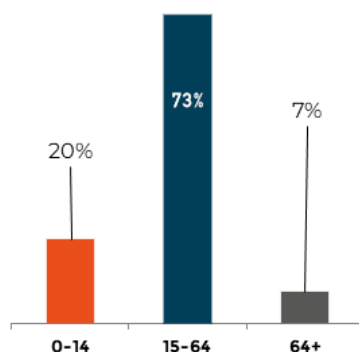
## JAMAICA

In 2022, the population of Jamaica stood at around 2.8 m.

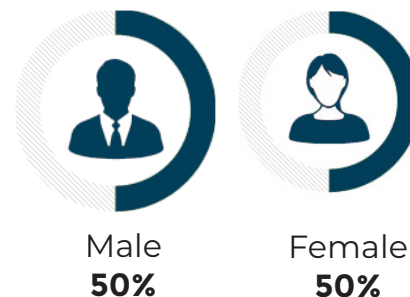
The official language is English. Jamaican Patois is also widely spoken.

In 2022, its population declined by 0.01% and its share of the world's population was 0.04%.

### Age Break-up



### Gender Ratio



2.8 m  
Total Population

0.01%  
Population Declined  
from 2021

0.04% of the  
Total World  
Population

70.5  
Years Life  
Expectancy<sup>#</sup>

1.35  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: JAMAICA

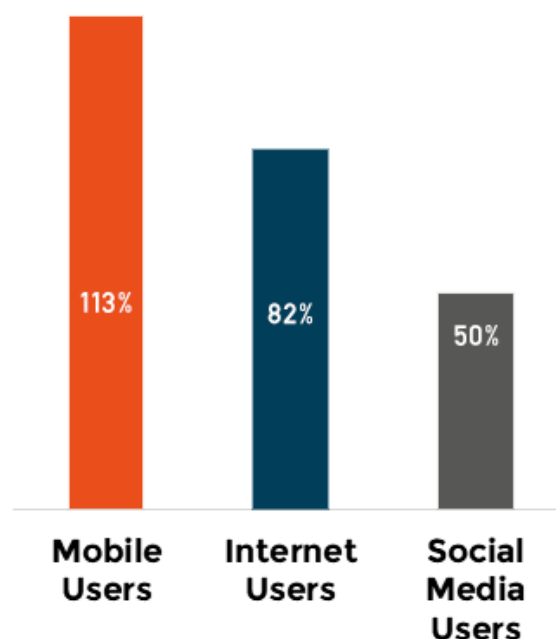
## Digital Uptake

In the digital landscape of Jamaica as of 2022, mobile subscribers stood at 113% of the total population, internet users at 82%, and social media users at 50%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Jamaica— DataReportal – Global Digital Insights

# Publishing Landscape: JAMAICA

In 2022, Jamaica had more than 150 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Hodder Education</li><li>• Nelson Thornes</li><li>• Carlong Publishers</li><li>• LMH Publishers</li><li>• Jamaica Publishing House</li></ul>	<ul style="list-style-type: none"><li>• UWI Press</li><li>• Ian Randle Publishers</li><li>• Caribbean Examinations Council</li><li>• The Press University of Technology, Jamaica</li><li>• Pelican Publishers</li></ul>	<ul style="list-style-type: none"><li>• Ian Randle Publishers</li><li>• LMH Publishers</li><li>• Blue Banyan Books</li><li>• DayeLight Publishers Limited</li><li>• Pelican Publishers</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Kingston Bookshop</li><li>• Sangsters Bookstore</li><li>• University of West Indies (UWI) Bookshop</li><li>• Bryan’s Bookstore</li><li>• Kozykorner Books</li></ul>	<ul style="list-style-type: none"><li>• Amazon</li><li>• Sangstersbooks.com</li><li>• KBonlinestore.com</li><li>• Bookjunglejamaica.com</li><li>• Rebelwomenlit.com</li></ul>

# Books Imports and Exports: JAMAICA

### Top 3 Countries for Book Import

Jamaica largely depends on imports from countries such as United States, United Kingdom and Trinidad and Tobago.

### Top 3 Countries for Book Export

Jamaica relies on shipments to key destinations like Trinidad and Tobago, Barbados and United States.

## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
<b>Centralised School Book Tenders</b> Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure as a share of the overall education budget	1.5%
<b>Centralised Higher Education Book Tenders</b> Are there any government-sponsored centralised book tenders for the purchase of higher education books	No
<b>Schoolbook printing/publishing by the government</b> Is the government in your country involved in school book publishing and printing?	Yes (Publishing only)
<b>Higher education book printing/publishing by the government</b> Is the government in your country involved in higher education book publishing and printing?	No
<b>Libel &amp; Defamation Laws Include Criminal Penalties</b> Whether or not your country's libel and defamation laws include criminal penalties?	Yes





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**MEXICO**

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# Demographic Profiling: MEXICO

## MEXICO

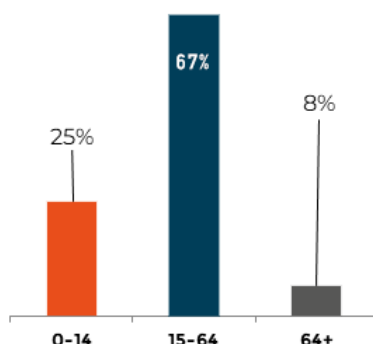
In 2022, the population of Mexico stood at around 127.5 m.

The official language is Spanish. It is the primary language used for education and official purposes.

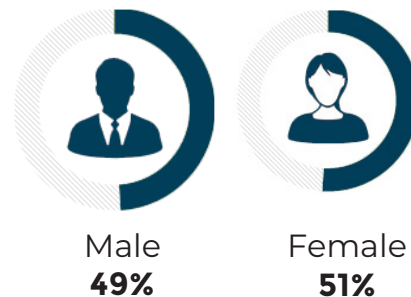
In 2022, its population grew by 0.6% and its share of the world's population was 1.6%.

It has a literacy rate of 95.2%.

### Age Break-up



### Gender Ratio



127.5 m  
Total Population

0.6% Population  
Increased from  
2021

1.6% of the Total  
World Population

70.2  
Years Life  
Expectancy<sup>#</sup>

1.82  
Fertility Rate<sup>#</sup>

95.2  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: MEXICO

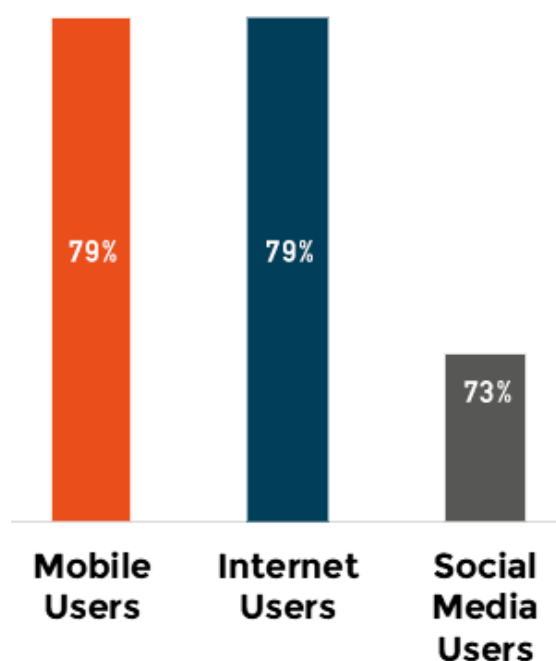
## Digital Uptake

In the digital landscape of Mexico as of 2022, mobile subscribers stood at 79% of the total population (population aged above 6), internet users at 79%, and social media users at 73%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

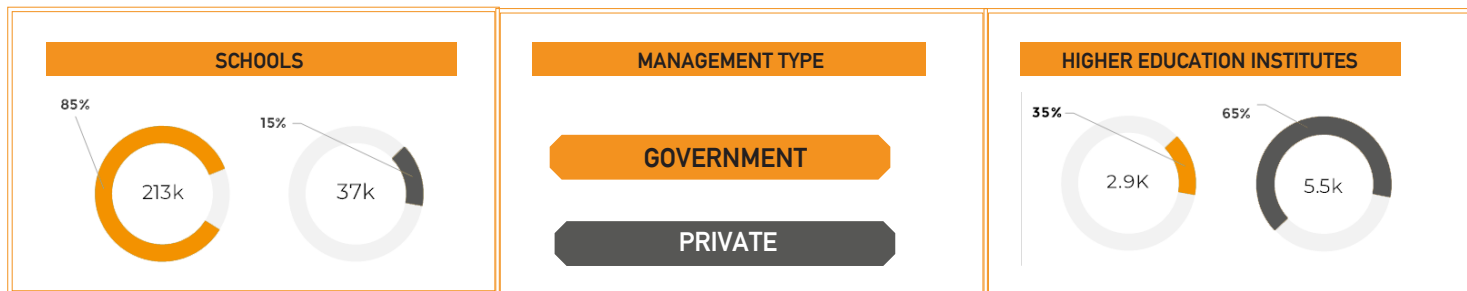


Source: Mexico Book Publishers Association

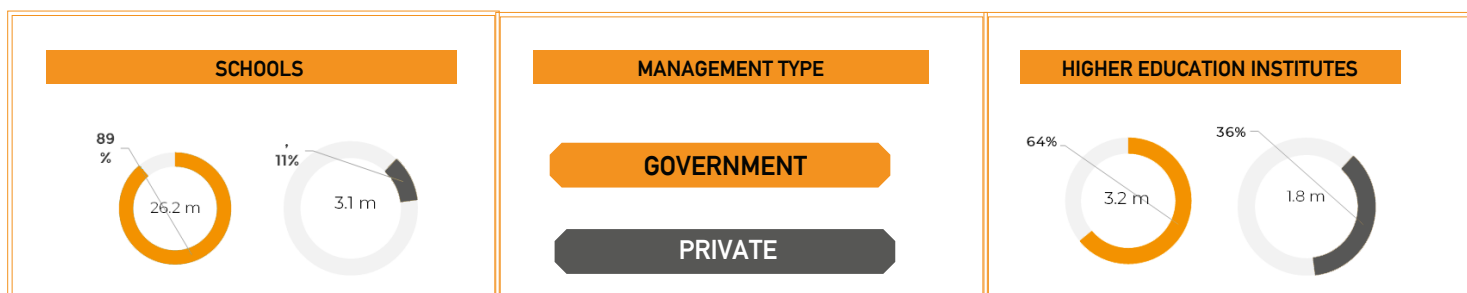
# Education Infrastructure: MEXICO

The data encompasses the overall number of schools and higher education institutions categorized by management type. Mexico has a total of 250,150 schools and 8,539 higher education institutes, with respective enrollments of 2.9 m and 5.06 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Mexico, 85% of schools are government, while 15% are private. The higher education sector consists of 65% privately managed institutes and 35% government owned. 89% of students are enrolled in government schools and 11% of students are enrolled in private schools. In higher education, 64% of students are enrolled in government institutions, while 36% in private higher education institutions.

# Publishing Landscape: MEXICO

In 2022, Mexico had 227 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Mexico was 27,534.

Source: International ISBN Agency and CERVILC.

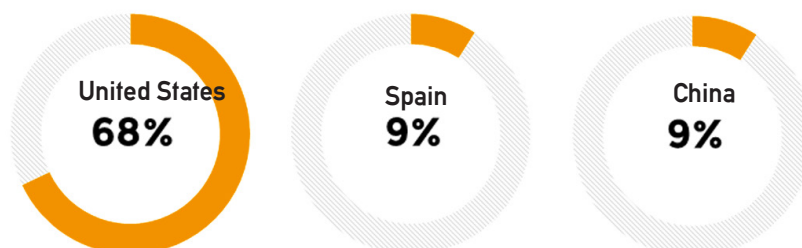
## Employment in Mexico Book Publishing Industry

The total workforce employed within the book publishing industry in Mexico stood at 12,237 individuals which includes full time and part-time and contractual roles.

# Books Imports and Exports: MEXICO

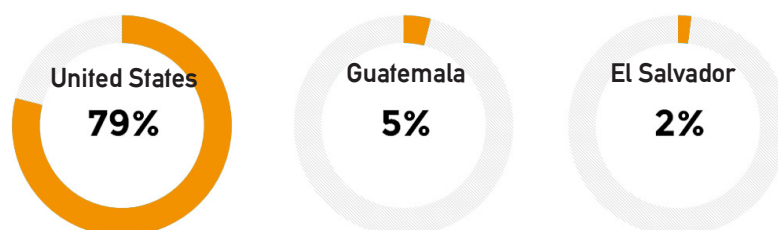
## Top 3 Countries for Book Import

Mexico largely depends on imports from countries such as United States, Spain and China. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Mexico relies on shipments to key destinations like United States, Guatemala, and El Salvador. Presented below are the detailed export breakdowns for the top 3 countries.



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	Yes
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Government's school Book Purchase Expenditure As a share of the total school textbook market size	48.6%
Government's school book purchase expenditure as a share of the overall education budget	0.9%
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	No

## Taxes on Books: MEXICO

In Mexico, there are no taxes on print, ebooks and audio books.

However, if items are sold through internet, they are subject to a 16% tax.



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**PANAMA**

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# Demographic Profiling: PANAMA

## PANAMA

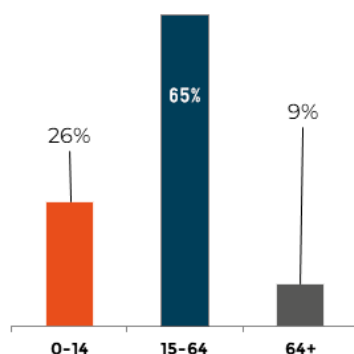
In 2022, the population of Panama stood at around 4.4 m.

The official language is Spanish.

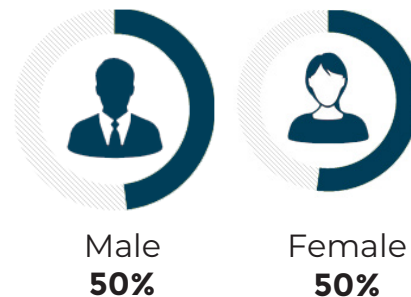
In 2022, its population grew by 1.3% and its share of the world's population was 0.1%.

It has a literacy rate of 95.7%.

### Age Break-up



### Gender Ratio



4.4 m  
Total Population

1.3%  
Population Increase  
from 2021

0.1% of the  
Total World  
Population

76.2  
Years Life  
Expectancy<sup>#</sup>

2.32  
Fertility Rate<sup>#</sup>

95.7  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2019 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: PANAMA

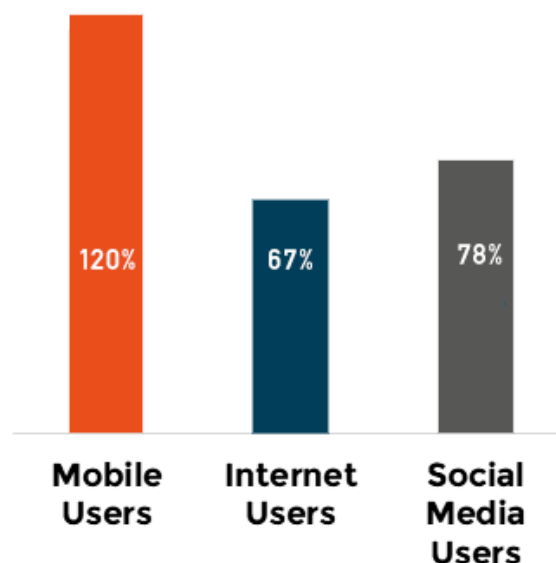
## Digital Uptake

In the digital landscape of Panama as of 2022, mobile subscribers stood at 120% of the total population, internet users at 67%, and social media users at 78%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Panama— DataReportal – Global Digital Insights

# Education Infrastructure: PANAMA

Panama's total school enrollments in school stands at 0.9 m. Out of these 0.8 m students (88%) are enrolled in government schools, while 0.1 m students (12%) are enrolled in private schools.\*

Total number of private universities are 11 and total enrollment in private higher education stands at 35,000.

\*Source: \* Trade.Gov 2022

# Publishing Landscape: PANAMA

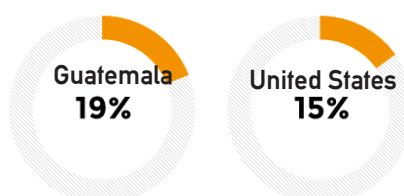
In 2022, total number of International Standard Book Numbers (ISBNs) registered in Panama was 1,319.

Source: International ISBN Agency and CERLALC

# Books Imports and Exports: PANAMA

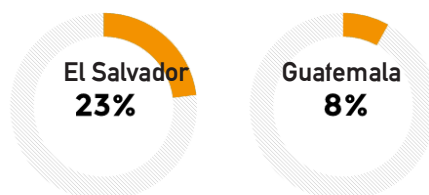
## Top Countries for Book Import

Panama largely depends on imports from countries such Guatemala, United States. Below are the breakdowns of import by top countries..



## Top Countries for Book Export

Panama relies on shipments to key destinations like El Salvador and Guatemala. Presented below are detailed export breakdowns for the top countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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# Demographic Profiling: PERU

## PERU

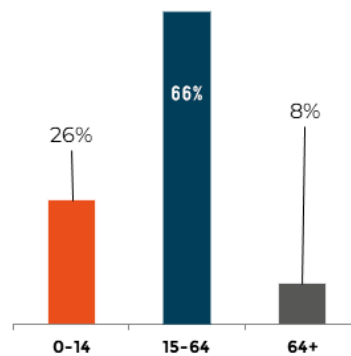
In 2022, the population of Peru stood at around 34 m.

The official language is Spanish.

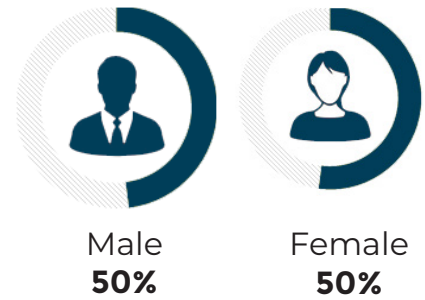
In 2022, its population grew by 1.0% and its share of the world's population was 0.4%.

It has a literacy rate of 94.5%.

### Age Break-up



### Gender Ratio



34 m  
Total Population

1.0%  
Population Increase  
from 2021

0.4% of the  
Total World  
Population

72.4  
Years Life  
Expectancy<sup>#</sup>

2.19  
Fertility Rate<sup>#</sup>

94.5  
Literacy Rate<sup>\*</sup>

Source: World Bank | \*Literacy Rate 2020 | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: PERU

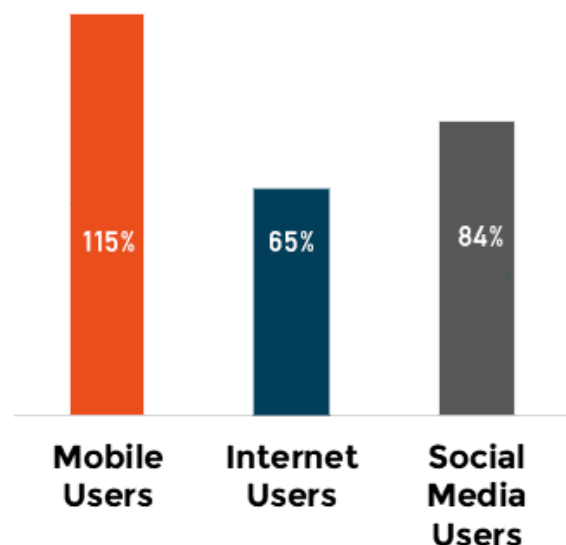
## Digital Uptake

In the digital landscape of Peru as of 2022, mobile subscribers stood at 115% of the total population, internet users at 65%, and social media users at 84%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Digital 2022: Peru — DataReportal – Global Digital Insights

# Education Infrastructure: PERU

As of 2019, approximately 2.7 m students were enrolled in secondary education, while specific figures for primary enrollment couldn't be ascertained for Peru.

The country's higher education landscape comprised of 140 universities, with 51 being public and 89 private institutions. These universities collectively have 1.9 m students pursuing higher studies.

Source: Industry estimates 2019

# Publishing Landscape: PERU

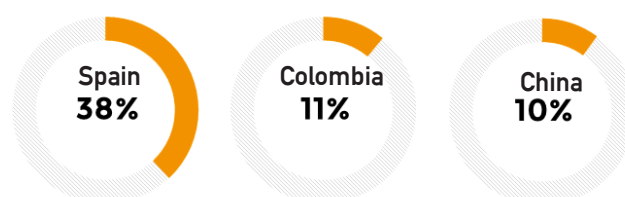
In 2022, total number of International Standard Book Numbers (ISBNs) registered in Peru was 8,310.

Source: International ISBN Agency and CERLALC

# Books Imports and Exports: PERU

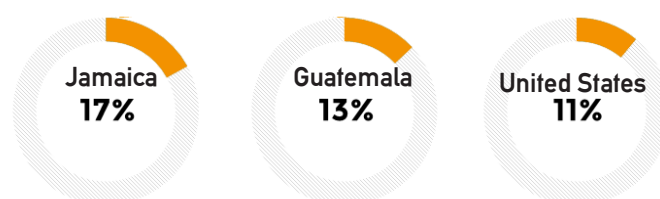
## Top Countries for Book Import

Peru largely depends on imports from countries such as Spain, Colombia and China . Below are the breakdowns of import by top 3 countries.



## Top Countries for Book Export

Peru relies on shipments to key destinations like Jamaica, Guatemala and United States. Presented below are the detailed export breakdowns for the top 3 countries.



Source: TrendEconomy 2022 | Includes Printed books, brochures, leaflets and similar printed matter



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# TRINIDAD AND TOBAGO

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# Demographic Profiling: TRINIDAD AND TOBAGO

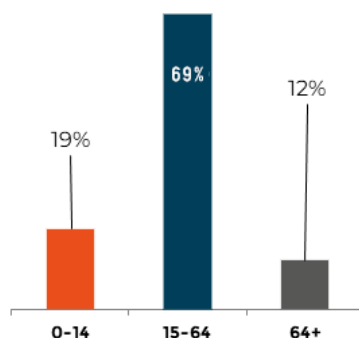
## TRINIDAD AND TOBAGO

In 2022, the population of Trinidad and Tobago stood at around 1.5 m.

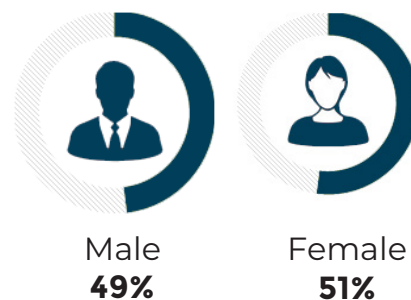
The official language is English.

In 2022, its population grew by 0.4 % and its share of the world's population was 0.02%.

### Age Break-up



### Gender Ratio



1.5 m  
Total Population

0.4%  
Population Increase  
from 2021

0.02% of the  
Total World  
Population

73  
Years Life  
Expectancy<sup>#</sup>

1.62  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

## Digital Adoption: TRINIDAD AND TOBAGO

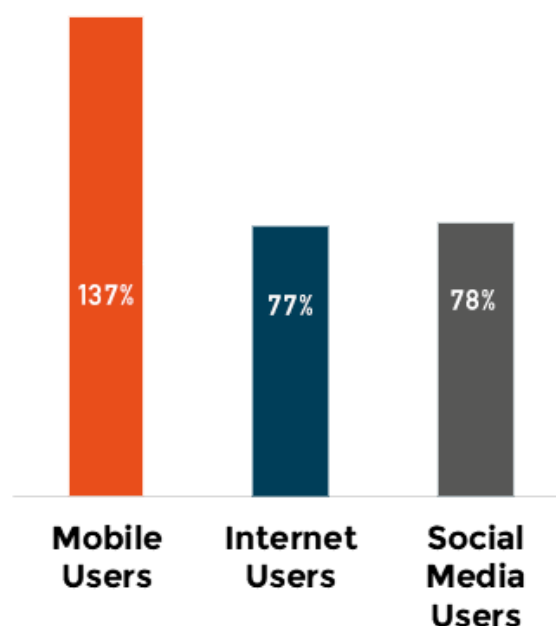
### Digital Uptake

In the digital landscape of Trinidad and Tobago as of 2022, mobile subscribers stood at 137% of the total population, internet users at 77%, and social media users at 78%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

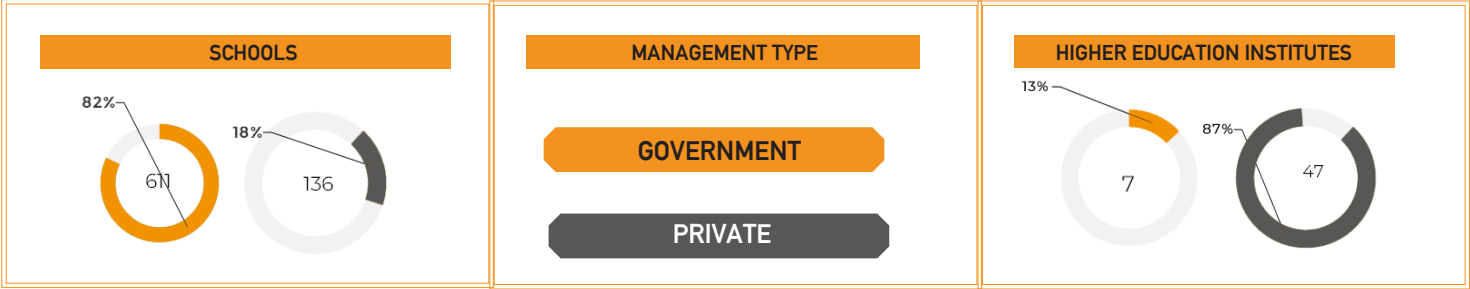


Source: Digital 2022: Trinidad and Tobago — DataReportal – Global Digital Insights

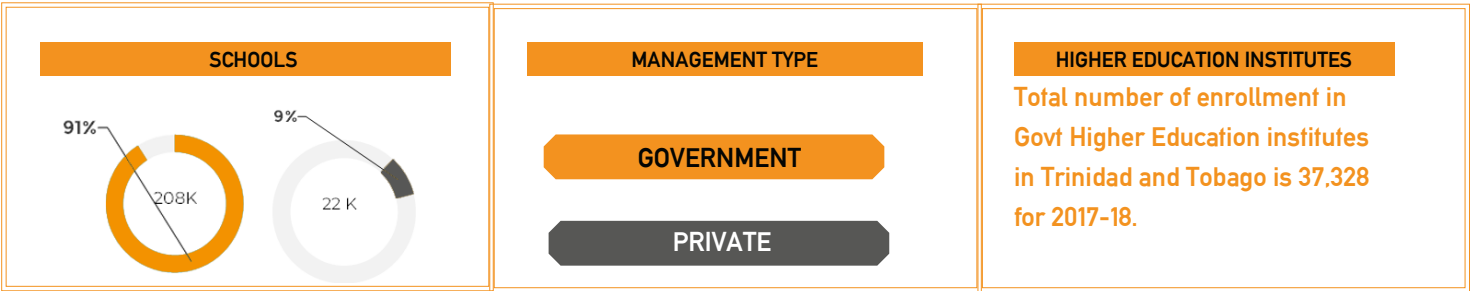
# Education Infrastructure: TRINIDAD AND TOBAGO

The data encompasses the overall number of schools and higher education institutions categorized by management type. Trinidad and Tobago had a total of 747 schools in 2018-19. 611 schools were government and 136 were privately. There were 54 higher education institutes in the country in 2017-18. Out of this, 7 are government institutions while 47 are private higher education institutions. Enrollment in schools stands at 0.2 m while enrollment in government higher education institutes was 37,328.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In Trinidad and Tobago, 82% of schools are government funded, while 18% are private. The higher education institutes consist of 87% of higher education was privately managed, while 13% were managed by government. Student enrollment is divided with 91% in government schools and 9% in private schools.

Source: \* CENTRAL STATISTICAL OFFICE | School Education includes primary and secondary (2018-19) while higher education numbers belong to 2017-18.



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# 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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# Demographic Profiling: CANADA

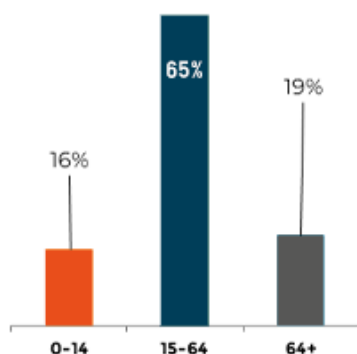
## CANADA

In 2022, the population of Canada stood at around 38.9 m.

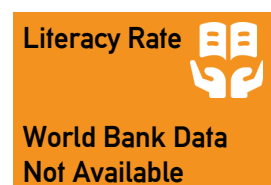
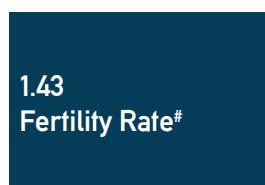
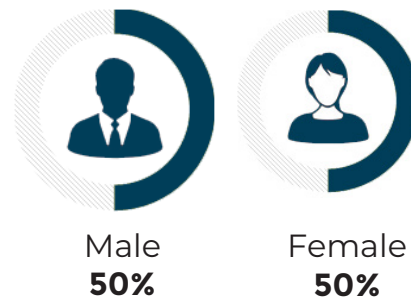
It has two official languages: English and French.

In 2022, its population grew by 1.8% in 2022 and its share of the world's population was 0.5%.

### Age Break-up



### Gender Ratio



Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: CANADA

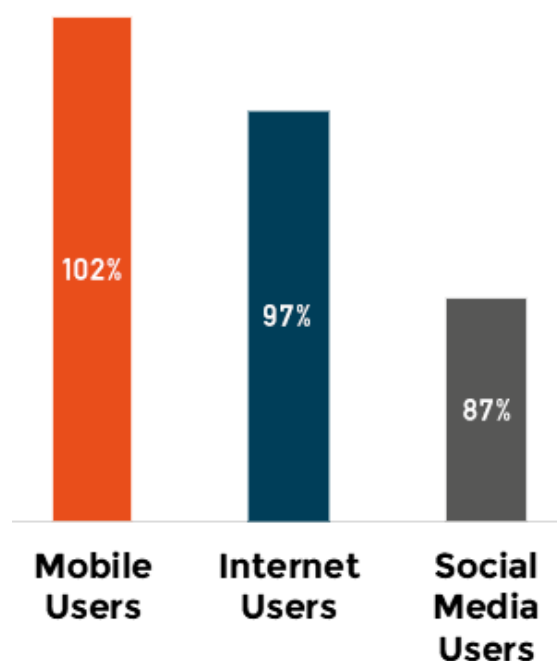
## Digital Uptake

In the digital landscape of Canada as of 2022, mobile subscribers stood at 102% of the total population, internet users at 97%, and social media users at 87%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)

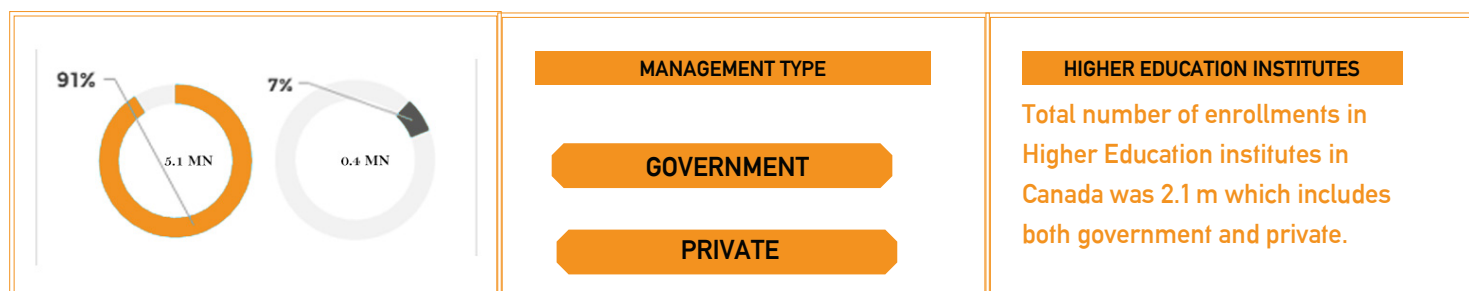


Source: Digital 2022: Canada — DataReportal – Global Digital Insights

# Education Infrastructure: CANADA

Canada has a total of 5.6 m enrollments in school which includes 83,784 Home schools, 0.4 m in private and 5.1 m in government schools . In higher education, total enrollment was 2.1 m.

## SCHOOL/HIGHER EDUCATION ENROLLMENT



# Publishing Landscape: CANADA

In 2022, Canada had 1,690 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Canada was 21,105.

Source: International ISBN Agency for French Language

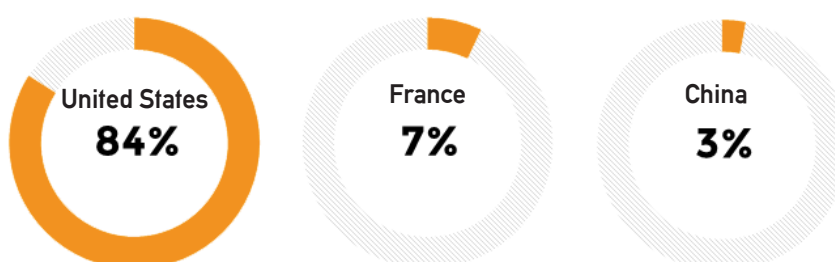
## Employment in Canada Book Publishing Industry

The total workforce employed within the book publishing industry in Canada stood at 10,821 individuals.

# Book Imports and Exports: CANADA

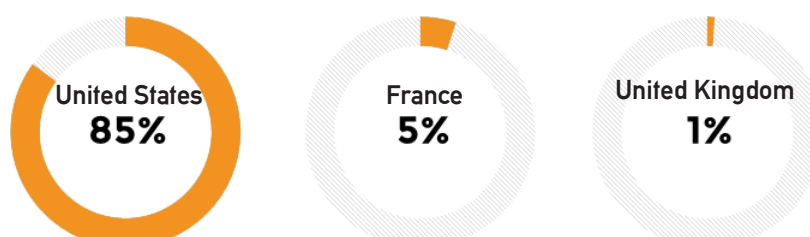
## Top 3 Countries for Book Import

Canada largely depends on imports from countries such as United States, France and China. Below are the breakdowns of import by top 3 countries.



## Top 3 Countries for Book Export

Canada relies on shipments to key destinations like United States, France and United Kingdom. Presented below are detailed export breakdowns for the top 3 countries..



## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	Yes
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	No
Government's school Book Purchase Expenditure As a share of the total school textbook market size	No
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	No

## Taxes on Books: CANADA

In Canada, 5% tax rate applies to print Books , and on ebooks, and audio books tax rates varies from 5 to 15%.



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# UNITED STATES OF AMERICA

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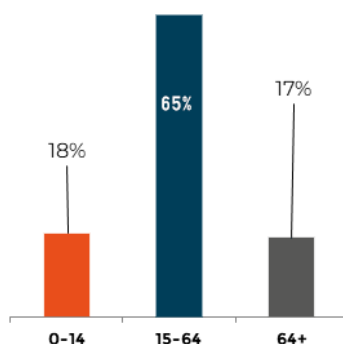
# Demographic Profiling: United States of America

## UNITED STATES OF AMERICA

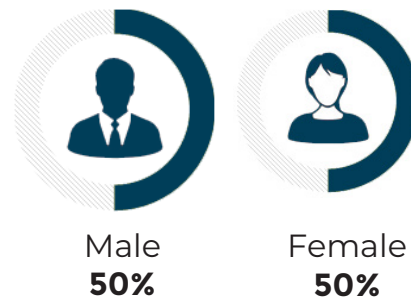
In 2022, the population of United States of America stood at around 333.3 m.

In 2022, its population grew by 0.4 % and its share of the world's population was 4.2%.

### Age Break-up



### Gender Ratio



333.3 m  
Total Population

0.4%  
Population Increase  
from 2021

4.2% of the  
Total World  
Population

76.3  
Years Life  
Expectancy<sup>#</sup>

1.66  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: United States of America

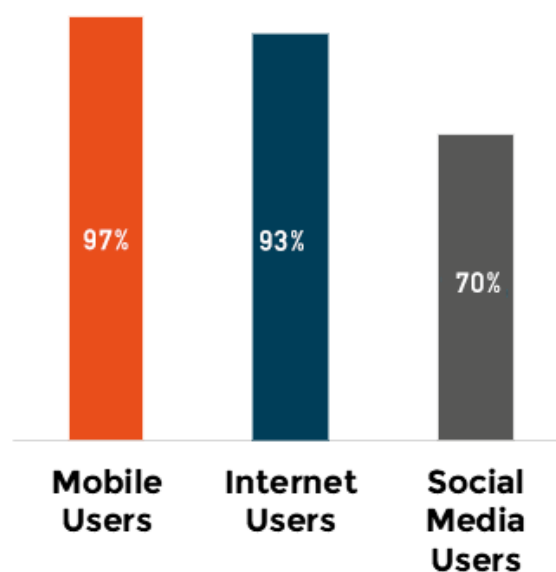
## Digital Uptake

In the digital landscape of United States of America as of 2022, mobile subscribers stood at 97% of the total population, internet users at 93%, and social media users at 70%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

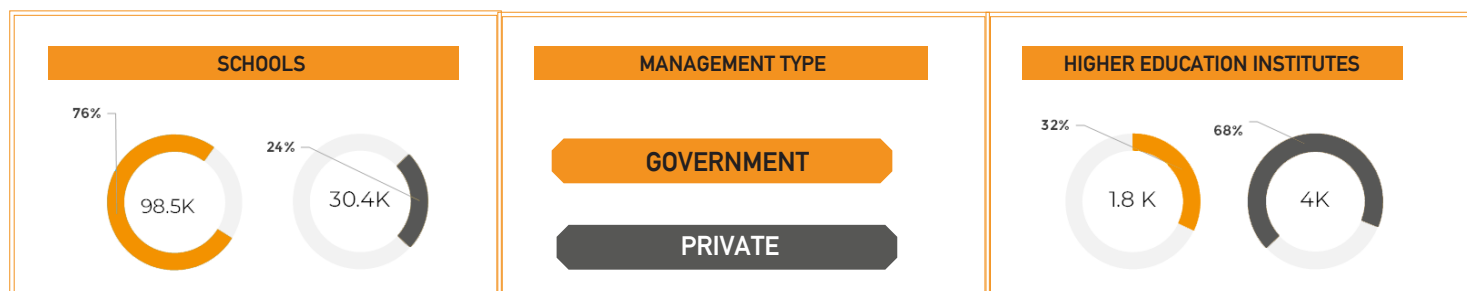
### Mobile, Internet and Social Media Users (as % of total population)



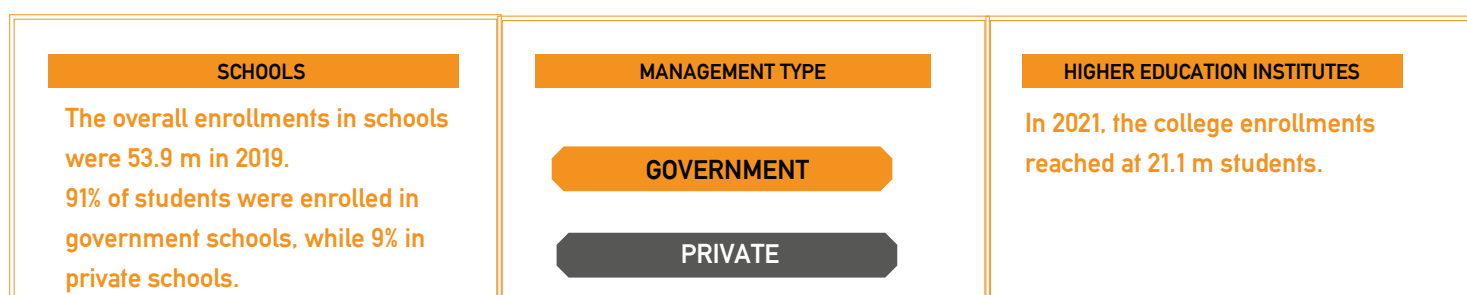
# Education Infrastructure: United States of America

The data encompasses the overall number of schools and higher education institutions categorized by management type. United States of America has a total of 129,069 schools and 5,916 higher education institutes, with respective enrollments of 53.9 m and 21.1 m students.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



## SCHOOL/HIGHER EDUCATION ENROLLMENT



In United States, 76% of schools are government funded, while 24% are private. The higher education sector consists of 68% privately managed institutes and 32% government owned.

# Publishing Landscape: United States of America

In 2022, United States had 2,252 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered was 3,279,217.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Cengage Learning</li><li>• Houghton Mifflin Harcourt</li><li>• Scholastic</li><li>• McGraw Hill Education</li><li>• Saavas Learning Company</li></ul>	<ul style="list-style-type: none"><li>• Wiley</li><li>• McGraw Hill Education</li><li>• Macmillan Learning</li><li>• Cengage Learning</li><li>• Houghton Mifflin Harcourt</li></ul>	<ul style="list-style-type: none"><li>• Penguin Random House</li><li>• Hachette Book Group</li><li>• Harper Collins</li><li>• Simon &amp; Schuster</li><li>• Macmillan</li></ul>

## Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Barnes &amp; Noble</li><li>• Books-A-Million</li><li>• The Hudson Group</li><li>• Half Price Books</li><li>• Powell's City of Books</li></ul>	<ul style="list-style-type: none"><li>• Amazon</li><li>• Barnes &amp; Nobel</li><li>• Alibris</li><li>• Books-A-Million</li><li>• Apple Inc</li></ul>

## Employment in United States of America Book Publishing Industry

The total workforce employed within the book publishing industry in United States America stood at 63,254.

### Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books	Yes but centralized through an organization of school districts within each state.
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	No
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	No

## Taxes on Books: United States of America

In United States of America, sales tax varies by state. Depending on the state, sales tax could vary between 0% to 7.25% on print, audio and ebooks.





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# OCEANIA REGION



# Summary

This region encompasses the book markets of Australia and New Zealand, both English-speaking markets. The combined population of the two countries is over 30 m people.

## The Publishing Industry

In Australia there were over 31,000 new titles published in 2022. Large international companies such as Hachette and Penguin Random House have operations in the country, alongside domestic companies such as Allen & Unwin and Hardie Grant. Home-grown titles are significant in the market and independent booksellers still have a strong presence.

The rules around parallel importation favour local publishers who take on international titles: bulk orders can only be made through local companies, and not ordered from overseas.

The figure of over 200 publishers in Australia compares to the total of 80 for New Zealand. Again, some of the large international publishing groups have offices in the country, and Penguin Random House New Zealand has the largest overall market share. Children's books are a significant part of the trade market. The country has a strong reading culture and 30% of the population are active users of the public library network. In 2021 it was estimated that digital revenues represent 8 per cent of the market.

Table: ISBNs registered and number of publishers

Country	Number of publishers	New ISBNs registered
Australia	200	31,708
New Zealand	80	NA

## Fixed Book Price Regime

There is no fixed pricing regime in either country.

## School Education

Australia has approaching 10,000 schools and enrollments of 4 m. In New Zealand, there are 2,500 schools and enrollments of over 800,000 students.

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

Country	School population as % of total population	% of population aged 0-14
Australia	16	18
New Zealand	16	19

## Higher Education

Australia has 200 higher education institutions with an enrollments of 1.5 m students; and New Zealand has 8 universities with around 150,000 students enrolled.

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

Country	% of population in Higher Education
Australia	6
New Zealand	6

## Imports and Exports

Key countries for the import of books to Australia are the United States and United Kingdom; these are also key export destinations. For New Zealand, Australia and the United States are the main export markets as well as the main sources of imported books.

## Digital Inclusion

The rates of mobile usage are high across the region with Australia has 83% of mobile subscribers, while in New Zealand it stood at 126%, suggesting multi-device usage is common. Internet usage is also high across the region with New Zealand is having the highest internet users in the region stood at 96%, while Australia stood at 90%. Social media usage in Australia (83%) was higher compared to New Zealand (81%).



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# AUSTRALIA

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# Demographic Profiling: AUSTRALIA

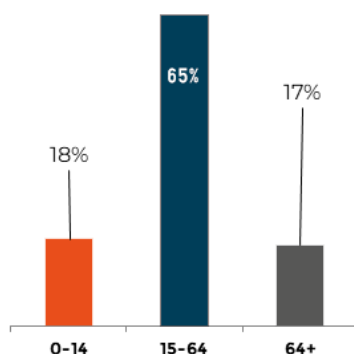
## AUSTRALIA

In 2022, the population of Australia stood at around 26 m.

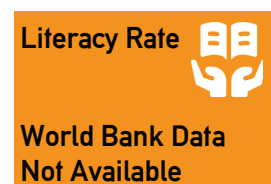
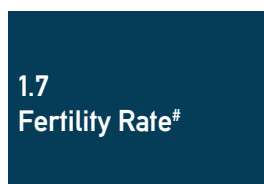
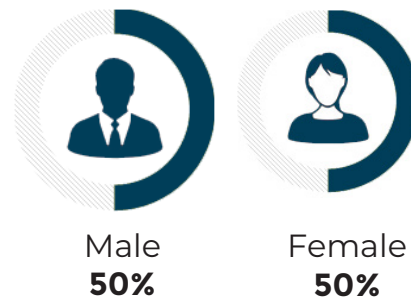
The official language is English

In 2022, its population grew by 1.1% and its share of the world's population was 0.3%.

### Age Break-up



### Gender Ratio



Source: World Bank | #Fertility Rate and Life Expectancy 2021

# Digital Adoption: AUSTRALIA

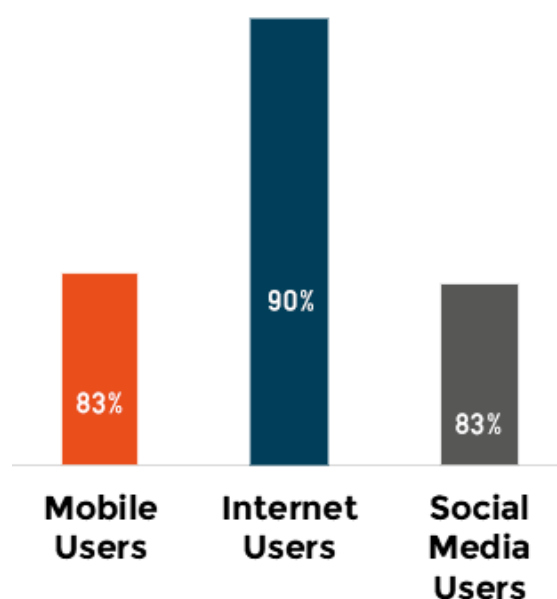
## Digital Uptake

In the digital landscape of Australia as of 2022, mobile subscribers stood at 83% of the total population, internet users at 90%, and social media users at 83%.

It's a common global trend for individuals to utilize multiple mobile connections, sometimes leading to mobile connection figures surpassing the total population.

Additionally, it's worth emphasizing that social media statistics may not reflect unique individuals.

### Mobile, Internet and Social Media Users (as % of total population)



Source: Australia Book Publishers Association

# Education Infrastructure: AUSTRALIA

Australia has a total of 9614 schools and 200 higher education institutes, with respective enrollments of 4.04 m and 1.5 m students.

# Publishing Landscape: AUSTRALIA

In 2022, Australia had approximately 200 publishers.

In 2022, total number of International Standard Book Numbers (ISBNs) registered in Australia was 31,708.

Source: International ISBN Agency

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>• Cambridge University Press</li><li>• Pearson</li><li>• Wiley/Jacaranda</li><li>• Cengage/Nelson</li><li>• Oxford University Press</li></ul>	<ul style="list-style-type: none"><li>• Wiley</li><li>• Cengage</li><li>• Cambridge University Press</li><li>• Oxford University Press</li><li>• Elsevier</li></ul>	<ul style="list-style-type: none"><li>• Penguin Random House</li><li>• HarperCollins Australia</li><li>• Hachette</li><li>• Pan Macmillan</li><li>• Allen &amp; Unwin</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>• Dymocks</li><li>• QBD</li><li>• Readings</li><li>• Collins Bookstores</li><li>• Robinsons Bookstores</li></ul>	<ul style="list-style-type: none"><li>• Amazon</li><li>• Booktopia</li><li>• Book Depository (ceased this year)</li></ul>

# Books Imports and Exports: AUSTRALIA

## Top 3 Countries for Book Import

Australia largely depends on imports from countries such as United States, United Kingdom and New Zealand.

## Top 3 Countries for Book Export

Australia relies on shipments to key destinations like United States, United Kingdom and China.

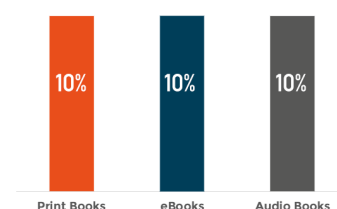
## Government Policies

We will evaluate the government policies in existence such as Fixed Book Price Regimes and National Book Price policies, as well as the scope of libel and defamation laws, etc. These factors significantly influence the regulatory framework shaping the book publishing landscape.

Government Policies	Yes/No
Fixed Book Price Regimes or any other equivalent policy	No
National Book Policy or any other equivalent policy	No
Centralised School Book Tenders Government-sponsored centralised book tenders for the purchase of school books?	Yes
Centralised Higher Education Book Tenders Are there any government-sponsored centralised book tenders for the purchase of higher education books?	No
Schoolbook printing/publishing by the government Is the government in your country involved in school book publishing and printing?	Yes
Higher education book printing/publishing by the government Is the government in your country involved in higher education book publishing and printing?	No
Libel & Defamation Laws Include Criminal Penalties Whether or not your country's libel and defamation laws include criminal penalties?	Yes

## Taxes on Books: AUSTRALIA

In Australia, a uniform 10% tax rate applies to print books, ebooks, and audio books, which simplifies the taxation structure across various formats.





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# Demographic Profiling: NEW ZEALAND

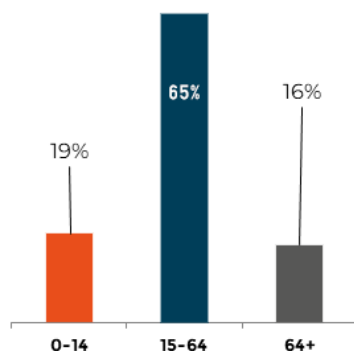
## NEW ZEALAND

In 2022, the population of New Zealand stood at around 5.1 m.

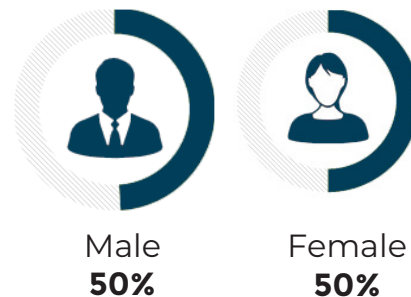
The official languages include English, Mori and Samoan.

In 2022, its population grew by 0.2% and its share of the world's population was 0.1%.

### Age Break-up



### Gender Ratio



5.1 m  
Total Population

0.2%  
Population Increase  
from 2021

0.1% of the Total  
World Population

82.2  
Years Life  
Expectancy<sup>#</sup>

1.64  
Fertility Rate<sup>#</sup>

Literacy Rate  
World Bank Data  
Not Available

Source: World Bank | <sup>#</sup>Fertility Rate and Life Expectancy 2021

# Digital Adoption: NEW ZEALAND

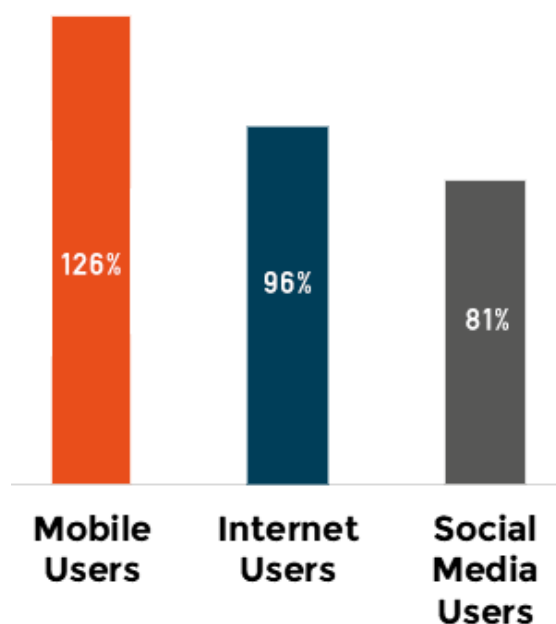
## Digital Uptake

In the digital landscape of New Zealand as of 2022, mobile subscribers stood at 126% of the total population, internet users at 96%, and social media users at 81%.

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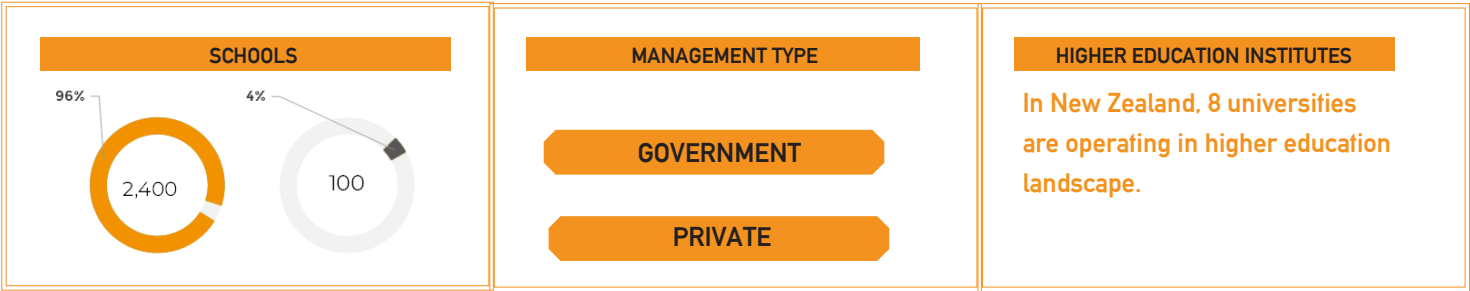
### Mobile, Internet and Social Media Users (as % of total population)



# Education Infrastructure: NEW ZEALAND

The data encompasses the overall number of schools and higher education institutions categorized by management type. New Zealand has a total of 2,500 schools and 8 Universities.

## SCHOOL/HIGHER EDUCATION INFRASTRUCTURE



In New Zealand, 96% of schools are government, while 4% are private.

Source: Education Counts 2022

# Publishing Landscape: NEW ZEALAND

In 2022, New Zealand had 80 publishers.

## Prominent Book Publishers & Retailers

### Book Publishers

This section showcases prominent book publishers operating within the School, Higher Education, and Trade sectors. These publishers have made substantial contributions to education and industry-specific literature.

School Book Publishers	Higher Education Book Publishers	Trade Book Publishers
<ul style="list-style-type: none"><li>Sunshine Books</li><li>Essential Resources</li><li>Global Education</li><li>Lift Education</li><li>Biozone</li></ul>	<ul style="list-style-type: none"><li>No Information Available</li></ul>	<ul style="list-style-type: none"><li>Penguin Random House</li><li>Te Herenga Waka University Press</li><li>Allen &amp; Unwin</li><li>Harper Collins</li><li>Bateman Books</li></ul>

### Book Retailers

We have highlighted notable online and bricks-and-mortar book retailers.

Book Retailers: B&M	Book Retailers: Online
<ul style="list-style-type: none"><li>Whitcoulls</li><li>Unity Books</li><li>Paper Plus</li><li>Poppies</li><li>Time Out</li></ul>	<ul style="list-style-type: none"><li>Fishpond</li><li>Mighty Ape</li></ul>

## Employment in New Zealand Book Publishing Industry

The total workforce employed within the book publishing industry in New Zealand stood at 1,066 individuals which includes full time, part-time and contractual.

# Books Imports and Exports: NEW ZEALAND

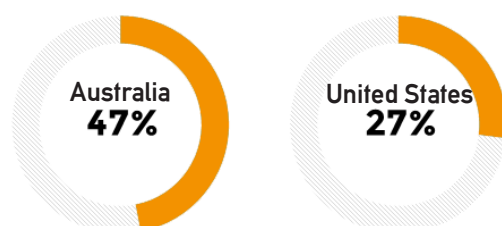
## Top 3 Countries for Book Import

New Zealand trade book export largely depends on exports to countries such as Australia and United States, while the data for third country was not available. Below are the breakdowns of export by top 2 countries.



## Top 3 Countries for Book Education Export

The book export education industry in New Zealand Education relies on shipments to key destinations Australia and United States, while the data for third country was not available. Presented below are detailed export breakdowns to the top 2 countries.



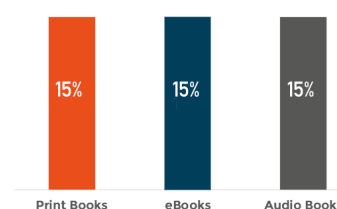
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## Taxes on Books: NEW ZEALAND

In New Zealand, a uniform 15% tax rate applies to print books, ebooks, and audio books, which simplifies the taxation structure across various formats.



# 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.

[info@internationalpublishers.org](mailto:info@internationalpublishers.org) | [www.internationalpublishers.org](http://www.internationalpublishers.org)

# 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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