

General Turkish Book Market Information



Turkey remains a print-dominated book market. In 2025, total printed book production was estimated at around 707 million copies, equivalent to about 8.2 printed books per person based on a population of approximately 86 million.¹

Top 5 Subject Themes Sold in Turkey:



Educational



Children



Fiction



Religion & Spirituality



Culture



30–35%
of Translated Works

Demand for International Titles in Turkey

Turkey has strong demand for international titles, with translated works accounting for around 30–35% of books published in the country². However, imported books remain a small share of the market, largely due to currency pressures, overseas printing costs, and shipping expenses. This creates a clear opportunity for localised print and distribution to improve availability, reduce costs, and minimise risk.



40% +
Recommended Discount

Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%, as this provides a margin for Global Connect distributors to calculate an appropriate local-currency price for the region. This also enhances local availability for titles within a competitive book market.

Step PRINTING HOUSE



Step Printing House Turkey – Our Local Network

Founded in 1997, Step Printing House provides digital printing, Print-on-Demand, and short- to medium-run production services to publishers, distributors, and content owners. Operating from Ankara, Turkey, Step Printing House supports modern publishing requirements through flexible production, short lead times, consistent quality, and responsive title availability. Its local print capability enables publishers to serve the Turkish market efficiently while reducing inventory risk and supporting a more agile publishing supply chain.

Distribute Your Books Across Turkey

Step Printing House helps address this challenge by offering publishers a local print and distribution route in Turkey. SPH's work with Amazon Turkey and Hepsiburada, two of the country's leading e-commerce platforms, provides established channels for reaching readers. Its presence in academic, scholarly, and educational channels also gives publishers access to specialist audiences. With additional sales channels currently in development, Step Printing House is well positioned to help publishers expand their reach across Turkey through a growing in-market distribution network.

¹ Turkey Publishers Association Book Market 2025 report <https://turkayaybir.org.tr/wp-content/uploads/2026/05/KitapPazarRaporu2025-2026-SON-Revize.pdf>

² Turkey Publishers Association <https://turkayaybir.org.tr/en/call-for-solidarity-with-turkish-publishing/>