

# General Brazilian Book Market Information

Book sales revenue in Brazil totalled over US \$0.74bn in 2023, with 28% from physical bookstores and 32% from exclusively online bookstores.<sup>1</sup>



## Top 5 Subject Themes Sold in Brazil:



Religion



Fiction



Business and Economics



History



Body, Mind, and Spirit



## 60 Million

readers in Brazil's book market by 2029

In Brazil, when it comes to English language skills, reading is the most frequent activity.

Statutory and the National Curricular Guidelines make the teaching of a foreign language at elementary and high school compulsory. English is the most frequently studied and spoken foreign language in Brazil.



## Meta Brasil – Our Local Network

Meta Brasil is a digital printing service provider designed to lead the industry in quality, speed, and flexibility. The plant has high-speed inkjet systems and machinery, and its printing production is fully integrated with storage, handling and logistics services. Meta Brasil also provides full-service book distribution, including sales and marketing. The company is based in São Paulo, the business and industrial centre of Brazil.



## 40% +

Recommended Discount

## Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the 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.

## Distribute Your Books Across Brazil

MetaBrasil has connections to Amazon Brazil, Estante Virtual, Um Livro and selected independent bookstores.

<sup>1</sup> Statista. (2024). Books - Brazil | Statista Market Forecast. [online] Available at: <https://www.statista.com/outlook/amo/media/books/brazil> [Accessed 3 Sep. 2024].