

# Global Connect® Brazil

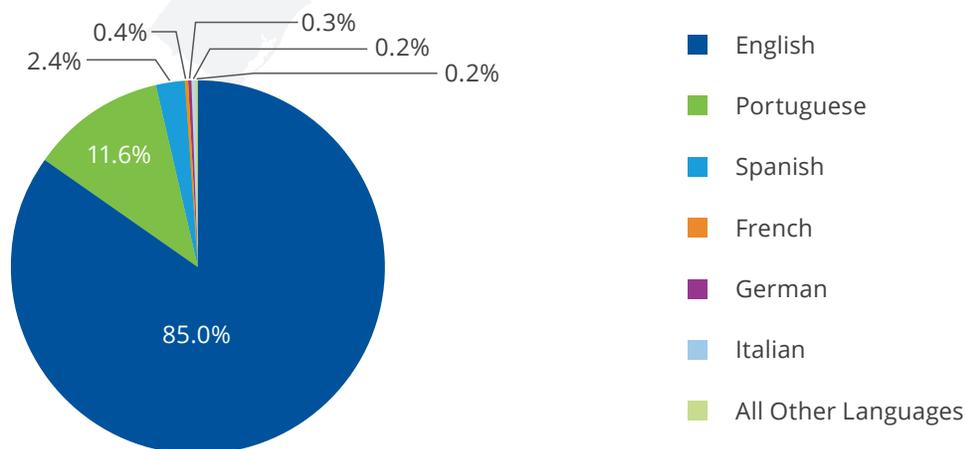
## The Size of the Brazilian Book Market

The Brazilian Book market is worth approximately 3.9 billion BRL (approx. \$710 million USD).<sup>1</sup>

## Demand for English Language Titles in Brazil

Ingram sells hundreds of thousands of books into the Brazilian market every year. Of those titles, 85% are written in English.

### Percent of Total Sales by Content Language



## Making Books Available in Brazil

1. Publishers should sign our [Global Agreement](#) if they have not already done so.
2. Publishers must add a USD price and a discount level for Brazil for each title via their Lightning Source account. Customer service representatives will provide a spreadsheet that enables multiple prices to be uploaded simultaneously to publishers with a large quantity of titles.

## About MetaBrasil, Ingram's Print Provider in Brazil

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

## MetaBrasil's Position in the Brazilian Market

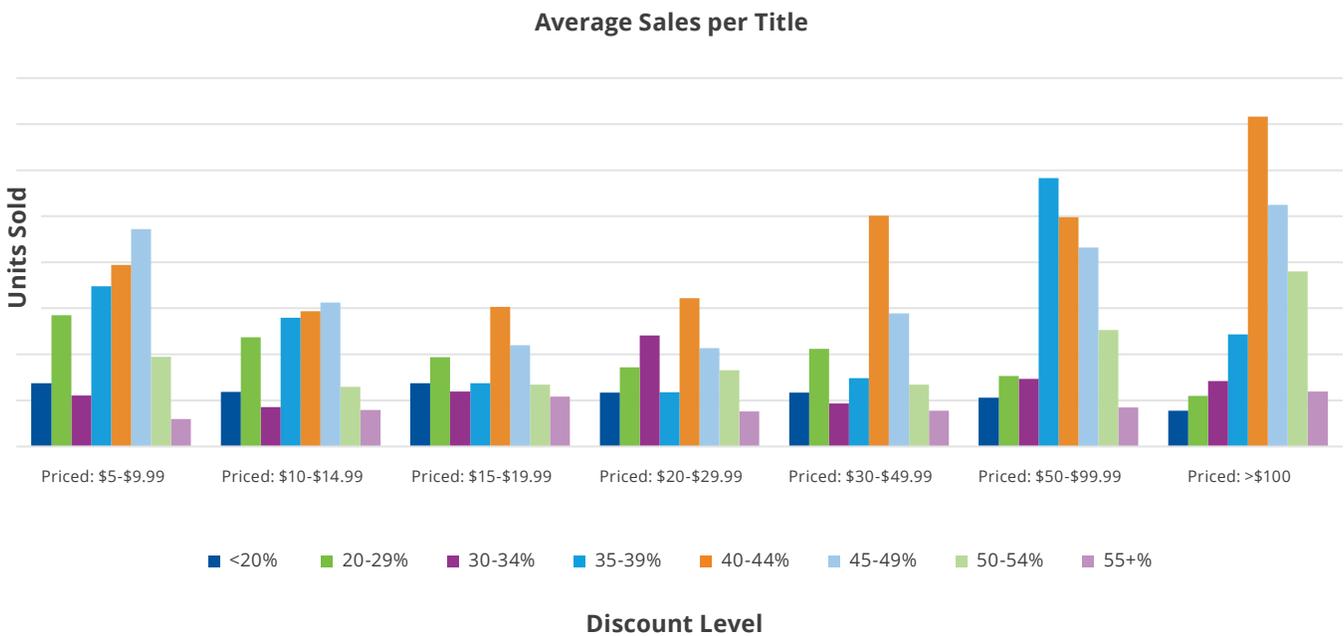
MetaBrasil is a POD leader in Brazil, connecting publishers to all major marketplace channels. In 2020, they started distributing to selected traditional and independent bookstores as well.

## Distribution and Connectivity

MetaBrasil has connections to Amazon Brazil, Submarino (the largest Brazilian e-commerce), Estante Virtual and selected independent bookstores.

## Optimum Discount Levels

Our data shows that titles with 40% discount or above sell more copies on average than titles with a lower discount. This is true across almost all price ranges.



## Most In-Demand Content Categories in the Brazilian Market

Below are the most popular categories by BISAC subject code over the past few years.

| Rank | BISAC Subgroup  | Approximate Thema Equivalent <sup>2</sup>                 |
|------|---|---|
| 1    | CGN – Comics & Graphic Novels                                     | XAK – American/British Style Comic Books & Graphic Novels |
| 2    | JUV – Juvenile Fiction  | YFB – Children’s/Teenage fiction – General fiction        |
| 3    | FIC – Fiction   | FB – Fiction – General & Literary                         |
| 4    | BUS – Business & Economics  | KJ – Business & Management                                |
| 5    | YAF – Young Adult Fiction   | YFB – Children’s/Teenage fiction – General fiction        |
| 6    | JNF – Juvenile Non-Fiction  | YN – Children’s/Teenage General Interest                  |
| 7    | FOR – Foreign Language Study (inc. English as a Foreign Language) | CJ – Language Teaching & Learning                         |
| 8    | ART – Art   | AB – The Arts – General Issues                            |
| 9    | GAM – Games & Activities  | WD – Hobbies, Quizzes & Games                             |
| 10   | REL – Religion  | QR – Religion & Beliefs                                   |

The categories of Business & Economics, Juvenile Non-Fiction, and Games & Activities owe their chart position to having a comparatively high average number of sales per title, whereas Fiction, Art, and Religion have a wider range of titles generating more modest sales on average.

## Top 15 Individual BISAC Codes Over the Past Three Years

| Rank | BISAC 1   | BISAC 1 Meaning  | Approximate Thema Equivalent(s) <sup>2</sup>   |
|------|-----------|--|--|
| 1    | CGN004080 | Comics & Graphic Novels – Superheroes (see also Fiction – Superheroes) | XQK – Graphic Novel/Comic Book – Super-Heroes & Super-Villains                       |
| 2    | FOR007000 | Foreign Language Study – English as a Second Language                  | CJAD – Language Teaching & Learning – Second or Additional Languages; 2ACB – English |
| 3    | CGN004120 | Comic Books & Graphic Novels – Manga – Fantasy                         | XAM – Manga & Asian-style Comics; XQM – Graphic Novel/Comic Book – Fantasy, Esoteric |
| 4    | JUV007000 | Juvenile Fiction – Classics  | YFA – Children’s/Teenage fiction – Classic Fiction                                   |
| 5    | JUV037000 | Juvenile Fiction – Fantasy & Magic                                     | YFH – Children’s/Teenage Fiction – Fantasy   |
| 6    | FIC004000 | Fiction – Classics   | FBC – Classic Fiction  |
| 7    | GAM010000 | Games & Activities – Role Playing & Fantasy                            | WDHW – Role-Playing, War Games & Fantasy Sports                                      |

| Rank | BISAC 1   | BISAC 1 Meaning                           | Approximate Thema Equivalent(s) <sup>2</sup>        |
|------|-----------|---|---|
| 8    | JUV019000 | Juvenile Fiction – Humorous Stories       | YFQ – Children’s/Teenage Fiction – Humorous Stories |
| 9    | FIC019000 | Fiction – Literary                        | FB – Fiction – General & Literary                   |
| 10   | FIC009020 | Fiction – Fantasy – Epic                  | FMB – Epic Fantasy/Heroic Fantasy                   |
| 11   | CGN004070 | Comics & Graphic Novels – Science Fiction | XQL – Graphic Novel/Comic Book – Science Fiction    |
| 12   | CGN004030 | Comics & Graphic Novels – Fantasy         | XQM – Graphic Novel/Comic Book – Fantasy, Esoteric  |
| 13   | GAM019000 | Games & Activities – Coloring Books       | WFX – Adult Colouring & Activity Books              |
| 14   | GAM013000 | Games & Activities – Video & Mobile       | UDX – Computer Games/Online Games – Strategy Guides |
| 15   | JUV027000 | Juvenile Fiction – Media Tie-in           | YFB – Children’s/Teenage Fiction – General Fiction  |

Please note that titles with a highly specific primary BISAC code typically sell more copies on average than those with a more generic designation. E.g. JUV037000 (Juvenile Fiction – Fantasy & Magic) performs better than JUV000000 (Juvenile Fiction – General).

## Examples of Bestselling POD Titles in Brazil

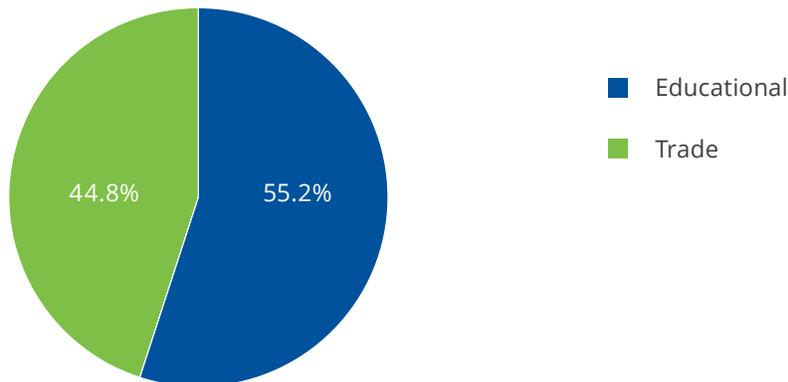
The titles below offer an insight into the wide range of titles bought by Brazilian readers.

| Title   | Contributor 1            | Publisher                               | BISAC 1   | BISAC 1 Meaning  |
|---|--------------------------|---|-----------|--|
| Cracking the Coding Interview: 189 Programming Questions and Solutions    | McDowell, Gayle Laakmann | CareerCup                               | BUS037020 | Business & Economics – Careers – Job Hunting               |
| Careers – Job Hunting   | Manes, Stephen           | Cadwallader and Stern                   | JUV019000 | Juvenile Fiction – Humorous Stories                        |
| Flow: The Psychology of Optimal Experience                                | Csikszentmihalyi, Mihaly | HarperCollins Publishers                | PSY023000 | Psychology – Personality                                   |
| Como se Tornar Dinheiro Caderno de Exercícios (Money Workbook Portuguese) | Douglas, Gary M.         | Access Consciousness Publishing Company | BUS050030 | Business & Economics – Personal Finance – Money Management |
| Bases Cientificas Do Treinamento de Hipertrofia                           | Gentil, Dr Paulo         | On Demand Publishing LLC Create Space   | SPO006000 | Sport & Fitness – Bodybuilding & Weight Training           |

| Title  | Contributor 1       | Publisher                                 | BISAC 1   | BISAC 1 Meaning  |
|--|---------------------|---|-----------|--|
| Can't Hurt Me: Master Your Mind and Defy the Odds  | Goggins, David      | Goggins Built Not Born LLC                | SEL021000 | Self-Help – Motivational & Inspirational                                     |
| Thinking, Fast and Slow  | Kahneman, Daniel    | Farrar Straus Giroux                      | PSY008000 | Psychology – Cognitive Psychology & Cognition                                |
| Tábua de Esmeralda   | Trismegisto, Hermes | International Alliance Pro Publishing LLC | OCC040000 | Body, Mind, Spirit – Hermetism & Rosicrucianism                              |
| Clean Architecture: A Craftsman's Guide to Software Structure and Design   | Martin, Robert      | Pearson Technology Group                  | COM051330 | Computing – Software Development & Engineering – Quality Assurance & Testing |
| O Jogo Mental do Poker: Estratégias comprovadas para melhorar o controle de 'tilt', confiança, motivação, e como lidar com as variâncias e mui | Tandler, Jared      | Jared Tandler LLC                         | GAM002040 | Games & Activities – Card Games – Poker                                      |
| Wicca - Guia Rápido para Praticantes: Um Guia com Informações Essenciais para Qualquer Ritual e Feitiço  | Cooke, Jasmine      | Virgo Publishers                          | REL118000 | Religion – Wicca (see also Body, Mind & Spirit – Witchcraft)                 |
| MANUAL DE ASTROLOGIA HORÁRIA - Edição Revista  | Frawley, John       | Apprentice Books                          | OCC002000 | Body, Mind Spirit – Astrology – General                                      |
| Perverta-Me: A Trilogia Completa   | Zaires, Anna        | Mozaika LLC                               | FIC027020 | Fiction – Romance – Contemporary   |
| INTRODUÇÃO AOS MÉTODOS DOS ENSINAMENTOS SEGUNDO GRIGORI GRABOVOI (PORTUGUESE Edition)  | Smirnova, Svetlana  | Jelezky Publishing UG                     | MED004000 | Medicine – Alternative & Complementary Medicine                              |
| Launch: An Internet Millionaire's Secret Formula to Sell Almost Anything Online, Build a Business You Love, and Live the Life of Your Dreams   | Walker, Jeff        | Morgan James LLC IPS                      | BUS090010 | Business & Economics – E-Commerce – Digital Marketing                        |

## Reader Purchasing Habits in Brazil

### Number of Copies Sold by Sector<sup>3</sup>



**Trends:** More than 209 million books were sold in Brazil in 2018. Online sales accounted for 25% of the total 52.2 million trade books sold. Additionally, revenue from online shopping across platforms in Brazil rose to 20.4 billion BRL (3.82 billion USD) in the first quarter of 2020, up 27% from 2019.<sup>4</sup>

MetaBrasil is well-positioned to reach readers in Brazil's book market through both traditional and e-retail channels thanks to their connections to major Brazilian distributors. Ingram's relationship with MetaBrasil helps get your titles sold into their dynamic distribution network, arriving more quickly into the hands of your Brazilian readers.

**We hope you have found this overview of how Ingram connects you to the Brazilian publishing market helpful. If you would like more information, please contact your account manager.**

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<sup>1</sup> "SNEL, the Brazilian Book Chamber, and Nielsen Book, "Pesquisa Produção e Vendas do Setor Editorial Brasileiro", National Union of Book Editors (SNEL), (21 January 2020), [https://snel.org.br/wp/wp-content/uploads/2020/06/Produ%C3%A7%C3%A3o\\_e\\_Vendas\\_2019\\_imprensa.pdf](https://snel.org.br/wp/wp-content/uploads/2020/06/Produ%C3%A7%C3%A3o_e_Vendas_2019_imprensa.pdf)wirtschaftszahlen/branchenumsatz-und-branchenentwicklung/.

<sup>2</sup> Please ensure that all your titles have appropriate Thema codes as this improves their online discoverability. For more help with your metadata, please visit our [Resource Hub](#).

<sup>3</sup> SNEL et al, "Pesquisa Produção e Vendas do Setor Editorial Brasileiro".

<sup>4</sup> Vinicius Andrade and Carolina Millan, "It Took a Pandemic to Get Latin Americans to Buy More Online", Bloomberg (1 May 2020), <https://www.bloomberg.com/news/articles/2020-04-30/virus-lockdowns-see-latin-america-online-buyers-playing-catchup>.