

General Chinese Book Market Information



The annual revenue of China's book publishing industry surpassed US \$15bn in 2021. In 2022, China imported US \$0.33bn of books, almost triple that of a decade ago.

On average, Chinese children and teenagers read approximately 11.1 printed and digital books annually, while adults read about 8.2 books per year.¹

Top 5 Subject Themes Sold in China:



Children's



Culture,
Education



Literature, Art



Nature, Science,
Technology

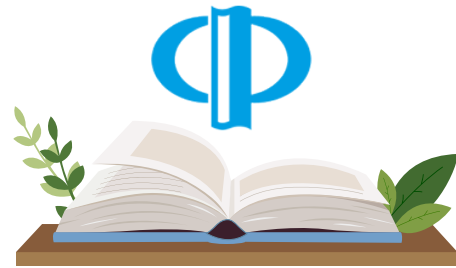


Philosophy,
Social Science



1 Billion

people in China study
English in school.



English is a compulsory subject in Chinese primary and higher education. There are an estimated 400 million English language learners in China

CNPIEC – Our Local Network

China National Publications Import and Export (Group) Co. (CNPIEC) is the largest importer of publications in China. It was founded in 1949. It provides services to over 10,000 libraries, universities, and research institutions in over 170 countries and regions worldwide.



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 China

CNPIEC closely collaborates with Xinhua, the largest bookstore chain in China. Additionally, CNPIEC works with major Chinese online retailers such as Dangdang and JD.com. They also utilise new media, such as WeChat, as bookselling channels.

¹ Book market in China. (2023). Statista; Statista. <https://www.statista.com/topics/11789/book-market-in-china/>