

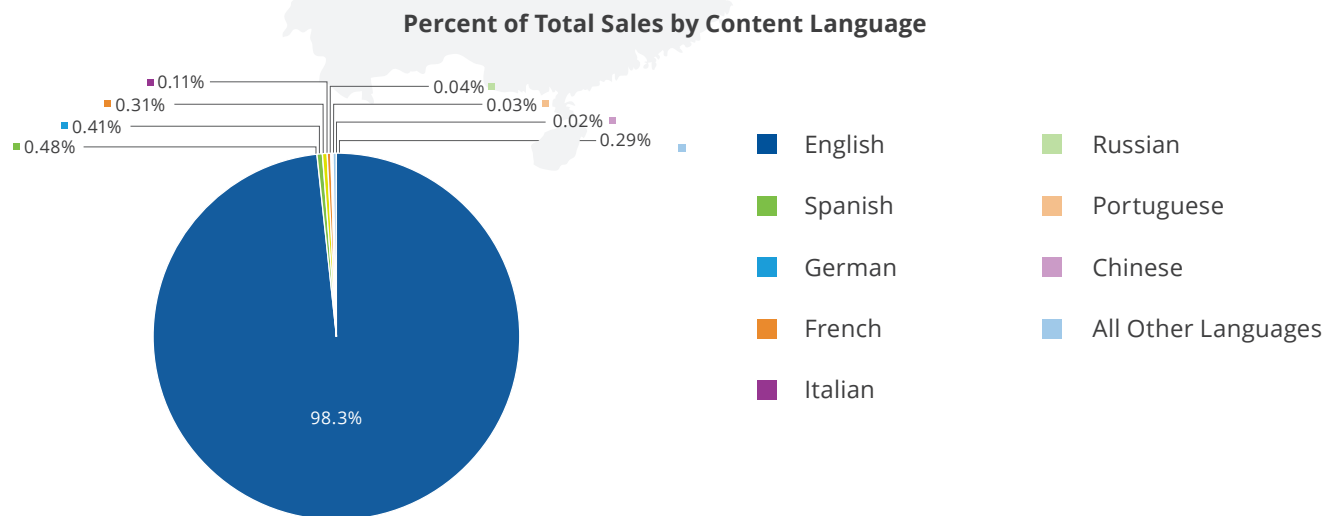
Global Connect® China

The Size of the Chinese Book Market

Though the Chinese book market is very particular about the data it chooses to share, invaluable fresh data was released for 2018's Beijing Book Fair. The Chinese Book market was estimated to be worth 20-23 billion USD in 2016, with an average yearly growth rate of at least 0.3%. And according to the Chinese Academy of Press and Publication 58.4% of the Chinese population, or roughly 812 million people, regularly reads books.¹

Demand for English Language Titles in China

Ingram sells hundreds of thousands of books into the Chinese market every year. The majority of those titles are in English.



Making Books Available in China

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 China 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 China National Publications Import & Export (Group) Co., Ltd (CNPIEC), Ingram's Print Provider in China

CNPIEC is a Global Connect Print-on-Demand (POD) provider to Ingram Lightning Source. CNPIEC has six locations across China (Beijing, Shanghai, Xi'an, Guangzhou, Shenzhen, and Dalian Group) and their POD facility is located in Beijing.

CNPIEC's Position in the Chinese Market

CNPIEC is the largest importer of publications in China with more than 10,000 domestic clients and over 60% of the import market share.

Distribution and Connectivity

CNPIEC works closely with Xinhua, China's state-owned publication distribution and retail network. In addition to the state-owned retail networks, CNPIEC connects with traders like university libraries, public libraries, research institutions, educational organizations, private-owned bookstores, online bookstores and new media (i.e. WeChat bookselling channels).

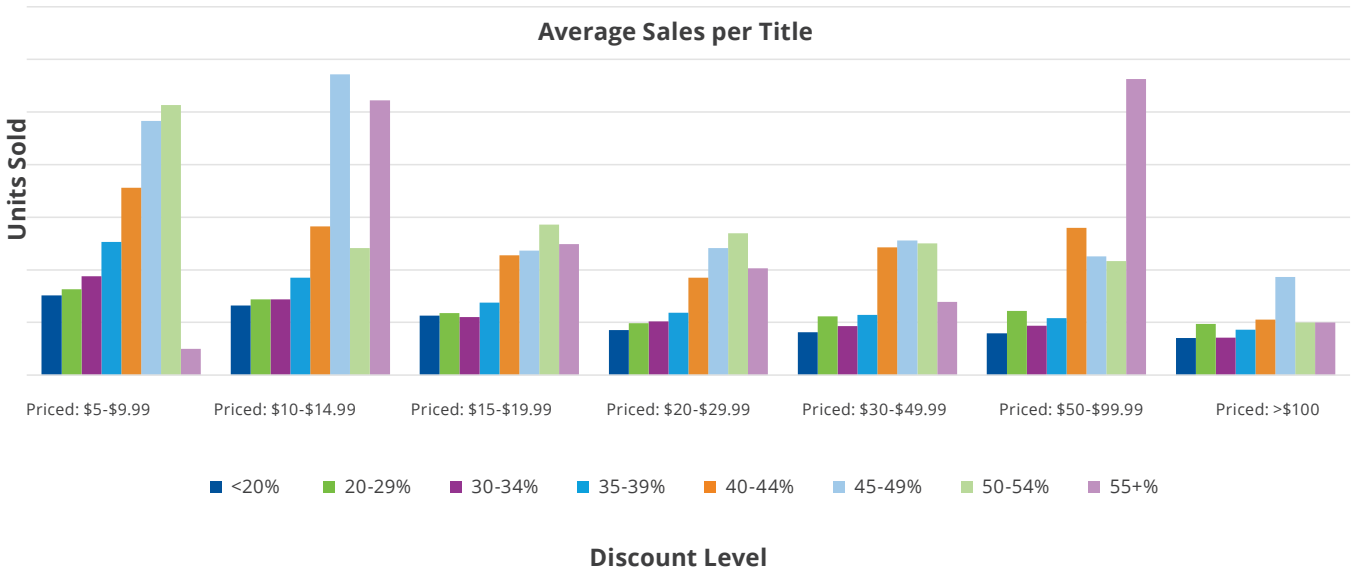
CNPIEC also distributes directly to major private retailers such as:

- Dang Dang
- JD.com

Optimum Discount Levels

Our data shows that titles with 40% discount or above sell considerably more copies on average than titles with lower discounts.

Titles with discounts of 45-49% or 50-54% sell the most copies across the price ranges on average, with the top-selling discount swinging between the two discounts over most price ranges. In fact, the only instance where neither 45-49% nor 50-54% are the top-selling discounts is within the \$50-\$100 price range, when 55+% discounted books sell the most copies per title.



Most In-Demand Content Categories in the Chinese Market

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

Rank	BISAC Subgroup	Approximate Thema Equivalent ²
1	JUV – Juvenile Fiction	YFB – Children’s/Teenage Fiction – General Fiction
2	JNF – Juvenile Non-Fiction	YN – Children’s/Teenage General Interest
3	FIC – Fiction	FB – Fiction – General and Literary
4	BUS – Business & Economics	KJ – Business and Management
5	EDU – Educational	JN – Education
6	MUS – Music	AV – Music
7	HIS – History	NH – History
8	SCI – Science	PD – Science – General Issues
9	COM – Computing	UB – Information Technology – General Topics
10	ART – Art	AB – The Arts – General Issues

The categories of Juvenile Fiction and Juvenile Non-Fiction owe their chart position to having a comparatively high average number of sales per title, whereas general codes like Business, Educational, and Music 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 Meaning	Approximate Thema Equivalent ²
1	JUV027000	Juvenile Fiction –Media Tie-In	YFB – Children’s/Teenage Fiction – General Fiction
2	JUV007000	Juvenile Fiction – Classics	YFA – Children’s/Teenage Fiction – Classic Fiction
3	JUV019000	Juvenile Fiction –Humorous Stories	YFQ – Children’s/Teenage Fiction – Humorous Stories
4	FIC004000	Fiction – Classics	FBC – Classic Fiction
5	JUV037000	Juvenile Fiction – Fantasy & Magic	YFH – Children’s/Teenage Fiction – Fantasy
6	FOR007000	Foreign Language Study – English as a Second Language	CJAD – Language Teaching and Learning – Second or Additional languages
7	FIC019000	Juvenile Fiction – Fiction – Literary	FB – Fiction – General and Literary
8	JUV001000	Juvenile Fiction – Action & Adventure – General	YFC – Children’s/Teenage Fiction – Action and Adventure Stories

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent ²
9	MUS022000	Music –Instruction & Study – General	AVS – Techniques of Music/Music Tutorials/ Teaching of Music
10	PER004140	Performing Arts – Film – Genres – Science Fiction & Fantasy	ATFN – Film – Styles and Genres ATMN – Film, Television, Radio Genres – Science Fiction, Fantasy and Horror
11	EDU029010	Education – Teaching Methods & Materials – Mathematics	JNTS – Teaching of Reading, Writing and Numeracy; YPMF – Educational – Mathematics and Numeracy
12	JUV039060	Juvenile Fiction – Social Themes –Friendship	YFB – Children’s/Teenage Fiction – Fiction; YXHB – Children’s/Teenage Personal & Social Topics – Friends & Friendships
13	EDU029020	Education – Teaching Methods & Materials – Reading & Phonics	JNTS – Teaching of Reading, Writing and Numeracy; YPCA2 – Educational – First/Native Language – Reading and Writing Skills
14	JNF001000	Juvenile Non-Fiction– Activity Books –General	YBG – Children’s Interactive and Activity Books and Kits
15	JUV028000	Juvenile Fiction – Mysteries & Detective Stories	YFCF – Children’s/Teenage Fiction – Crime and Mystery 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. JUV07000 (Juvenile Fiction – Classics) performs better than JUV000000 (Juvenile Fiction – General).

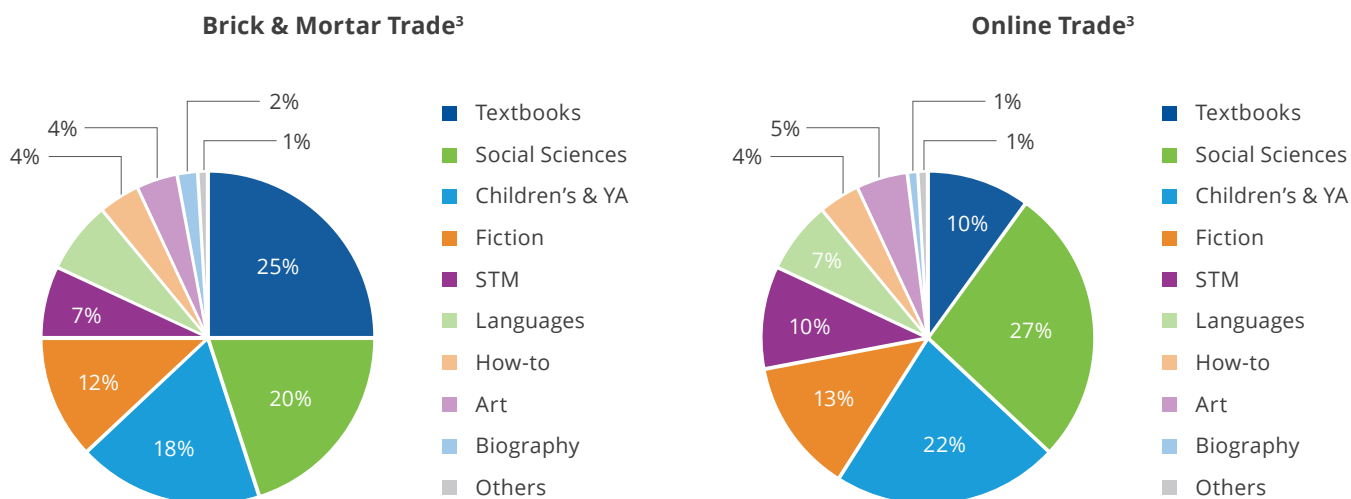
Examples of Bestselling POD Titles in China

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

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Child's History of the World	Hillyer, V. M.	David Rehak	JNF025000	Juvenile Non-Fiction – History – General
Elements of Style: The Original Edition	Strunk, William	Martino Fine Books	LAN015000	Language Arts & Disciplines –
Rhetoric	Rogers, Tom	Alto Nido Press LLC	JUV016190	Juvenile Fiction – Historical – United States – 21st Century
Big Bang: The Origin of the Universe	Singh, Simon	HarperCollins Publishers	SCI015000	Science – Cosmology

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking	Provost, Foster	O Reilly Media	COM062000	Computing – Data Science – Data Modelling & Design
Can't Hurt Me: Master Your Mind and Defy the Odds	Goggins, David	Goggins Built Not Born LLC	SEL021000	Self-Help – Motivational & Inspirational
Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting	Cheng, Victor	Innovation Press	BUS075000	Business & Economics – Consulting
Forgiving the Unforgivable	Flanigan, Beverly	Turner Publishing Company IPS	PSY017000	Psychology – Interpersonal Relations
Craft of Research	Booth, Wayne C.	University of Chicago Press	SCI043000	Science – Research & Methodology
Abstract Algebra: Theory and Applications (2019)	Judson, Thomas W.	Orthogonal Publishing L3C	MAT002010	Mathematics – Algebra –Abstract
Metaphors We Live by (Revised)	Lakoff, George	University of Chicago Press	LAN009000	Language Arts & Disciplines –Linguistics – General
Freckle Juice	Blume, Judy	Simon & Schuster	JUV019000	Juvenile Fiction – Humorous Stories
When I Build with Blocks	Alling, Niki	Amazon Digital Services LLC KDP Print US	JUV051000	Juvenile Fiction – Imagination & Play
How to Build and Furnish a Log Cabin: The Easy, Natural Way Using Only Hand Tools and the Woods Around You	Hunt, W. Ben	John Wiley & Sons	TEC005000	Technology & Engineering – Construction – General
University of Berkshire Hathaway: 30 Years of Lessons Learned from Warren Buffett & Charlie Munger at the Annual Shareholders Meeting	Pecaut, Daniel	Austin Pierce	BUS050020	Business & Economics – Personal Finance – Investing

Reader Purchasing Habits in China



Trends: Consumers still prefer to buy their textbooks in a bricks-and-mortar retailer, but they are more likely to buy social science titles from an online retailer. Most other genres of books are purchased in equal measure from both physical bookstores and online retailers in China.⁴

CNPIEC is well-positioned to reach China's growing population of readers and book buyers through traditional and e-commerce channels thanks to their relationships with both state-owned and private retailers. Ingram's relationship with CNPIEC helps get your titles sold into their dynamic distribution network, arriving more quickly into the hands of your Chinese readers.

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

¹ "Overview of the Chinese Book Market", PublishDriver (Feb 2019) <https://blog.publishdrive.com/overview-chinese-book-market/>

² 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](#).

³ "The Chinese book market 2016", German Book Office Beijing (April 2016), <https://www.buchmesse.de/files/media/pdf/whitepaper-chinese-book-market-report-frankfurter-buchmesse.pdf>

⁴ "The Chinese book market 2016"