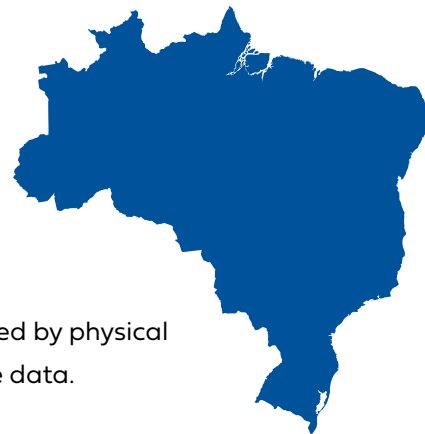


General Brazilian Book Market Information



Book sales revenue in Brazil totals over US\$0.74bn, with 28% of sales generated by physical bookstores and 32% by online-only bookstores¹, based on the latest available data.

Top 5 Subject Themes Sold in Brazil:



Religion



Fiction



Business and Economics



History



Body, Mind, and Spirit



60M

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.



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.



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.

Distribute Your Books Across Brazil

MetaBrasil's online sales channels include Amazon Brazil, Mercado Livre, Estante Virtual, Umlivro, and TikTok Shop. Its offline sales channels include Carrefour and selected independent booksellers.

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