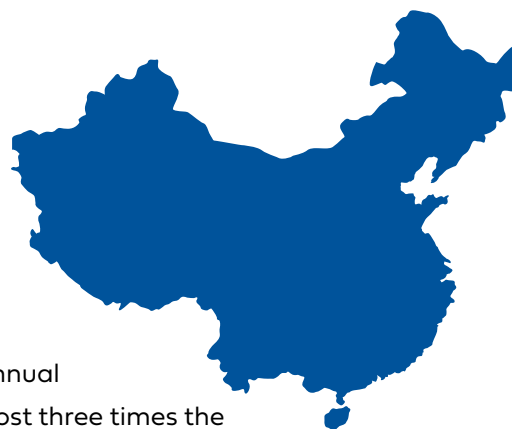


General Chinese Book Market Information



China's book publishing industry generates more than US\$15bn in annual revenue. Book imports are valued at approximately US\$0.33bn, almost three times the level recorded a decade earlier. On average, Chinese children and teenagers read approximately 11.1 print and digital books annually, while adults read around 8.2 books per year¹, based on the latest available data.

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



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.



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.

Distribute Your Books Across China

CNPIEC works with major Chinese online sales channels such as Dang Dang, JD.com and Tmall. They also utilise new media, such as Xiaohonshu, as bookselling channels.

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