

General German Book Market Information



Revenue in Germany's book market is approximately US\$8.33bn. User penetration stands at 41.8%, while the average revenue per reader is approximately US\$298¹, based on the latest available data.

Top 5 Subject Themes Sold in Germany:



Fiction



Religion



Juvenile Fiction



History



Business and Economics



36.6M

readers in the German book market by 2029

Surge in English-Language Book Sales in Germany

Sales of English-language titles in Germany increased from 3.1% to 4.5% of total sales revenue between 2020 and 2022, according to the trade publication buchreport.



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.



Libri – Our Local Network

Libri Print-on-Demand offers continuous availability and immediate delivery of millions of titles across the book trade. Based in Bad Hersfeld, Germany, it combines advanced digital printing with state-of-the-art logistics. This service ensures speedy delivery to bookstores. It minimizes overproduction and returns, providing a flexible, risk-free publishing option that enhances diversity in the book trade.

Distribute Your Books Across Germany

Libri Wholesale is the leading book wholesaler in Germany. Libri is a central link between publishers, bookstores and popular online retailers. From its hub in Bad Hersfeld, Hesse, in the heart of Germany, it provides one of the most modern logistics services in the book industry. Its online sales channels include Amazon Germany, Thalia, Buch24, and Hugendubel.

¹ Statista. (2024). Topic: The publishing industry in Germany. [online] Available at: <https://www.statista.com/topics/6686/the-publishing-industry-in-germany/>