

General Indian Book Market Information



Revenue in India's book market is approximately US\$5.50bn. Reader penetration stands at 29.6%, while the average revenue per reader is approximately US\$12.92¹, based on the latest available data.

Top 5 Subject Themes Sold in India:



Religion



Fiction



Juvenile Fiction



History



Biography



501M

readers in the India
book market by 2029

India Ranks High in Global Book Publishing

India is the third-largest publisher of printed books globally and the second-largest English print book publishing market, just after the US.



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.



Repro India – Our Local Network

Repro began as a small printing press in 1990 and has since grown into a comprehensive, international publishing industry services company.

Distribute Your Books Across India

Repro's retail sales channels include Amazon India, Bookscape, Flipkart, Crossword Bookstores and SapnaOnline.

¹ Statista. (n.d.). Books - India | Statista Market Forecast. [online] Available at: <https://www.statista.com/outlook/amo/media/books/india>.