

General Japanese Book Market Information

Revenue in Japan's book market is approximately US\$7.9bn, while the number of readers is projected to reach 62.4 million by 2029, based on the latest available data. A survey conducted in September 2023 found that 52.1% of respondents had read at least one book in the previous six months.¹



Top 5 Subject Themes Sold in Japan:



Social Sciences



History



Education



Computers



Business and Economics



A recently published survey by Japan's Ministry of Education, Culture, Sports, Science and Technology (MEXT) showed that more than half of the students in education obtained competency in the English language subject.



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.

DNP

Dai Nippon Printing - Our Local Network

DNP's digital printing division is equipped with both sheet-fed and roll-to-roll processes, allowing them to produce a wide range of books in quantities ranging from a single copy to a few thousand. This includes high-quality paperbacks and hardbacks. DNP's digital manufacturing operations maintain a high level of information security and are capable of shipping orders directly to individual customers.

Distribute Your Books Across Japan

DNP is a marketplace seller on Amazon Japan under Sotobori Bookstore and Maruzen Yushodo.

¹ Statista. (2024). Topic: Publishing industry in Japan. [online] Available at: <https://www.statista.com/topics/9291/publishing-industry-in-japan/> [Accessed 4 Sep. 2024].