

General Singaporean Book Market Information



Revenue in Singapore's book market is approximately US\$0.15bn, with reader penetration at 31.1%, while the number of readers is projected to reach 2 million by 2029¹, based on the latest available data. A 2021 study also found a 7% increase in weekly readers compared with 2018, with 95% reading more than once a week².

Top 5 Subject Themes Sold in Singapore:



Fiction



Self-Help



Business and Economics



Body, Mind, and Spirit



Religion



Demand for International Language Titles in Singapore

English is one of Singapore's official languages. Ingram sells hundreds of thousands of books into the Singaporean market every year. Of those titles, 93% are written in English.



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.

MARKONO

Markono Singapore – Our Local Network

Markono provides renowned international publishers with digital, print-on-demand, and offset printing services. They have incorporated a complete suite of supply chain solutions that enable them to deliver valued content to the world's leading organisations and remain at the forefront of printing and publishing technologies.

Distribute Your Books Across Singapore and Southeast Asia Markets

Markono is a regional distribution hub serving markets across Southeast Asia. Its main sales channels include Kinokuniya, Times Bookstores, Gramedia, and Booksmart—Singapore's leading online bookstore.

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

² www.nlb.gov.sg. (n.d.). More Singapore Residents Read For Leisure And Going For Digital Content. [online] Available at: <https://www.nlb.gov.sg/main/about-us/press-room-and-publications/media-releases/2022/more-singapore-residents-read-for-leisure-and-going-for-digital-content>.