

General South African Book Market Information



Revenue in South Africa's book market is approximately US\$0.17bn, while the number of readers is projected to reach 17.5 million by 2029¹, based on the latest available data.

Top 5 Subject Themes Sold in South Africa:



Religion



Fiction



Business & Economics



Self-Help



Health & Fitness



English is one of South Africa's official languages.

Print remains the format of preference for South African book buyers, although sales of digital books have risen in recent years.



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.



Print on Demand – Our Local Network

Print On Demand, based in Cape Town, South Africa, is the pioneer of POD digital printing and distribution in South Africa. They launched in 2015 and have continued to prove themselves as innovators in both offset printing and print-on-demand services.

Distribute Your Books Across South Africa

Print on Demand's online sales channels include Amazon South Africa, Takealot.com, Exclusive Books Online, and the Van Schaik Online Bookstore. Retail channels: Exclusive Books, which operates more than 40 bookstores across South Africa, and Van Schaik Bookstore, a leading academic bookseller in Southern Africa.

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