

General South Korean Book Market Information

Revenue in South Korea's book market is approximately US\$1.66bn and is expected to grow. The number of readers is projected to reach 16 million by 2029¹, based on the latest available data.



Top 5 Subject Themes Sold in South Korea:



Religion



History



Business and Economics



Philosophy



Fiction



The average South Korean reader reads 14.4 books a year.

In 2021, the import value of the South Korean publishing industry amounted to around US \$0.32bn. This represents an increase from the previous years. English-language titles hold a large share of the import market.



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.



Korean Studies Information – Our Local Network

KSI is South Korea's top digital printing company, known for its environmentally friendly printing practices. They have expanded their printing site to handle everything from printing to binding under one roof. KSI offers a complete solution from design and printing to delivery.

Distribute Your Books Across South Korea

KSI has connections with over 2,300 retail points of sale across South Korea. Additionally, KSI has strong online retail connections with Aladin and Yes24, which are leading online bookstores in the country. Furthermore, KSI works with Coupang, a major e-commerce platform in Korea.

¹ Topic: Publishing industry in South Korea. [online] Statista. Available at: <https://www.statista.com/topics/10686/publishing-industry-in-south-korea/>.