

General Germany Book Market Information

Revenue in the Books market in Germany is forecasted to be US\$8.33bn in 2024.

User penetration in the Books market in Germany is projected to be 41.8% in 2024. The average revenue per reader in Germany is forecasted to be US\$298.¹



Top 5 Subject Themes Sold in Germany:



Fiction



Religion



Juvenile Fiction



History



Business and Economics

 **36.6 Million**
readers in the German book market by 2029

Surge in English-Language Book Sales in Germany

Sales of English-language titles in Germany increased from 3.1% to 4.5% of total sales revenue between 2020 and 2022, according to the trade publication buchreport.



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.

¹ Statista. (2024). Topic: The publishing industry in Germany. [online] Available at: <https://www.statista.com/topics/6686/the-publishing-industry-in-germany/>



Libri – Our Local Network

Libri Print-on-Demand offers continuous availability and immediate delivery of millions of titles across the book trade. Based in Bad Hersfeld, Germany, it combines advanced digital printing with state-of-the-art logistics. This service ensures speedy delivery to bookstores. It minimizes overproduction and returns, providing a flexible, risk-free publishing option that enhances diversity in the book trade.

Distribute Your Books Across Germany

As the leading book wholesaler in Germany, Libri is a central link between publishers, brick-and-mortar and popular online bookstores such as Amazon. From their hub in Bad Hersfeld, Hesse – in the heart of Germany they provide one of the most modern logistics services in the book industry.