

Global Connect® Germany

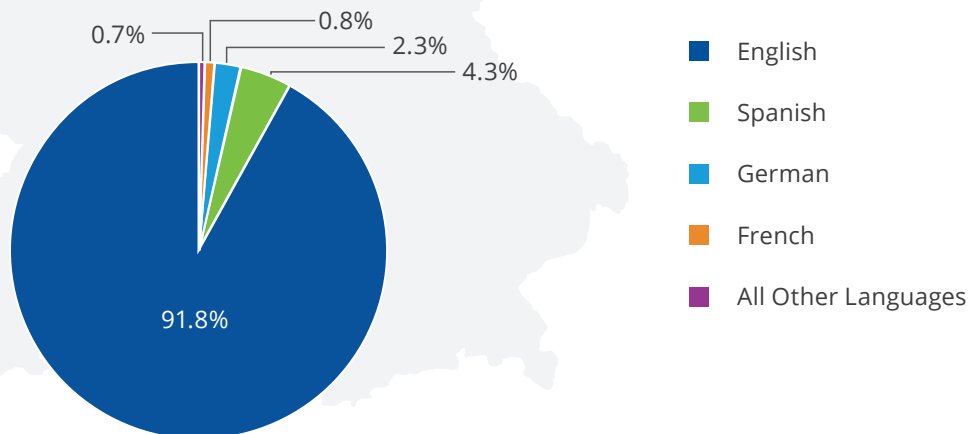
The Size of the German Book Market

The German Book market is worth approximately 9.29 billion euros (approx. 11 billion USD). Almost 30 million Germans bought at least one book in the last year, with the average book buyer purchasing 12.3 books over the course of the year.¹

Demand for English Language Titles in Germany

Ingram sells hundreds of thousands of titles into the German market every year, and most of those titles are in English.

Percent of Total Sales by Content Language



Making Books Available in Germany

1. Publishers should sign our [Global Agreement](#) if they have not already done so.
2. Publishers must add a USD price and a discount level for Germany for each title via their Lightning Source account. Customer service representatives will provide a spreadsheet that enables multiple prices to be uploaded simultaneously to publishers with a large quantity of titles.

About Books on Demand, Ingram's Print Provider in Germany

Books on Demand GmbH has been a subsidiary of Libri GmbH since 2001.

Books on Demand's Position in the German & Wider European Markets

Books on Demand GmbH (BoD), located in Germany, is a Global Connect Print-on-Demand provider to Ingram Lightning Source. The company is headquartered in Norderstedt at Hamburg and is regarded as the European market leader. It offers services in Germany, Austria, Switzerland, France, Spain, Denmark, Sweden, and Finland.

Distribution and Connectivity

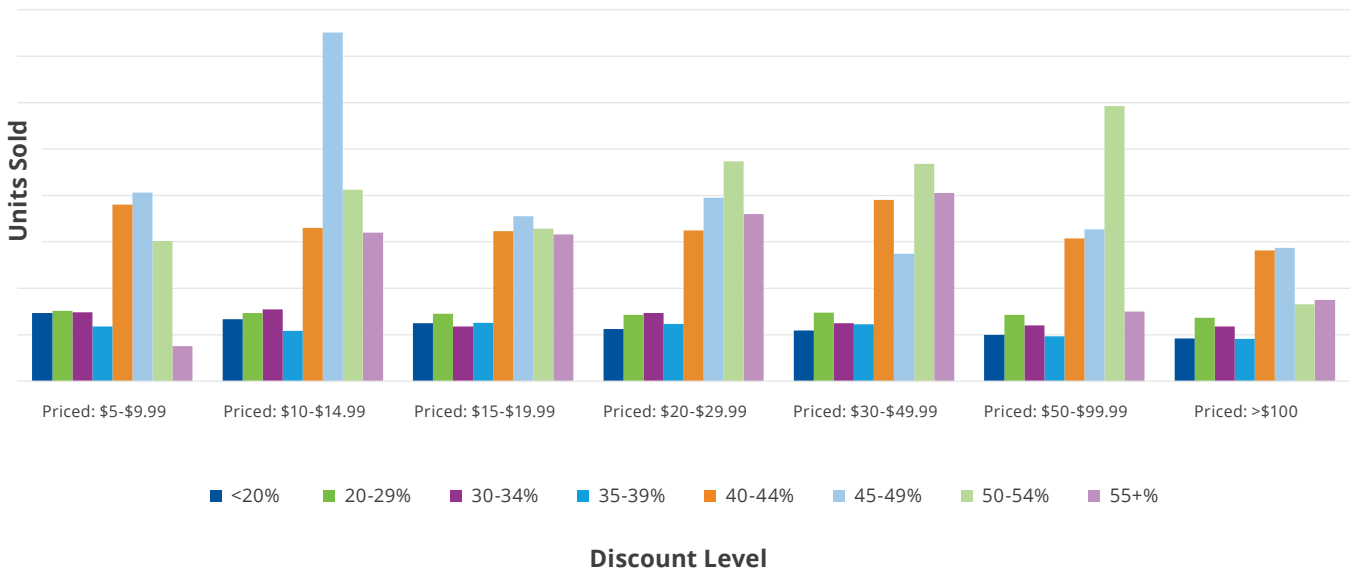
BoD's business model is based on print-on-demand instead of pre-finance; they produce titles using digitized content. BoD offers printing and delivery of books and then distributes through direct links to all major book wholesalers.

Optimum Discount Levels

Our data shows that titles with 40% discount or above sell considerably more copies on average than titles with a lower discount. This is true across all price ranges.

For titles in the higher price ranges, titles with a discount of 50-54% sell more copies on average. This is especially pronounced within the \$50-\$100 price range.

Average Sales per Title



Most In-Demand Content Categories in the German Market

Below are the most popular categories by BISAC subject code over the past few years.

Rank	BISAC Subgroup	Approximate Thema Equivalent ²
1	FIC – Fiction	FB – Fiction – General & Literary
2	JUV – Juvenile Fiction	YFB – Children’s/Teenage Fiction – General Fiction
3	REL – Religion	QR – Religion & Beliefs
4	JNF – Juvenile Non-Fiction	YN – Children’s/Teenage General Interest
5	YAF – Young Adult Fiction	YFB – Children’s/Teenage Fiction – General Fiction
6	MUS – Music	AV – Music
7	BUS – Business & Economics	KJ – Business & Management
8	BIO – Biography	DNB – Biography
9	HIS – History	NH – History
10	GAM – Games & Activities	WD – Hobbies, Quizzes & Games

The categories of Business, Juvenile Non-Fiction, and Games and Activities owe their chart position to having a comparatively high average number of sales per title, whereas Fiction, History, and Biography have a wider range of titles generating more modest sales on average.

Top 15 Individual BISAC Codes Over the Past Three Years

Rank	BISAC 1	BISAC 1 Meaning	Approximate Thema Equivalent(s) ²
1	FIC019000	Fiction – Literary	FB – Fiction – General And Literary
2	GAM010000	Role Playing & Fantasy	Wdhw – Role-Playing, War Games And Fantasy Sports
3	JUV037000	Juvenile Fiction – Fantasy & Magic	YFH – Children’s / Teenage Fiction: Fantasy
4	FIC009020	Fiction – Fantasy – Epic	FMB – Epic Fantasy / Heroic Fantasy
5	FIC004000	Fiction – Classics	FBC – Classic Fiction
6	MUS037000	Printed Music – General	AVQ – Musical Scores, Lyrics And Libretti
7	JUV001000	Juvenile Fiction – Action & Adventure – General	YFC – Children’s / Teenage Fiction: Action And Adventure Stories
8	BIO026000	Personal Memoirs	DNC – Memoirs
9	OCC024000	Divination – Tarot	VXFC1 – Tarot
10	JUV027000	Juvenile Fiction – Media Tie-In	YFB – Children’s / Teenage Fiction: General Fiction

Rank	BISAC 1	BISAC 1 Meaning	Approximate Thema Equivalent(s) ²
11	FIC014000	Fiction – Historical – General	FV – Historical Fiction
12	BUS069000	Economics – General	KC – Economics
13	HIS027100	History – Military – World War II	NHWR7 – Second World War
14	BUS101000	Project Management	KJMP – Project Management
15	HUM001000	Humor – Form – Comic Strips & Cartoons	WHX – Humour Collections & Anthologies; XY – Strip Cartoons

Please note that titles with a highly specific primary BISAC code typically sell more copies on average than those with a more generic designation. E.g. JUV037000 (Juvenile Fiction – Fantasy & Magic) performs better than JUV000000 (Juvenile Fiction – General).

Examples of Bestselling POD Titles in Germany

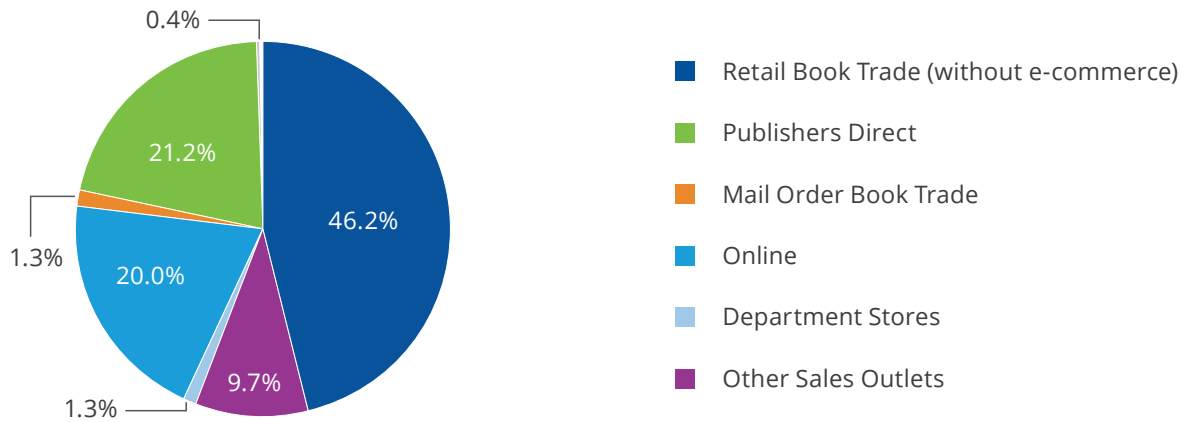
The titles below offer an insight into the wide range of titles bought by German readers.

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
I Am...: Positive Affirmations for Brown Girls	Rodriguez, Ayesha	Jaye Squared Youth Empowerment Services	JNF053160	Juvenile Non-Fiction – Social Topics – Self-Esteem & Self-Reliance
Be a Perfect Person in Just Three Days!	Manes, Stephen	Cadwallader and Stern	JUV019000	Juvenile Fiction – Humorous Stories
Predictable Revenue: Turn Your Business into a Sales Machine with the \$100 Million Best Practices of Salesforce.com	Ross, Aaron	PebbleStorm	BUS058010	Business & Economics – Sales & Selling – Management
Eleven	Rogers, Tom	Alto Nido Press LLC	JUV016190	Juvenile Fiction – Historical – United States – 21st Century
Dad, Who Will I Be?	Taylor, G. Todd	Taylor Made Publishing LLC	JNF018010	Juvenile Non-Fiction – People & Places – United States – African-American
Permission to Mourn: A New Way to Do Grief	Zuba, Tom	TomZuba.com	POE005010	Poetry – American – General

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
The Modern Break-Up	Chidiac, Daniel	Undercover Publishing House	FIC027020	Fiction – Romance – Contemporary
The Strangest Secret	Nightingale, Earl	Watchmaker Publishing	BUS107000	Business & Economics – Personal Success
The Quest for Screen Time: Episode 1	Marti, Dumas	Yes MAM Creations	JUV019000	Juvenile Fiction – Humorous Stories
Mediterranean Diet for Beginners: The Complete Guide – 40 Delicious Recipes, 7-Day Diet Meal Plan, and 10 Tips for Success	Rockridge Press	Callisto Media Inc	CKB055000	Cooking – Regional & Ethnic – Mediterranean
Do the Work: Overcome Resistance and Get Out of Your Own Way	Pressfield, Steven	Black Irish Entertainment LLC	SEL009000	Self-Help – Creativity
What School Could Be: Insights and Inspiration from Teachers Across America	Dintersmith, Ted	Edu21C Foundation	EDU034000	Education – Educational Policy & Reform
The 10 Pillars of Wealth: Mind-Sets of the World's Richest People	Becker, Alex	M Brown Publishing LLC	BUS050000	Business & Economics – Personal Finance – General
The Essential Enneagram: The Definitive Personality Test and Self-Discovery Guide - Revised & Updated	Daniels, David	HarperCollins Publishers	PSY023000	Psychology – Personality
A Way other than Our Own	Brueggemann, Walter	Presbyterian Publishing Corporation	REL012020	Religion – Christian Living – Devotional

Reader Purchasing Habits in Germany

Percentage of Book Sales by Sector³



Trends: The market share for bricks-and-mortar bookstores has fallen slightly in recent years, while the market share for online book sales is growing slowly but steadily.

Books on Demand is well-positioned to reach Germany's large population of book buyers both through traditional retail channels and e-retail channels thanks to their connection to Libri GmbH. Ingram's relationship with BoD helps get your titles sold into their dynamic distribution network, arriving more quickly into the hands of your German readers.

We hope you have found this overview of how Ingram connects you to the German publishing market helpful. If you would like more information, please contact your account manager.

¹"Industry turnover and industry development", Börsenverein des Deutschen Buchhandels (2020), <https://www.boersenverein.de/markt-daten/marktforschung/wirtschaftszahlen/branchenumsatz-und-branchenentwicklung/>.

²Please ensure that all your titles have appropriate Thema codes as this improves their online discoverability. For more help with your metadata, please visit our [Resource Hub](#).

³"Industry turnover and industry development"