

General Indian Book Market Information

Revenue in the Books market in India is forecasted to be US\$5.50bn in 2024.

Readers in the book market in India is forecasted to be at 29.6% in 2024. The average revenue per reader in India is expected to be US\$12.92¹



Top 5 Subject Themes Sold in India:



Religion



Fiction



Juvenile Fiction



History



Biography

 **501 Million**

readers in the India book market by 2029

India Ranks High in Global Book Publishing

India is the third-largest publisher of printed books globally and the second-largest English print book publishing market, just after the US.



Repro India - Our Local Network

Repro began as a small printing press in 1990 and has since grown into a comprehensive, international publishing industry services company.

Distribute Your Books Across India

Repro has connections to Amazon India and Flipkart, Repro has connections to Amazon India, Bookscape and Flipkart.



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