

# General Japanese Book Market Information

In Japan, the revenue in the book market is forecasted to be US\$7.9bn by 2024. By 2029, the number of readers in the book market is expected to total 62.4m readers.

A survey conducted in Japan in September 2023 showed the combined share of respondents who read at least one book during the past six months amounted to 52.1 percent.<sup>1</sup>

## Top 5 Subject Themes Sold in Japan:



Social Sciences



History



Education



Computers



Business and Economics



**53%**  
purchased one or more  
printed books per month.

A recently published survey by Japan's Ministry of Education, Culture, Sports, Science and Technology (MEXT) showed that more than half of the students in education obtained competency in the English language subject.



**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.

# DNP



## Dai Nippon Printing – Our Local Network

DNP's digital printing division is equipped with both sheet-fed and roll-to-roll processes, allowing them to produce a wide range of books in quantities ranging from a single copy to a few thousand. This includes high-quality paperbacks and hardbacks. DNP's digital manufacturing operations maintain a high level of information security and are capable of shipping orders directly to individual customers.

## Distribute Your Books Across Japan

DNP has connections to Amazon Japan and Maruzen Junkudo Bookstore, one of Japan's largest chain of bookstores

<sup>1</sup> Statista. (2024). Topic: Publishing industry in Japan. [online] Available at: <https://www.statista.com/topics/9291/publishing-industry-in-japan/> [Accessed 4 Sep. 2024].