

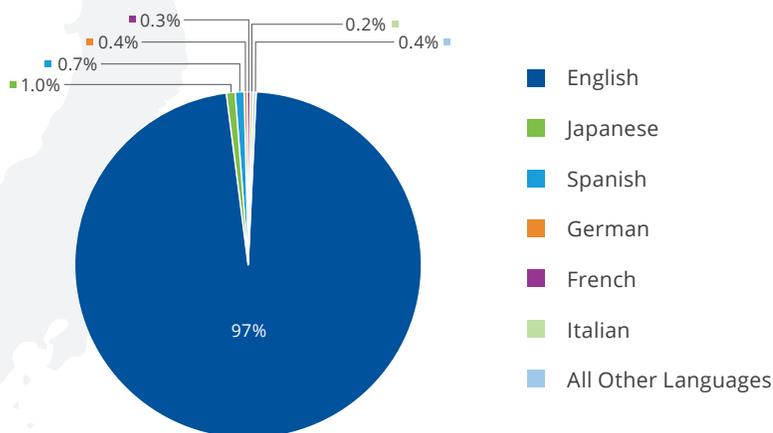
# Global Connect® Japan

Japan's only national language is **Japanese**

The estimated sales figures of books and magazines (including comics) in 2020 was **1,223.7 billion yen** (11.2 billion USD).

The manga (Japanese comic book) "Demon Slayer: Kimetsu no Yaiba" was an explosive hit in 2020, helping increase comic book sales by **24%**

Percent of Ingram's Total POD Sales into Japan by Content Language



## What kinds of Foreign books sell in Japan??



Children's



Comics



Study Aids



Literary



Business



Computer



Game strategy

## Who is the company making your titles available in Japan?

Dai Nippon Printing Co., Ltd. (DNP) is an innovative printing company that has been based in Tokyo, Japan since 1876. DNP has been involved in the Print-on-Demand (POD) book business since 2001.

## Where will my books be available?

DNP will sell your titles online through Amazon.co.jp. Additionally, the DNP will make the full Global Connect catalog available to the bookstore chain Maruzen where booksellers will be able to sell your titles both in bricks-and-mortar retailers as well as directly to universities and libraries in Japan.

## What is the size of online sales in Japan?

Digital sales increased by 28.0% year on year to 393.1 billion yen (3.6 billion USD). Sales of digital comic books were 342.0 billion yen (3.1 billion USD), e-book sales reached 40.1 billion yen (367 million USD) and sales of digital magazines rose to 11.0 billion yen (100 million USD). Sales of digital publications accounted for 24.3% of the entire publishing market in 2020.

## Most In-Demand Content Categories in the Japanese Market

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

Rank	BISAC Subgroup	Approximate Thema Equivalent
1	JUV – Juvenile Fiction	YFB – Children’s/Teenage Fiction – General Fiction
2	CGN – Comics & Graphic Novels	XAK – American/British-Style Comic Books & Graphic Novels
3	FIC – Fiction	FB – Fiction – General & Literary
4	JNF – Juvenile Non-Fiction	YN – Children’s/Teenage General Interest
5	HIS – History	NH – History
6	BUS – Business & Economics	KJ – Business & Management
7	EDU – Educational	JN – Education
8	REL – Religion	QR – Religion & Beliefs
9	BIO – Biography	DNB – Biography
10	FOR – Foreign Language Study (inc. English as a Foreign Language)	CJ – Language Teaching & Learning

## Top 10 Individual BISAC Codes Over the Past Three Years

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent
1	CGN004120	Comic Books & Graphic Novels – Manga – Fantasy	XAM – Manga & Asia-Style Comics; XQM – Graphic Novel/Comic Book – Fantasy, Esoteric
2	CGN004050	Comics & Graphic Novels – Manga – General	XAM – Manga & Asian-Style Comics
3	JUV027000	Juvenile Fiction – Media Tie-In	YFB – Children’s/Teenage Fiction – General Fiction
4	JUV007000	Juvenile Fiction – Classics	YFA – Children’s/Teenage Fiction – Classic Fiction
5	JUV019000	Juvenile Fiction – Humorous Stories	YFQ – Children’s/Teenage Fiction – Humorous Stories
6	FIC004000	Fiction – Classics	FBC – Classic Fiction
7	JUV037000	Juvenile Fiction – Fantasy & Magic	YFH – Children’s/Teenage Fiction – Fantasy
8	FIC019000	Fiction – Literary	FB – Fiction – General & Literary
9	JUV039060	Juvenile Fiction – Social Themes – Friendship	YFB – Children’s/Teenage Fiction – General Fiction; YXHB – Children’s/Teenage Personal & Social Topics – Friends & Friendships
10	JNF055000	Juvenile Non-Fiction – Study Aids – General	YPWL – Educational – General Studies, Educational Skills & Competencies