

General Polish Book Market Information



The book market in Poland forecasted to be stable between 2022 and 2027 at US\$0.28bn. ¹

Research by the National Library's Book and Readership Institute indicates that 43% read at least one book in the past 12 months.

Top 5 Subject Themes Sold in Poland:



Self-Help



Fiction



Business and Economics



Psychology



Body, Mind, and Spirit



53%

purchased one or more printed books per month.

Foreign Literature's Impact on Polish Publishing

Foreign publications constitute a significant portion of the local market. In 2022, 22% of the titles published in Poland were from foreign literature, with 61% of those being English titles.



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.



AZYMUT - Our Local Network

AZYMUT, established in 1999, is the leading service provider and the biggest wholesaler and distributor of books in Poland. The company offers distribution, in-house printing, and logistics services to the Polish publishing and bookselling market. AZYMUT's main warehouse is located in Strykow, in the center of Poland.

Distribute Your Books Across Poland

Azymut is connected to major online book sales channels such as Krainaksiazek.pl, Empik.com and retailers like PWN.pl.

¹ Statista. (2024). Topic: Books in Poland. [online] Available at: <https://www.statista.com/topics/5806/books-in-poland/> [Accessed 28 Aug. 2024].