

# Global Connect<sup>®</sup> Poland

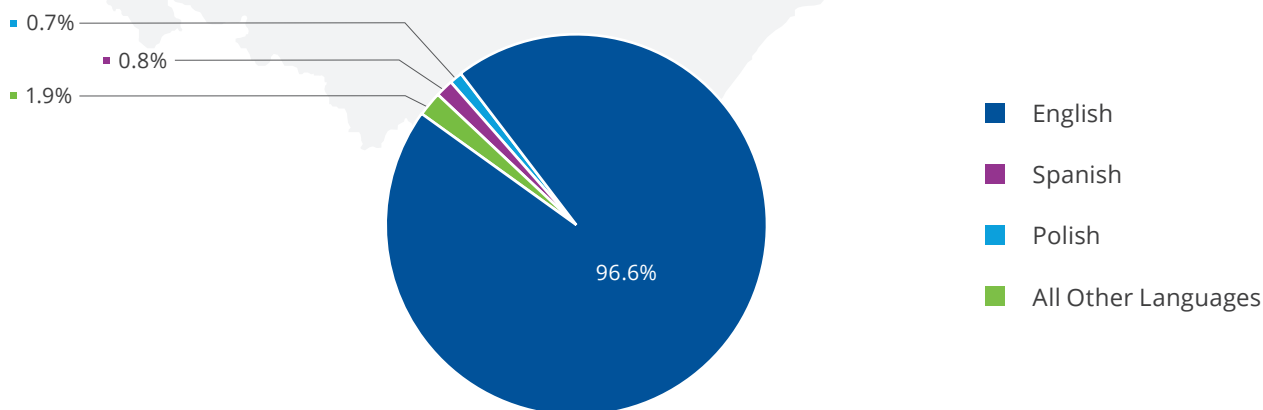
## The Size of the Polish Book Market

The Polish Book market is worth approximately 532 million euros (approx. 636 million USD) and grew by 4% in 2019.<sup>1</sup>

## Demand for English Language Titles in Poland

Ingram sells tens of thousands of books into the Polish market every year. Most of those titles are in English.

Percent of Total Sales by Content Language



## Making Books Available in Poland

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 Poland 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 AZYMUT, Ingram's Print Provider in Poland

AZYMUT, established in May 1999, is the leading services provider and the biggest wholesaler and distributor of books in Poland. The company provides distribution, in-house printing, and logistics services to the Polish publishing and bookselling market and has a title library of more than 90 thousand titles that include scientific and academic books, educational publications, fiction, children's literature and illustrated books.

AZYMUT's main warehouse is located in Strykow, in the center of Poland.

## AZYMUT's Position in the Polish & Wider European Markets

Wholesalers occupy an estimated 51% share of the market. The total number of wholesalers, however, is falling and approximately 185 firms are still active. The strongest are the four sales networks that function nationwide: AZYMUT, FK Jacek Olesiejuk, Platon and Wikr.

## Distribution and Connectivity

AZYMUT makes titles available through PWN Bookstores, which have physical as well as online stores. They also distribute titles online through the following online retailers:

- Krainaksiążek.pl
- Gigant.pl
- Czytam.pl
- Empik.com, Poland's largest online media retailer

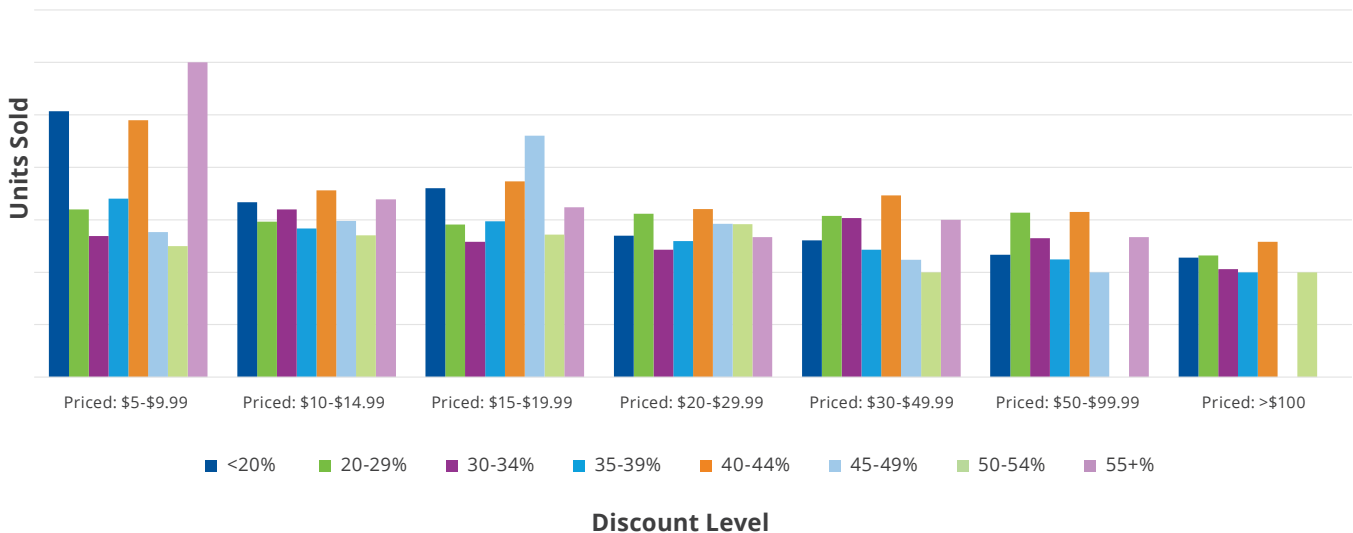
The following companies have already trusted the distribution services provided by Azymut:

- Edra Urban & Partner
- Pascal
- Zwierciadło
- Copernicus Center Press
- Bernardinum
- WUW

## Optimum Discount Levels

Our data shows that across most price ranges, titles with 40% discount or above sell more copies on average than titles with a lower discount.

Average Sales per Title



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

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

Rank	BISAC Subgroup	Approximate Thema Equivalent <sup>2</sup>
1	FIC – Fiction	FB – Fiction – General & Literary
2	JUV – Juvenile Fiction	YFB – Children’s/Teenage Fiction – General Fiction
3	BUS – Business & Economics	KJ – Business & Management
4	JNF – Juvenile Non-Fiction	YN – Children’s/Teenage General interest
5	BIO – Biography	DNB – Biography
6	SEL – Self-Help	VS – Self-Help, Personal Development & Practical Advice
7	COM – Computing	UB – Information Technology – General Topics
8	HIS – History	NH – History
9	REL – Religion	QR – Religion & Beliefs
10	HEA – Health & Fitness	VFD – Popular Medicine & Health

The categories of Juvenile Non-Fiction, Business & Economics, and Self-Help owe their chart position to having a comparatively high average number of sales per title, whereas Fiction, History, and Religion 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 Meaning	Approximate Thema Equivalent <sup>2</sup>
1	FIC004000	Fiction – Classics	FBC – Classic Fiction
2	BUS071000	Business & Economics – Leadership	KJMB – Management – Leadership & Motivation
3	SEL027000	Self-Help – Personal Growth – Success	VSC – Advice on Careers & Achieving Success
4	JUV019000	Juvenile Fiction – Humorous Stories	YFQ – Children’s/Teenage fiction – Humorous Stories
5	JUV037000	Juvenile Fiction – Fantasy & Magic	YFH – Children’s/Teenage fiction – Fantasy
6	BIO026000	Biography & Autobiography – Personal Memoirs	DNC – Memoirs
7	FIC019000	Fiction – Literary	FB – Fiction – General & Literary

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent <sup>2</sup>
8	JUV007000	Juvenile Fiction – Classics	YFA – Children’s/Teenage Fiction – Classic Fiction
9	BUS041000	Business & Economics – Management – General	KJM – Management & Management Techniques
10	FIC009020	Fiction – Fantasy – Epic	FMB – Epic Fantasy/Heroic Fantasy
11	JNF007090	Juvenile Non-Fiction – Biography & Autobiography – Science & Technology	YNB – Children’s – Teenage General Interest – Biography & Autobiography; YNT – Children’s – Teenage General interest– Science & Technology
12	FIC009000	Fiction – Fantasy – General	FM – Fantasy
13	JUV039060	Juvenile Fiction – Social Themes – Friendship	YFB – Children’s/Teenage fiction – General fiction; YXHB – Children’s/Teenage Personal & Social topics – Friends & Friendships
14	SEL031000	Self-Help – Personal Growth – General	VS – Self-Help, Personal Development & Practical Advice
15	CGN004120	Comic Books & Graphic Novel – Manga – Fantasy	XAM – Manga & Asian-Style Comics; XQM – Graphic Novel/Comic Book – Fantasy, Esoteric

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).

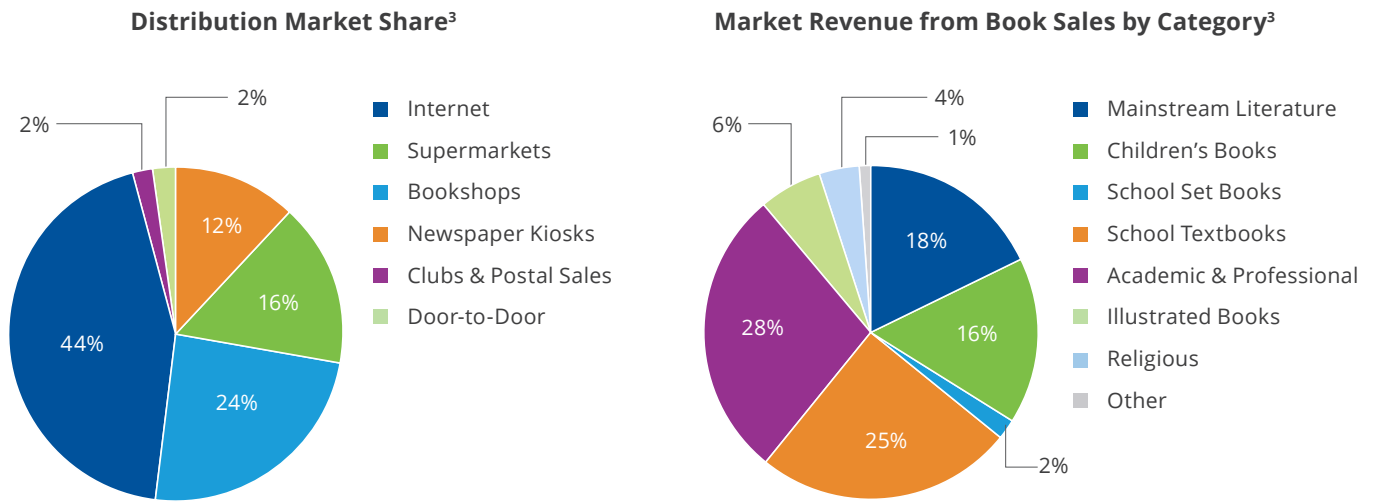
## Examples of Bestselling POD Titles in Poland

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

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Stick Control: For the Snare Drummer	Stone, George Lawrence	www.bnpublishing.com	MUS023020	Music – Musical Instruments – Percussion
Mysli Przy Kawie	Carter, Grace	Author Solutions Inc	BIO026000	Biography – Personal Memoirs
Flow: The Psychology of Optimal Experience	Csikszentmihalyi, Mihaly	HarperCollins Publishers	PSY023000	Psychology – Personality
Personality	Orwell, George	Tempo Haus	FIC004000	Fiction – Classics
Madame Curie: A Biography	Curie, Eve	Hachette Book Group Perseus	BIO015000	Biography – Science & Technology
Royal Road to Card Magic	Hugard, Jean	Martino Fine Books	GAM006000	Games & Activities – Magic

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Effortless English: Learn to Speak English Like A Native	Hoge, A. J.	Effortless English LLC	FOR007000	Foreign Language Study (inc. English As A Foreign Language) – English as a Second Language
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
Metaphysical Anatomy Volume 1 Polish Version	Rose, Evette	Lulu Press Inc	OCC019000	Body, Mind, Spirit – Inspiration & Personal Growth
Becoming the Iceman	Hof, Wim	Salem Publishing Solutions	SEL031000	Self-Help – Personal Growth – General
Shadow of the Conqueror	Brooks, Shad M.	Shadiversity Pty Ltd	FIC009020	Fiction – Fantasy – Epic
English Grammar Workbook for Grades 6, 7, and 8: 125+ Simple Exercises to Improve Grammar, Punctuation, and Word Usage	Moss, Lauralee	Callisto Media Inc	LAN006000	Language Art & Disciplines – Grammar & Punctuation
What is the Scientific Method? Science Book for Kids Children's Science Books	Baby Professor	Speedy Publishing LLC	JNF051110	Science & Nature – Experiments & Projects
Socrates and Other Saints	Karlowicz, Darius	Wipf and Stock Publishers	REL051000	Religion – Philosophy
240 Vocabulary Words Kids Need to Know: Grade 5: 24 Ready-To-Reproduce Packets Inside!	Beech, Linda	Scholastic Inc Teaching Resources	EDU029020	Education – Teaching Methods & Materials - Reading & Phonics

## Reader Purchasing Habits in Poland



**Trends:** In 2019, 44% of all books sold in Poland were sold online, at the cost of sales at physical bookshops. Book sales are also increasing at non-traditional points of sale, such as Post Offices.

The revenue from mainstream literature and children's books has been gaining market share over the past 5 years, climbing from 19.3% in 2015 to accounting for 34% of the income earned in 2019. During the same period, the income earned by school textbooks and academic & professional books has dropped from 68.2% in 2015 to 53.3% in 2019.<sup>4</sup>

Azymut is well-positioned to reach Poland's growing population of readers and book buyers both through traditional retail channels and e-commerce channels thanks to their connections to Poland's major physical and online retailers. Ingram's relationship with Azymut helps get your titles sold into their dynamic distribution network, arriving more quickly into the hands of your Polish readers.

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

<sup>1</sup> "Polish Book Market 2020", The Polish Book Institute (7 January 2021), <https://instytutksiazki.pl/en/polish-book-market,7,reports,18,polish-book-market-2020,48.html>.

<sup>2</sup> Please 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](#).

<sup>3</sup> "Polish Book Market 2020", The Polish Book Institute.