

General Singaporean Book Market Information



In Singapore, the revenue in the book market is forecasted to be US \$0.15bn in 2024. User penetration in the book market is predicted to be 31.1% in 2024. By 2029, the number of readers in the book market is expected to reach 2M users.¹

Singaporeans are reading more! A 2021 study showed a 7% jump in weekly readers compared to 2018, with 95% reading more than once a week.²

Top 5 Subject Themes Sold in Singapore:



Fiction



Self-Help



Business and Economics



Body, Mind, and Spirit



Religion



93%
of Titles Written
in English

Demand for International Language Titles in Singapore

English is one of Singapore's official languages. Ingram sells hundreds of thousands of books into the Singaporean market every year. Of those titles, 93% are written in English.



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.

MARKONO



Markono Singapore – Our Local Network

Markono provides renowned international publishers with digital, print-on-demand, and offset printing services. They have incorporated a complete suite of supply chain solutions that enable them to deliver valued content to the world's leading organisations and remain at the forefront of printing and publishing technologies.

Distribute Your Books Across Singapore and Southeast Asia Markets

Markono is a regional distribution hub for sales that covers South East Asia. Their main sales channels include, Amazon Singapore, Kinokuniya, MPH Bookstores, Times Bookstores, and Booksmart.store – Singapore's leading online book store.

¹ Statista. (2024). Books - Singapore | Statista Market Forecast. [online] Available at: <https://www.statista.com/outlook/amo/media/books/singapore>

² www.nlb.gov.sg. (n.d.). More Singapore Residents Read For Leisure And Going For Digital Content. [online] Available at: <https://www.nlb.gov.sg/main/about-us/press-room-and-publications/media-releases/2022/more-singapore-residents-read-for-leisure-and-going-for-digital-content>.