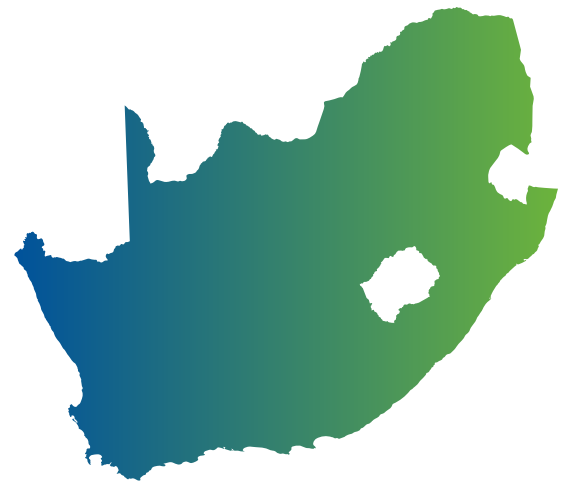


General South African Book Market Information

Revenue in the Books market in South Africa is forecasted to be US \$0.17bn in 2024.

The number of readers in the book market is expected to reach 17.5m users by 2029.¹



Top 5 Subject Themes Sold in South Africa:



Religion



Fiction



Business & Economics



Self-Help



Health & Fitness



78%
South Africans
read for enjoyment

English is one of South Africa's official languages.

Print remains the format of preference for South African book buyers, although sales of digital books have risen in recent years.



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.



Print on Demand – Our Local Network

Print On Demand, based in Cape Town, South Africa, is the pioneer of POD digital printing and distribution in South Africa. They launched in 2015 and have continued to prove themselves as innovators in both offset printing and print-on-demand services.

Distribute Your Books Across South Africa

Print on Demand has connections to Takealot.com, South Africa's leading online store, and also with Exclusive Books, which has around 40 bookstores countrywide.

¹ Statista. (n.d.). Books - South Africa | Statista Market Forecast. [online] Available at: <https://www.statista.com/outlook/amo/media/books/south-africa>.