

Global Connect® South Africa

South Africa's total publishing industry revenue for 2021 was approximately **2.9 billion rand** (169.5 million USD), up 2% from 2020.¹

While the sales of digital book products have grown significantly over all sectors, print books still make up nearly **96% of sales** annually.²

Some of the top segments of interest to South African consumers are:³



Business & Economics



Religion



Body, Mind & Spirit



Poetry



Leadership



Motivational & Inspirational



Fairy Tales & Mythology

Retail Connectivity in South Africa

Takealot.com officially launched in 2011, following the successful acquisition of an existing ecommerce business called Take2 by the US-based investment firm, Tiger Global Management and Kim Reid. In addition merging with established online retailer kalahari.com. Today, takealot.com is the leading ecommerce retailer in South Africa. With its own logistics network through the Takealot Delivery Team division, it has become one of the largest, most innovative ecommerce retailers in South Africa. Takealot.com is considered to be South Africa's leading equivalent to Amazon. and can ship throughout all of South Africa. www.takealot.com/books

Bala Kudu is a bookstore, warehouse and online retailer based in CapeTown, that specialises in learning and development. Bala Kudu is translated from Swahili to English as "Read More" and they adopted this name in order to display their commitment to the African book market as a whole. Founded as a bookstore in 2018 they soon established themselves as a leading independent online retailer supporting the educational marketplace, before developing a loyal following of avid readers. They now sell all categories of titles, with the goal in mind to provide readers of all ages, ethnicity, language and industry sectors with an enriched online bookstore. www.balakudu.com

Ingram's Global Connect Provider in South Africa

Print on Demand South Africa (POD.za) was founded in 2015. It launched with the aim of giving authors and publishers a platform to easily transform their manuscripts into books and provide an on-demand print service for their titles. Since then, POD.za has established itself as a thought leader in digital print, driven by state-of-the-art technology, innovation, and valuable partnerships.

By partnering with the largest retail companies around the world and giving its customers access to new markets on demand, POD.za has distinguished itself as the top global distribution print company in South Africa. www.printondemand.co.za

Most In-Demand Content Categories in the South African Market⁴

Most popular BISAC subgroups

Rank	BISAC Subgroup	Approximate Thema Equivalent
1	FIC - Fiction	FB - Fiction – General & Literary
2	BUS - Business & Economics	KJ - Business & Management
3	REL - Religion	QR - Religion & Beliefs
4	BIB - Bibles	QRMF1 - Bibles
5	SEL - Self-Help	VS - Self-help, personal development and practical advice
6	OCC - Body, Mind & Spirit	VX - Mind, body, spirit
7	POE - Poetry	DC - Poetry
8	YAF - Young Adult Fiction	YF - Children's / Teenage fiction and true stories
9	JNF - Juvenile Nonfiction	YN - Children's / Teenage General Interest
10	TRV - Travel	WT - Travel and holiday

Top 10 BISAC Codes

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent
1	BIB018050	Other English Translations - Study	QRMF1 - Bibles
2	REL006070	Biblical Commentary - New Testament - General	QRVC - Criticism and exegesis of sacred texts QRMF13 - New Testaments
3	BUS071000	Leadership	KJMB - Management: leadership and motivation
4	SEL021000	Motivational & Inspirational	VSPM - Assertiveness, motivation, self-esteem and positive mental attitude
5	FIC010000	Fairy Tales, Folk Tales, Legends & Mythology	FN - Fiction: Traditional stories, myths and fairy tales
6	REL041000	Islam - Koran & Sacred Writings	QRPF1 - The Koran (Qur'an)
7	FIC015000	Horror - General	FK - Horror and supernatural fiction
8	FIC031080	Thrillers - Psychological	FHX - Psychological thriller
9	BUS025000	Entrepreneurship	KJH - Entrepreneurship / Start-ups
10	BUS048000	New Business Enterprises	KJV - Ownership and organization of enterprises

¹ SOUTH AFRICAN BOOK PUBLISHING INDUSTRY SURVEY 2019-2021, Publishers' Association of South Africa, HYPERLINK "<https://publishsa.co.za/wp-content/uploads/2022/02/2019-2021-Publishing-Industry-Survey.pdf>,"<https://publishsa.co.za/wp-content/uploads/2022/02/2019-2021-Publishing-Industry-Survey.pdf>, (2).

² SOUTH AFRICAN BOOK PUBLISHING INDUSTRY SURVEY 2019-2021 (11, 25, 33, 35).

³ Based on Ingram Book Company sales data 2019-2022.

⁴ Based on Ingram Book Company sales data 2019-2022.