

# General Spanish Book Market Information



Revenue in the Books market in Spain is forecasted to be US\$1.83bn in 2024.<sup>1</sup>

In Spain, during a 2023 survey, 52% of respondents aged 14 years or above reported reading books daily or weekly. The share that says they never read is on the decline whereas the share reading very regularly remains stable.

## Top 5 Subject Themes Sold in Spain:



Juvenile Fiction



Fiction



Juvenile Non-fiction



History



Comics & Graphic



# 89.2%

Spanish Children are learning English.

**In Spain, a survey reveals that 94.8% of respondents consider speaking foreign languages important.<sup>2</sup>**

According to the source, in 2022 the import value from the Spanish book sector amounted to US \$0.13bn, an improvement on the previous year.



# 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.

# PodiPrint

print on demand



## PodiPrint – Our Local Network

PodiPrint, part of the IC Group, an international distributor of books. PodiPrint offers the most advanced printing on demand solutions in Spain.

## Distribute Your Books Across Spain

PodiPrint has connections to Buscalibre España, Amazon.es, Azeta Libros, Cas a Del Libro, as well as the Spanish Bookseller Association with 1,100 bookshops throughout Spain

<sup>1</sup> Book industry in Spain. (2020). Statista; Statista. <https://www.statista.com/topics/6465/book-market-in-spain/>

<sup>2</sup> Montero, M. (2017, January 5). Nearly 60% of Spaniards say they can't read, speak or write in English. EL PAÍS English. [https://english.elpais.com/elpais/2017/01/04/inenglish/1483542724\\_068710.html#](https://english.elpais.com/elpais/2017/01/04/inenglish/1483542724_068710.html#)