

Global book publishing market, segmented by forecast rate of growth and scale, 2013–2018

Established markets lead the way with growth stimulated by e-books

Higher-growth, larger-scale markets

This market comprises established books markets such as the **US, Canada** and **Australia**, as well as countries such as **Brazil** and **Thailand**, where print revenue is still growing alongside e-books revenue. Among the higher-growth, larger-scale markets, **Thailand** will see the highest growth in total books revenue with a CAGR of 7% over the next five years. **India** will also see high growth at a 6% CAGR driven by an increasing middle class.

Lower-growth, larger-scale markets

This market is almost entirely made up of Western European countries, with these markets having highly developed print publishing industries. Many of these markets are seeing low growth or shrinkage as digital revenues fail to compensate for falling print revenues. **Russia** will see a CAGR of -4% over the next five years as publishing in the country struggles to combat increased piracy enabled by the digital medium.

Higher-growth, smaller-scale markets

Egypt, Saudi Arabia, UAE and **Rest of MENA** fall into this market, with their book publishing industries boosted by e-books. These markets have previously been hindered by poor distribution methods. Smaller European countries such as **Austria, Belgium** and the **Czech Republic** are also higher-growth, smaller-scale markets, with sales of e-books also driving growth.

Lower-growth, smaller-scale markets

Nine of the 17 countries which make up this market are seeing falling total books revenue, with print revenue falling faster than can be mitigated by e-books growth. In some markets, **Pakistan** and **Venezuela** for example, this will be due to poor e-reader and tablet penetration, while in others, like **Denmark** and **Sweden**, slower growth in electronic revenue is due to the relatively small numbers of local-language titles on offer in the country.



Lower-growth, larger-scale markets

Worth more than US\$1.1bn but less than 1% CAGR to 2018

APAC: Japan **EMEA:** France, Germany, Italy, Netherlands, Spain, Russia



Higher-growth, larger-scale markets

Worth more than US\$1.1bn in 2018 and 1% or more CAGR to 2018

North America: US, Canada **APAC:** Australia, China, India, South Korea, Taiwan, Thailand **EMEA:** Switzerland, Turkey, UK **Latin America:** Brazil, Mexico



Lower-growth, smaller-scale markets

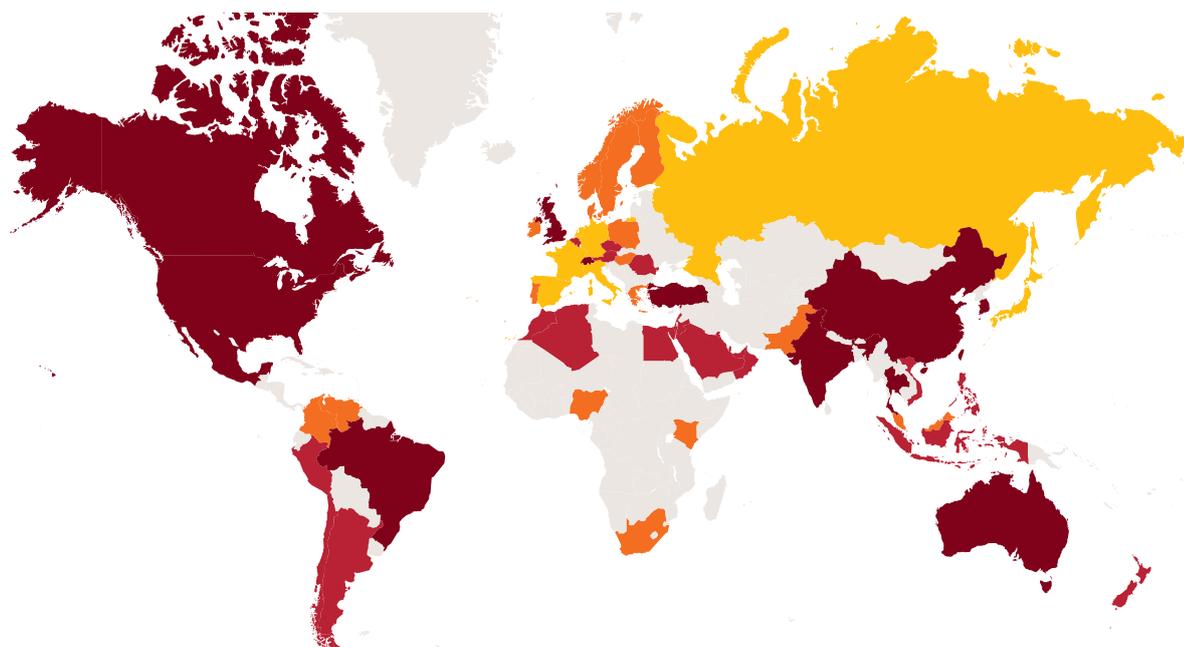
Worth less than US\$1.1bn in 2018 and less than 1% CAGR to 2018

APAC: Hong Kong, Malaysia, Pakistan **EMEA:** Denmark, Finland, Greece, Ireland, Norway, Portugal, Sweden, Hungary, Poland, Nigeria, Kenya, South Africa **Latin America:** Colombia, Venezuela

Higher-growth, smaller-scale markets

Worth less than US\$1.1bn in 2018 and 1% or more CAGR to 2018

APAC: Indonesia, New Zealand, Philippines, Singapore, Vietnam **EMEA:** Austria, Belgium, Czech Republic, Israel, Romania, Egypt, Saudi Arabia, UAE, Rest of MENA **Latin America:** Argentina, Chile, Peru



Source: *Global entertainment and media outlook 2014–2018*, PwC, Informa Telecoms & Media

Methodology note: Each market's location within the quadrant is calculated by assessing their average growth rate in book publishing revenue between 2013 and 2018, then dividing the markets in terms of overall scale.