



GREEK COLLECTING
SOCIETY
FOR LITERARY
WORKS

The Greek Book Market

An overview 2019-2022

Protecting copyright | Supporting creativity | Enabling knowledge

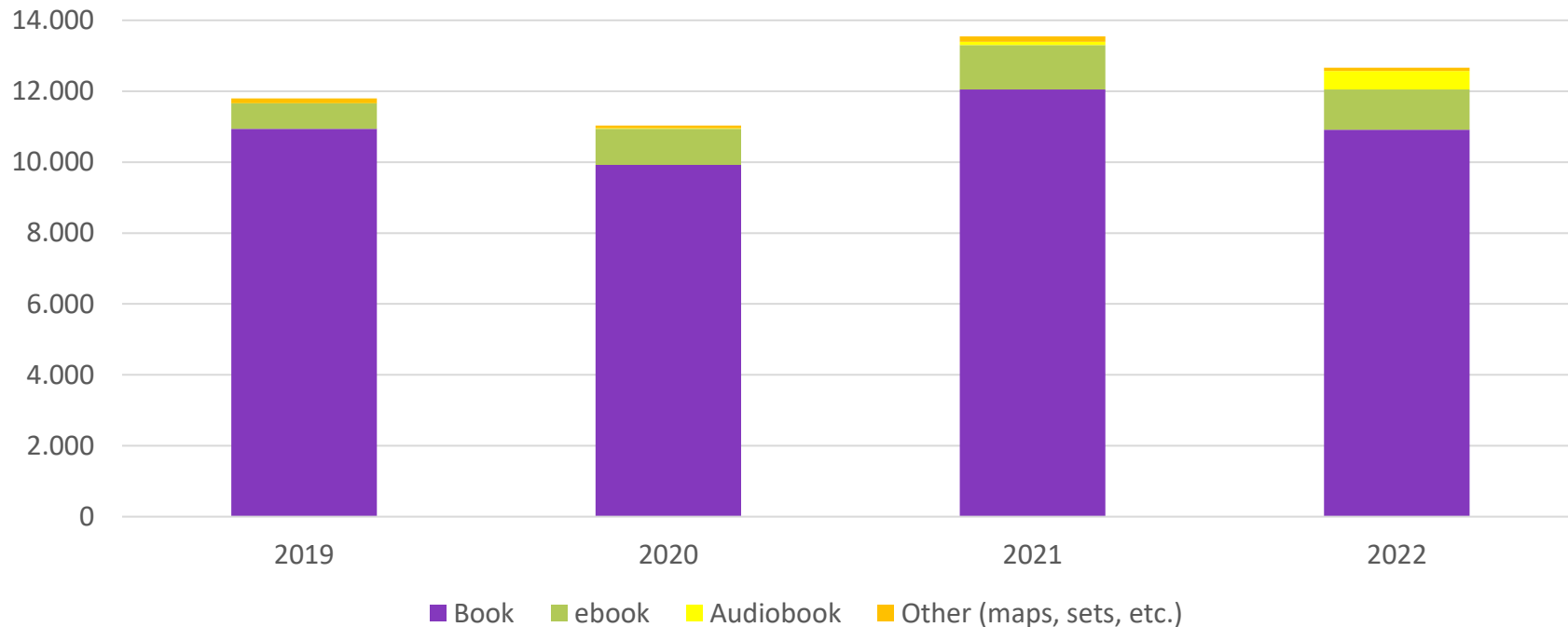
1. Greek Book Production

2019-2022



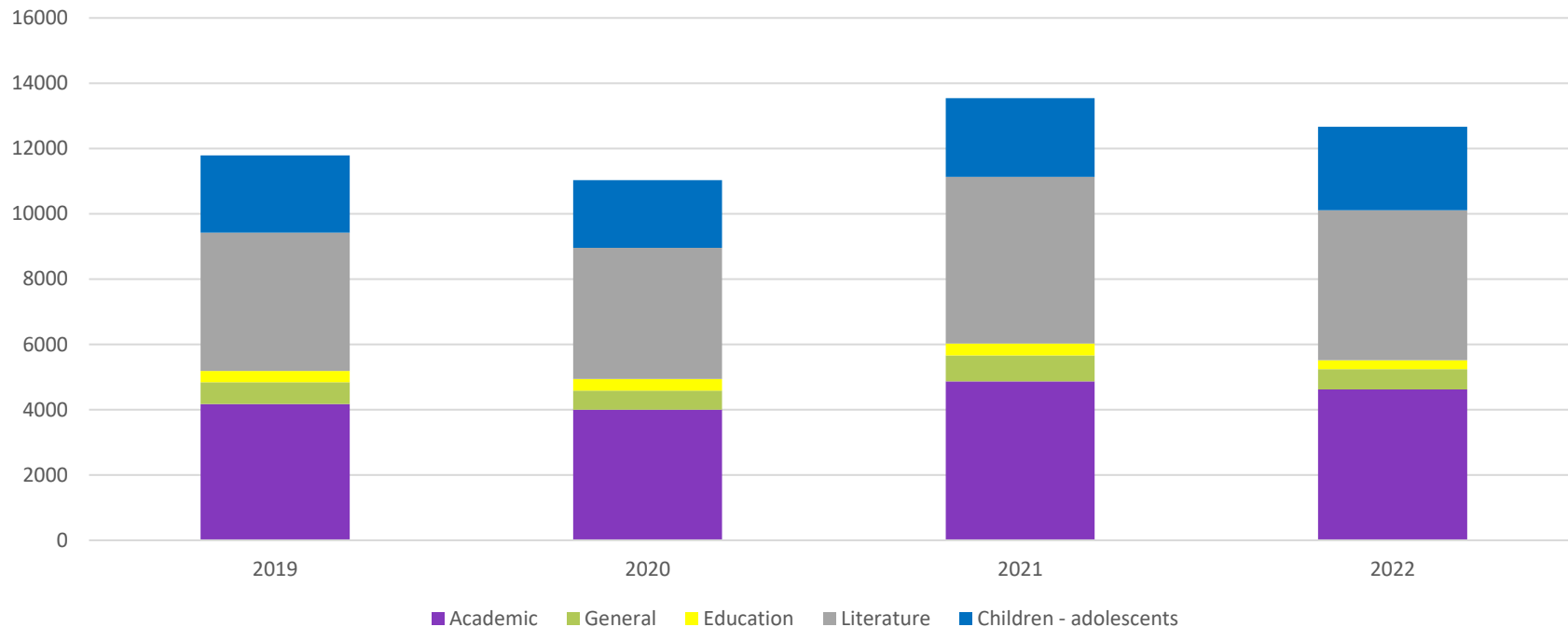
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Book production per book format



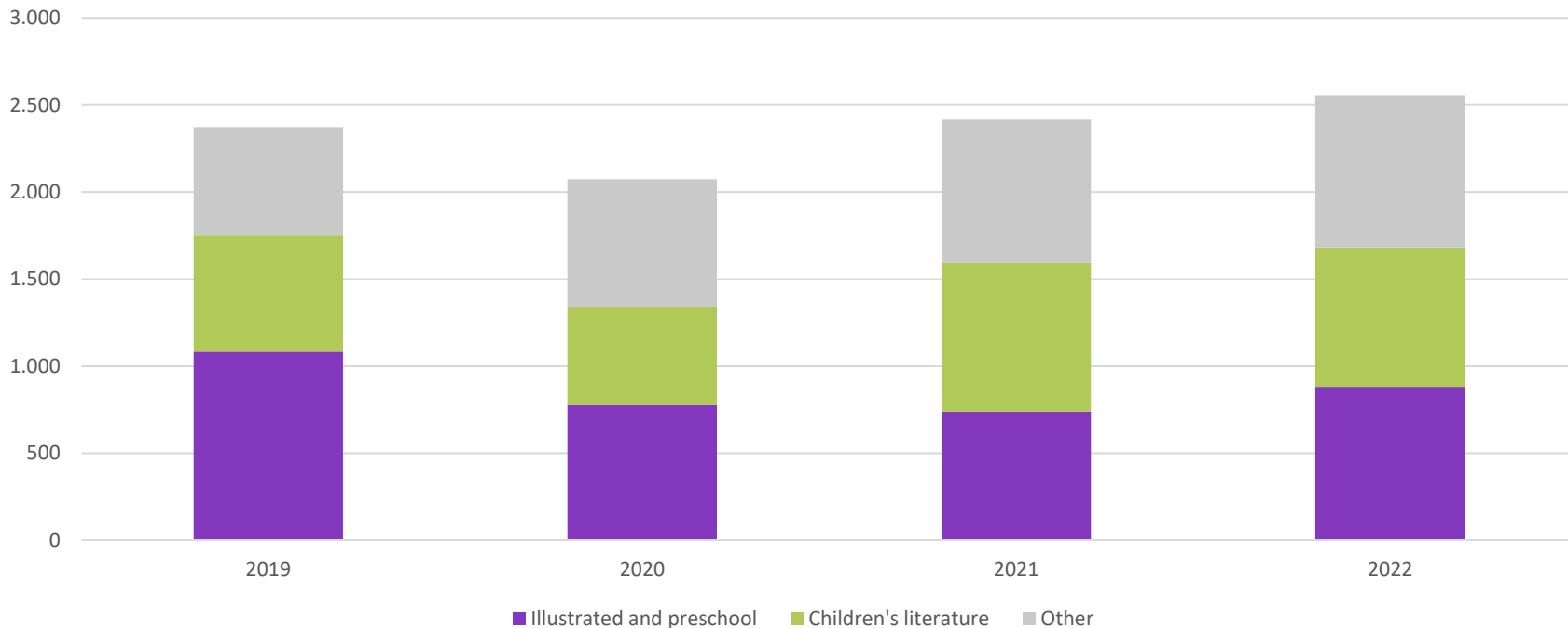
* The data for 2022 is currently being prepared.

Book production per thematic category



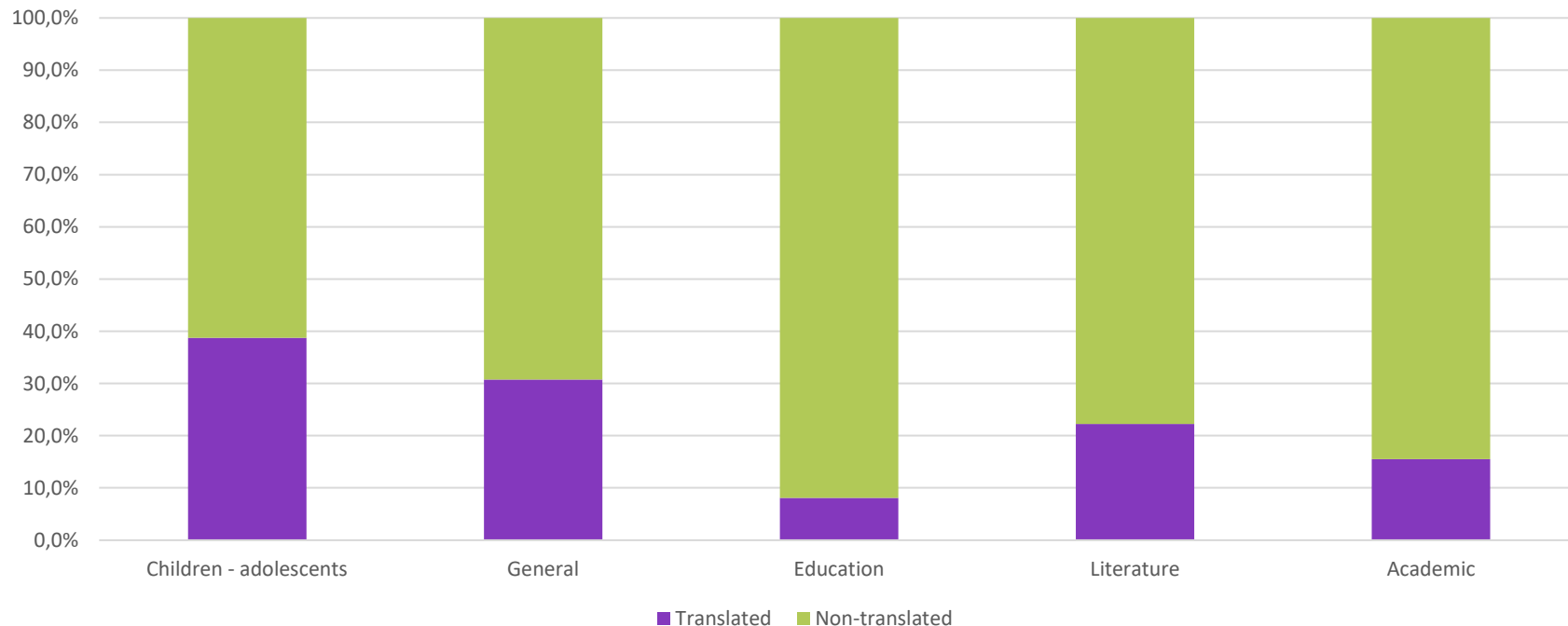
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Children's-adolescents' books produced



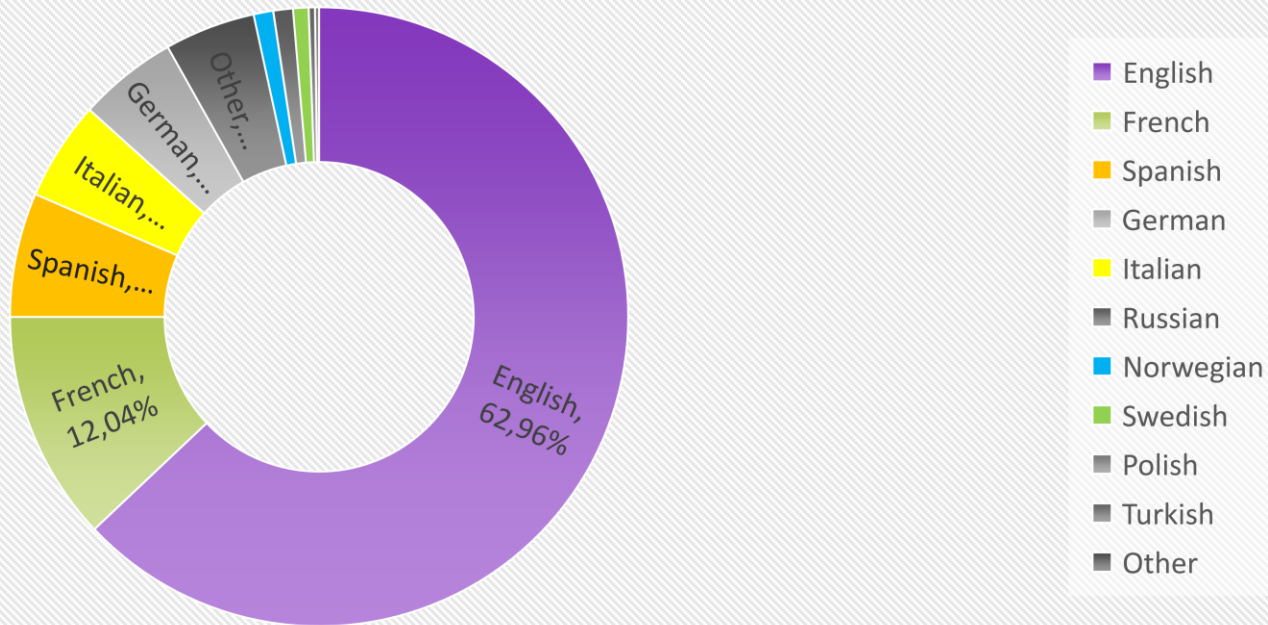
* The data for 2022 is currently being prepared.

Translated books per category 2022



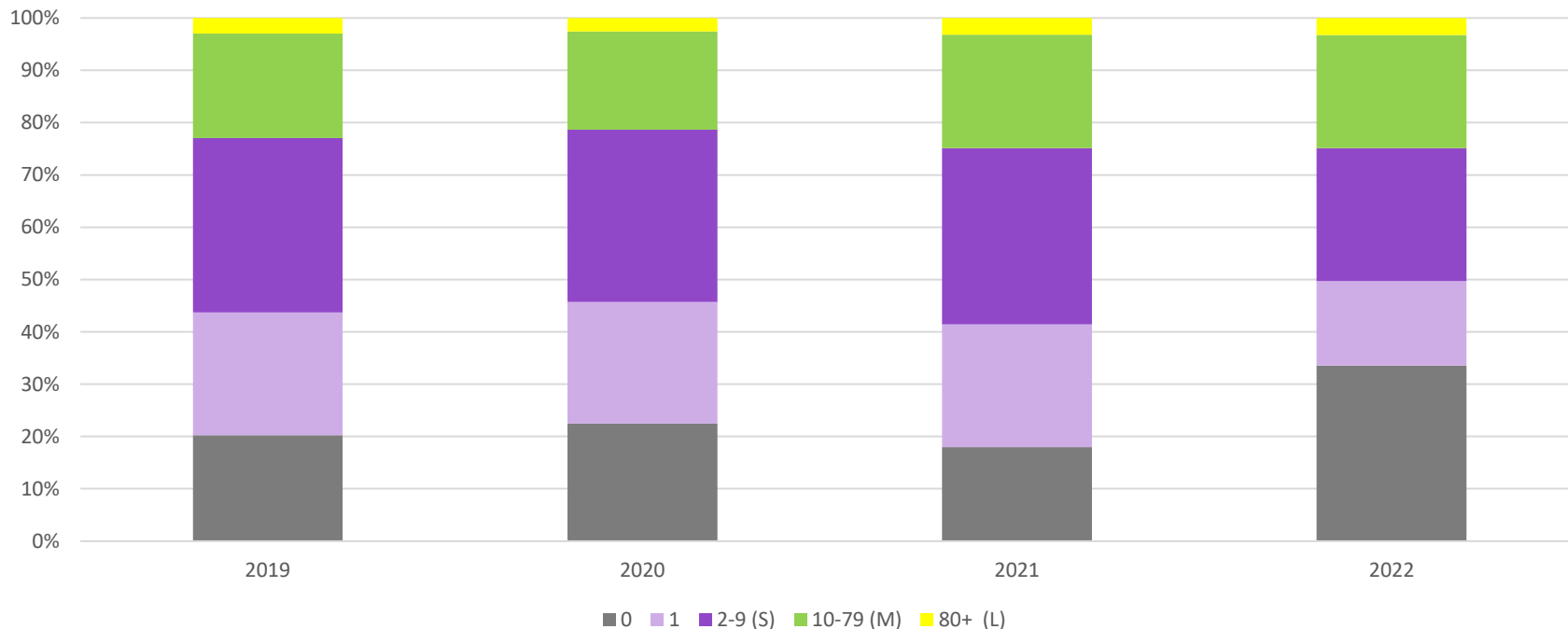
* The data for 2022 is currently being prepared.

Original language 2022

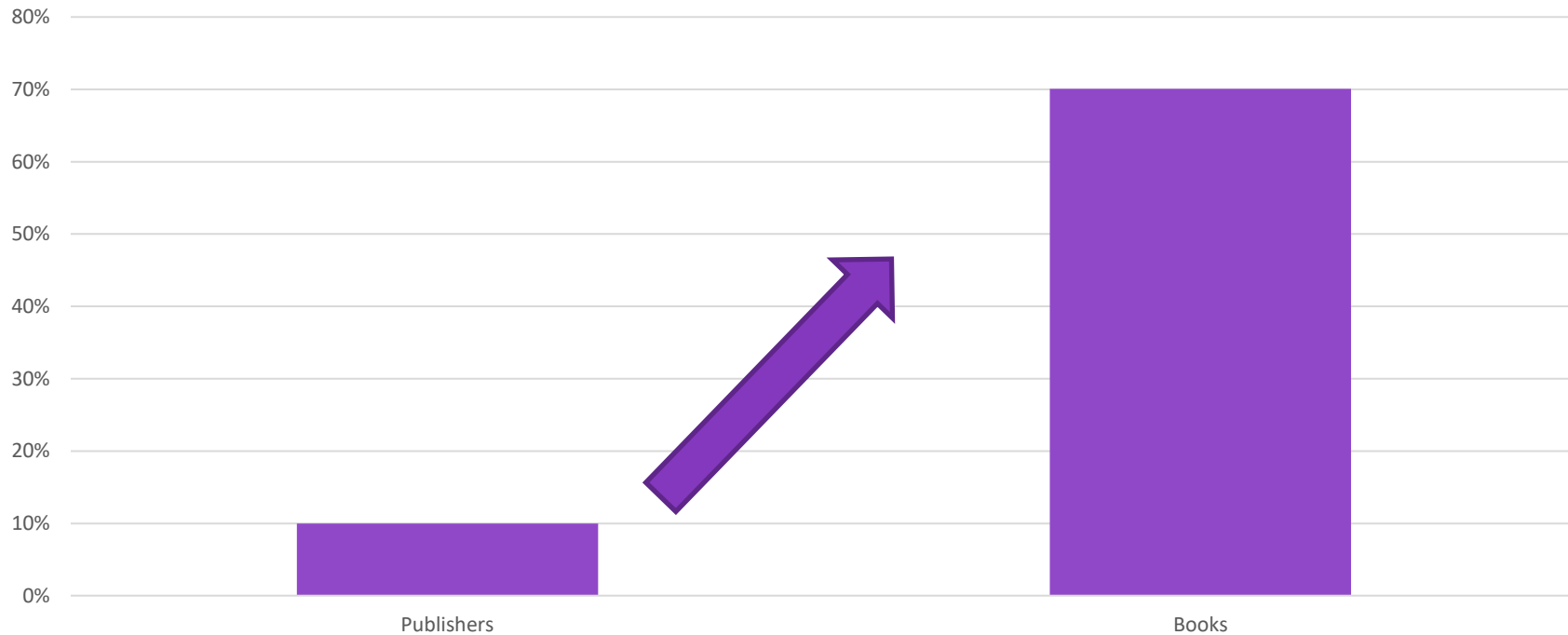


* The data for 2022 is currently being prepared.

Size of publishing houses based on book production 2019-2022



Concentration of book production in 2022



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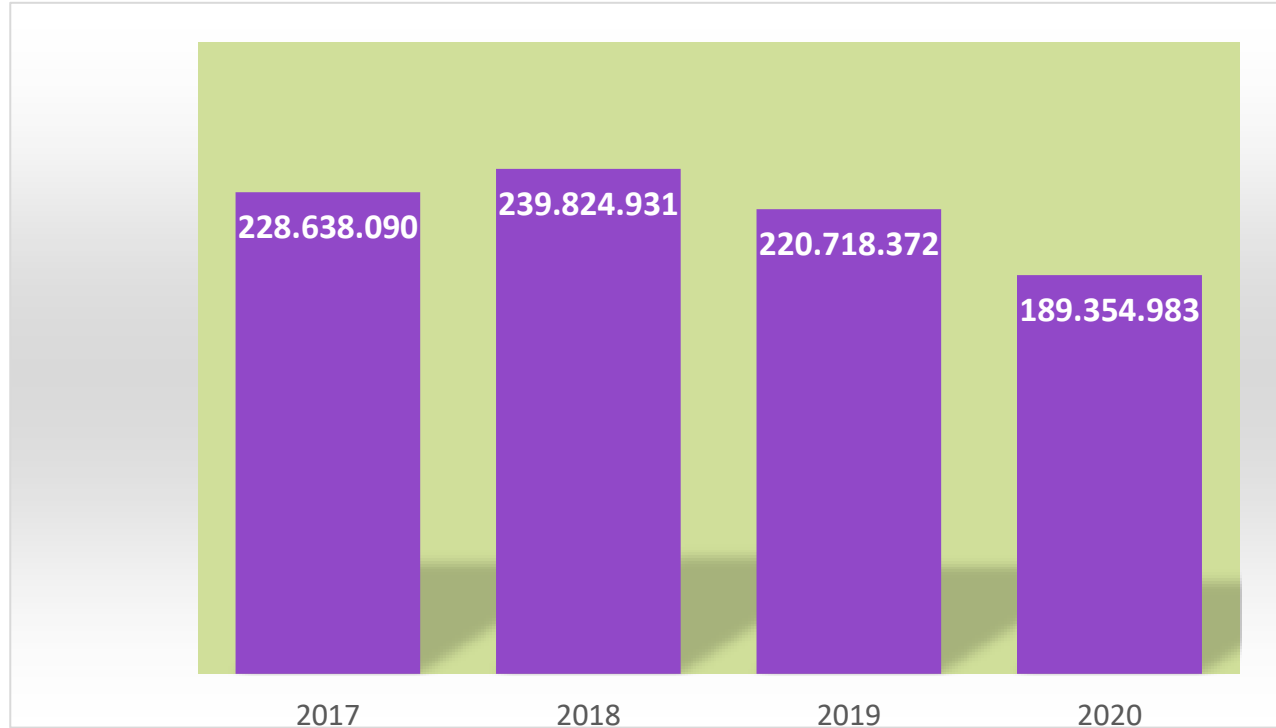
2. Sales - Income

2019-2020

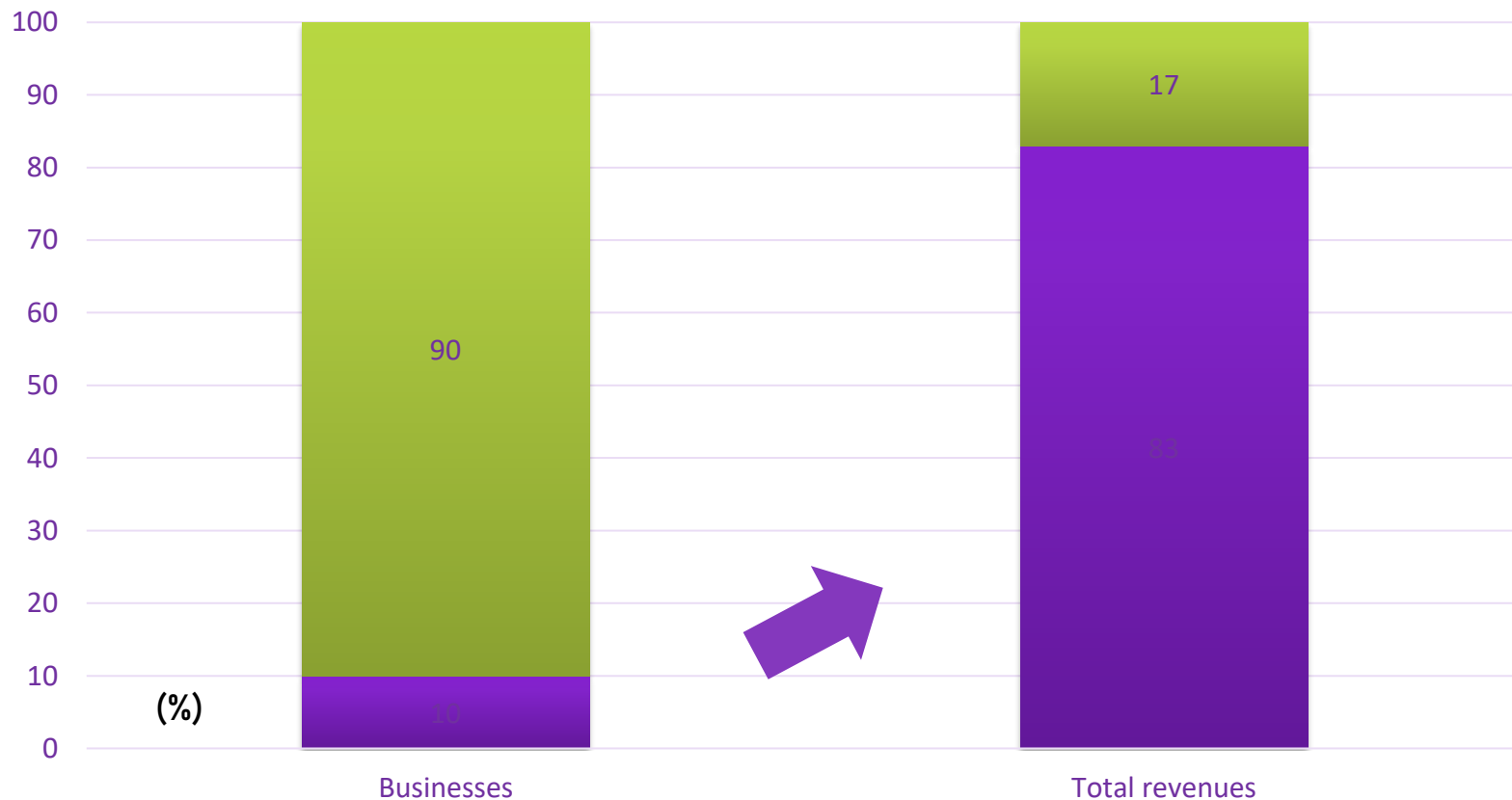


Total revenues for businesses

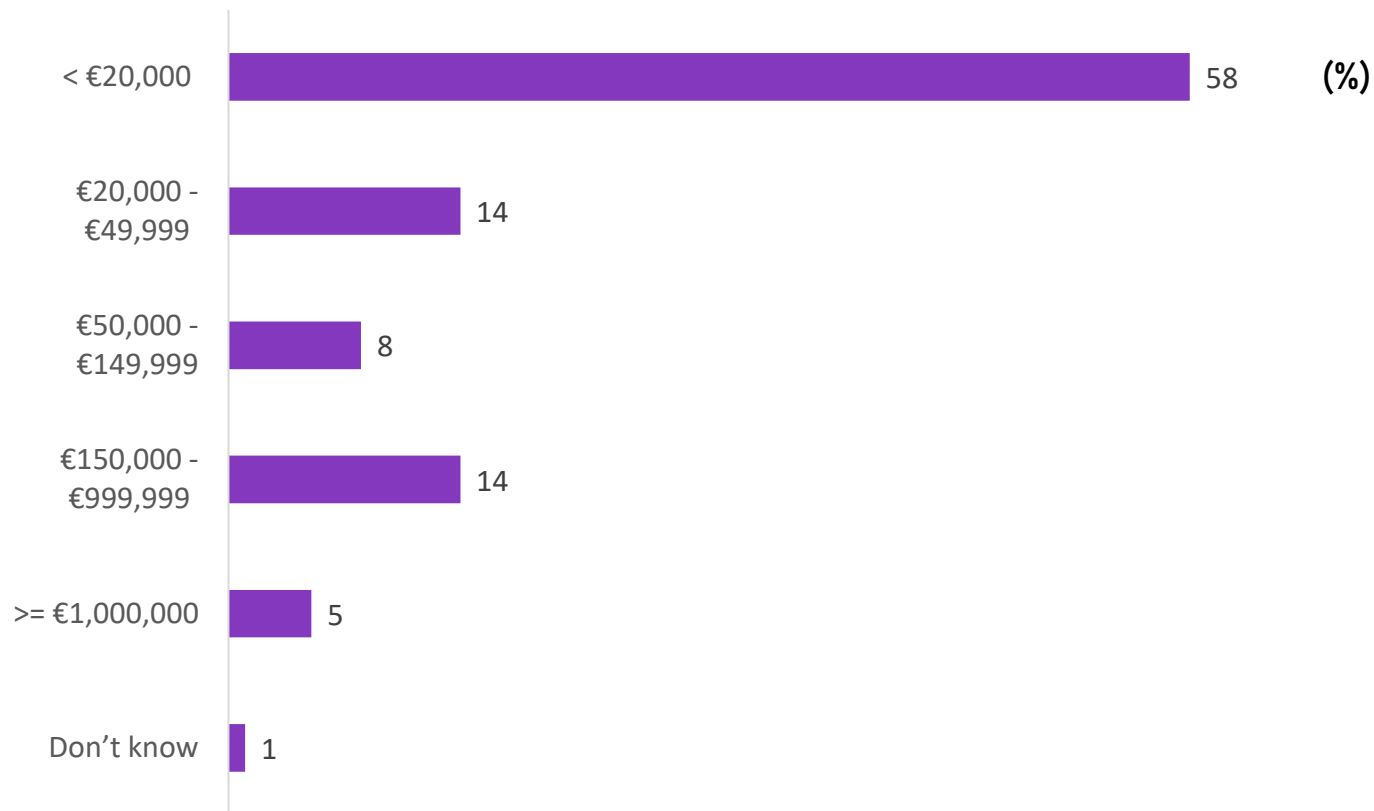
2017-2020



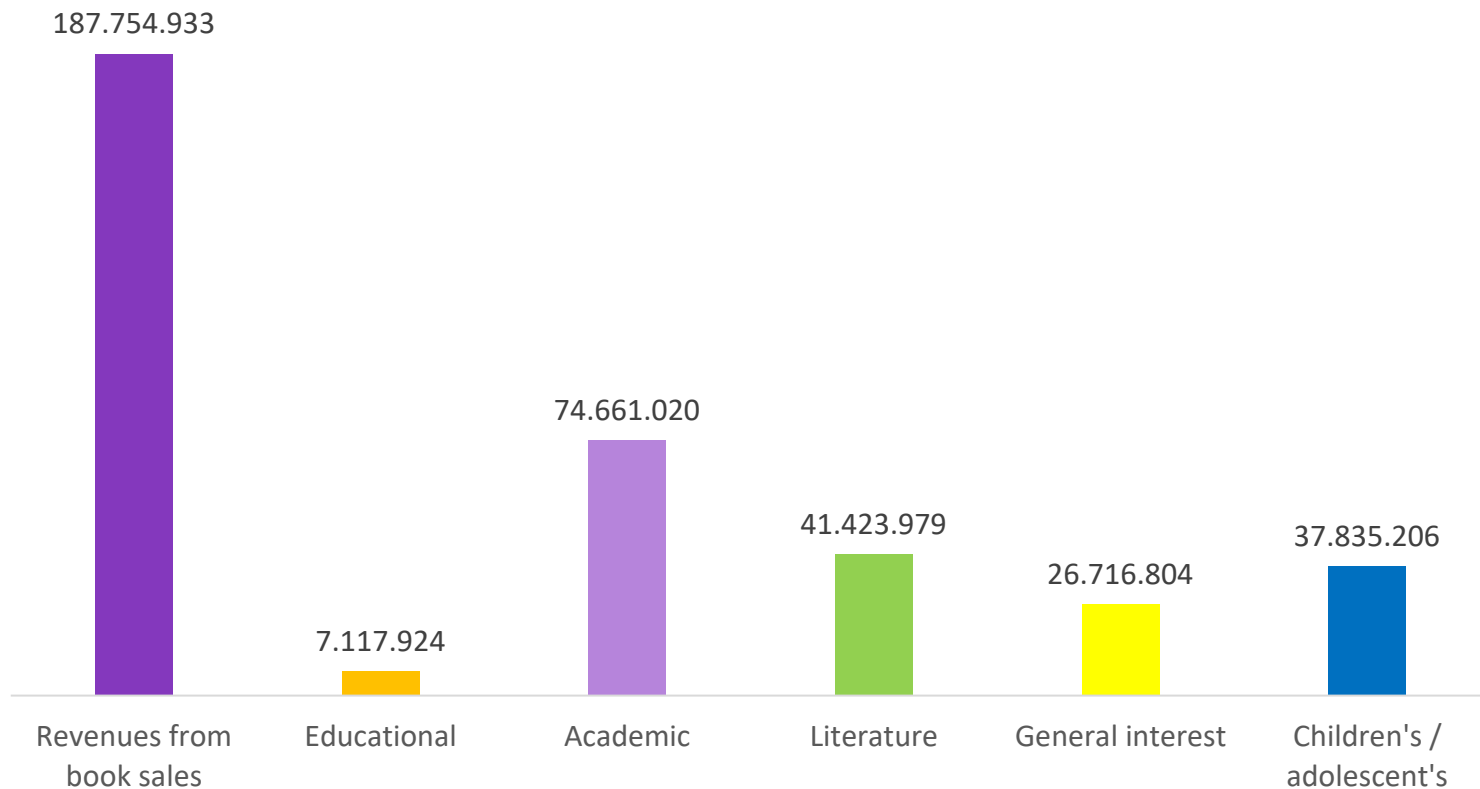
Degree of concentration of total revenues in the sector for 2020



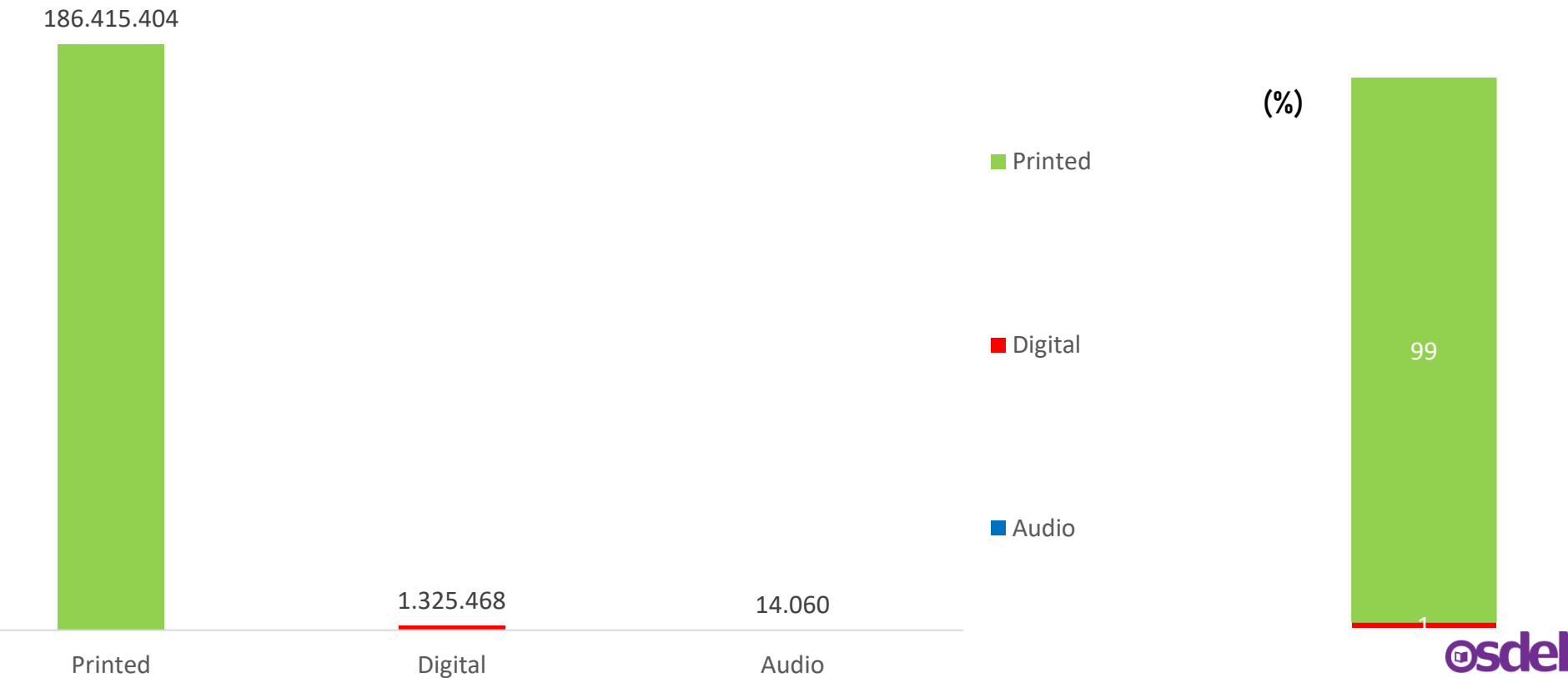
Allocation of businesses to total revenues 2020



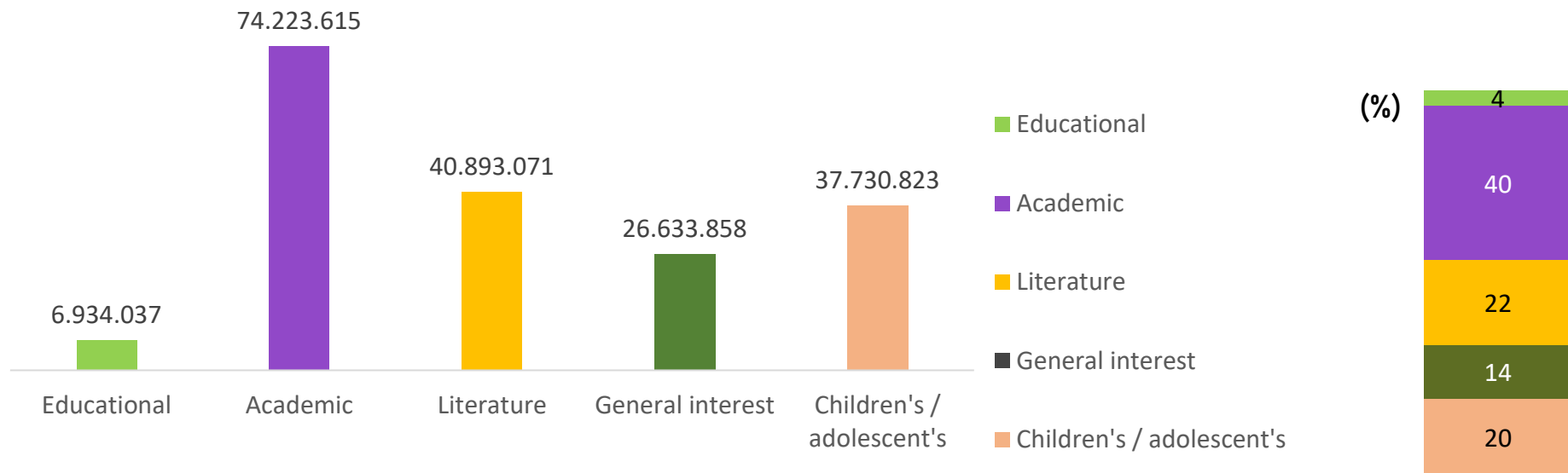
Revenues from sales per category of books 2020



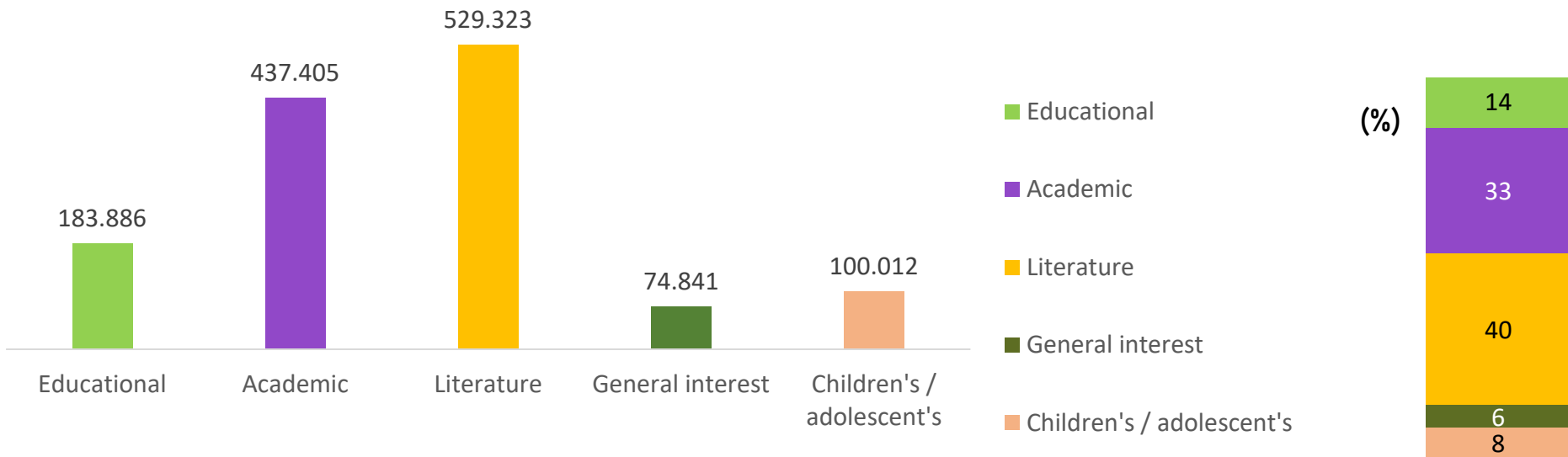
Revenues from sales per book format 2020



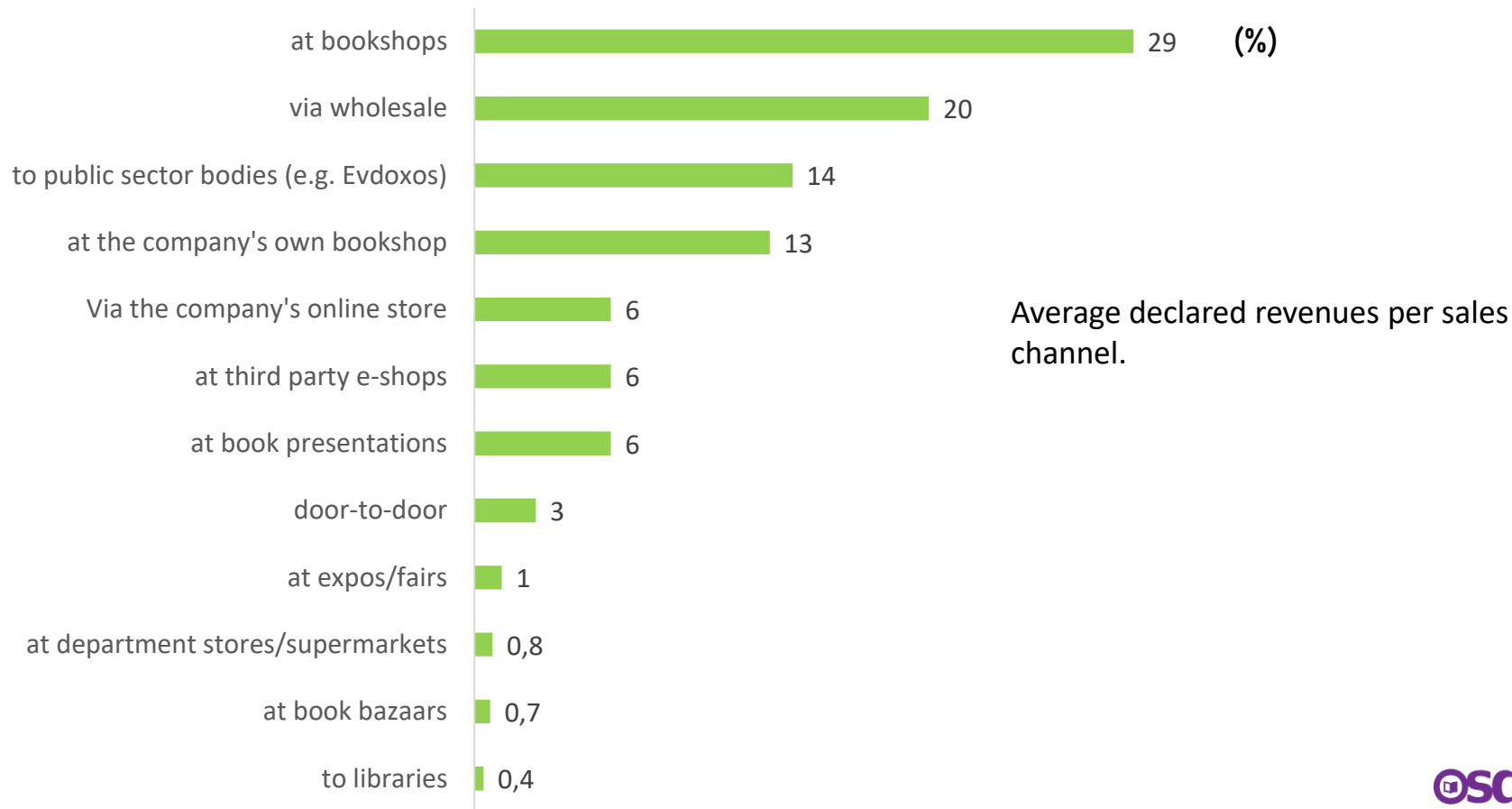
Revenue from sales of printed books 2020



Revenue from sales of electronic books 2020



Revenues per book sales channel 2020



3. Reading behaviour

2021



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Book readers

Non-readers 35%

Non-intensive readers 34%

Intensive readers 31%



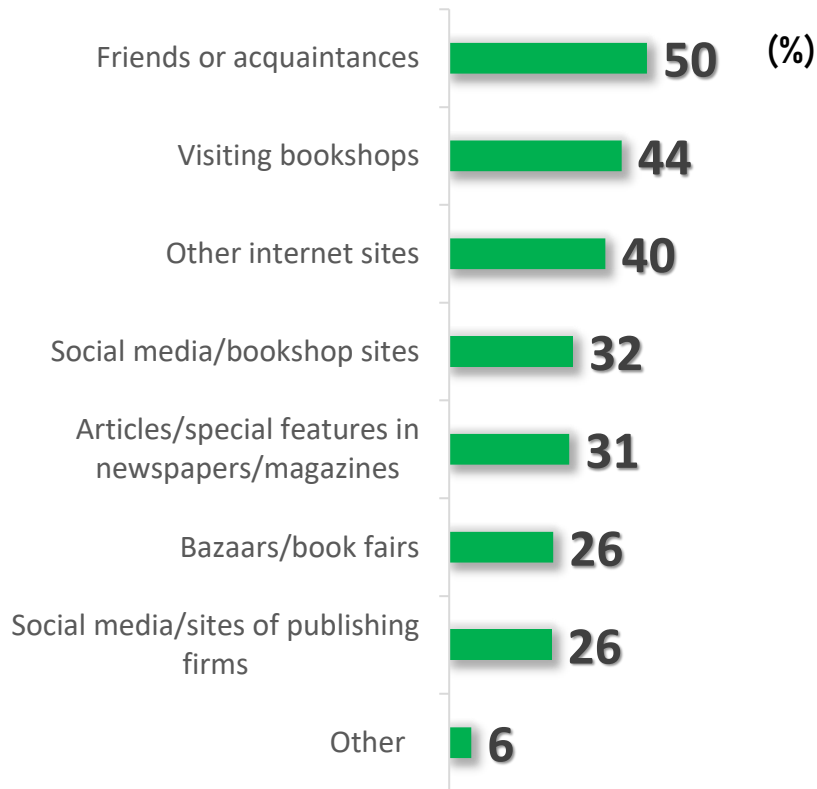
Book preference per category

Q.: What categories do the books you prefer to read fall into?
(List, multiple choice options)
Base: readers, N = 1,090 people

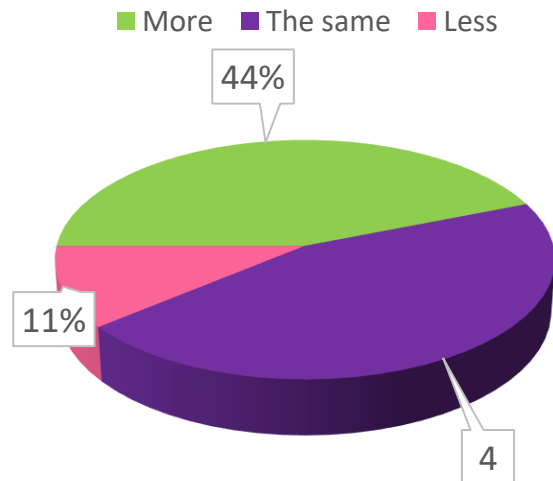


How information about books is obtained

*Q.: Before you decide to read a book,
do you usually find out some information first from ...
(List, multiple choice options)
Base: readers, N = 1,090 people*



Reading habits during the pandemic



Pandemic by reading intensity, gender and age

Pandemic	Non-intensive	Intensive	Men	Women	16-24	25-34	35-44	45-54	55-64	65+
More	38	50	44	43	53	48	43	37	44	40
The same	47	43	47	43	36	45	50	48	41	45
Less	15	7	9	13	11	8	7	14	15	15

Buying habits

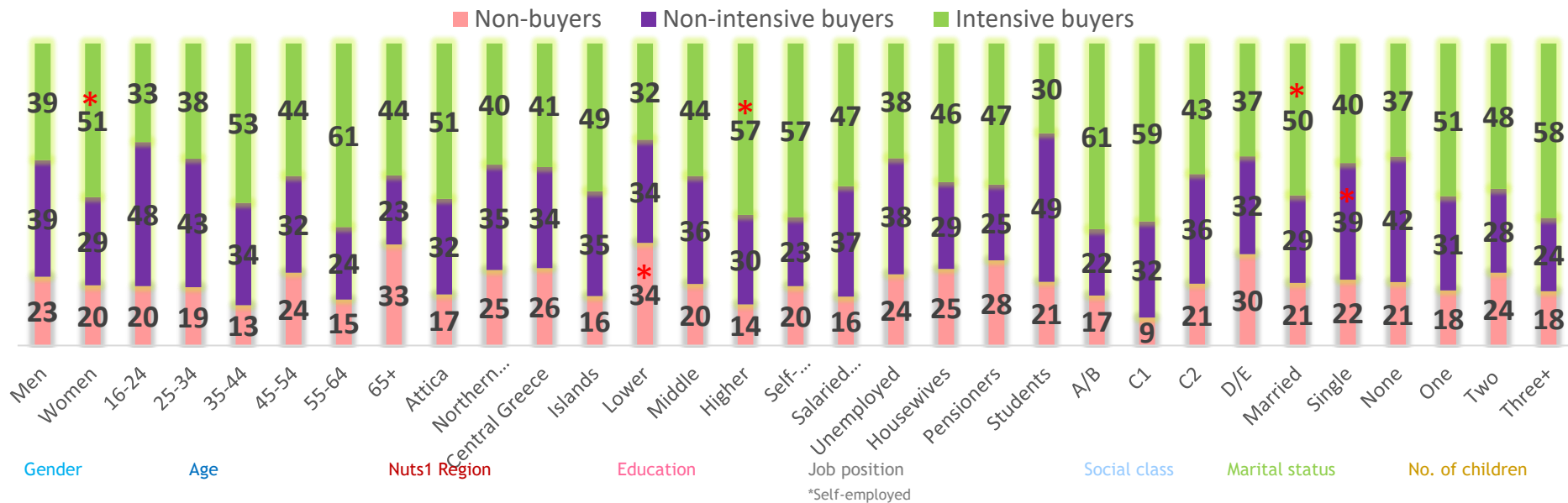
Non-buyers 21%

Non-intensive buyers 34%

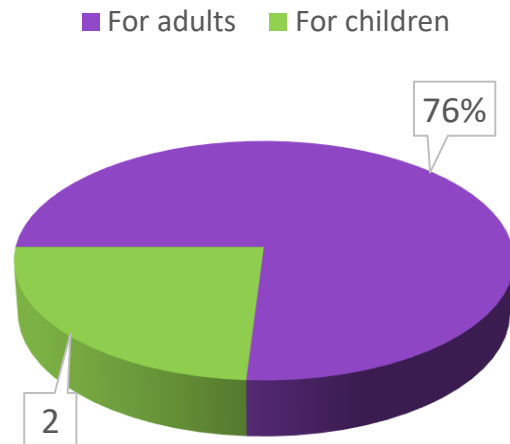
Intensive buyers 46%



Buying habits per demographic characteristic



Books bought for adults/children



Books bought for adults/children by reading intensity, gender and age

Adults or children	Non-intensive	Intensive	Men	Women	16-24	25-34	35-44	45-54	55-64	65+
Adults	59	82	80	73	90	81	62	74	83	78
Children	41	18	20	27	10	19	38	26	17	22

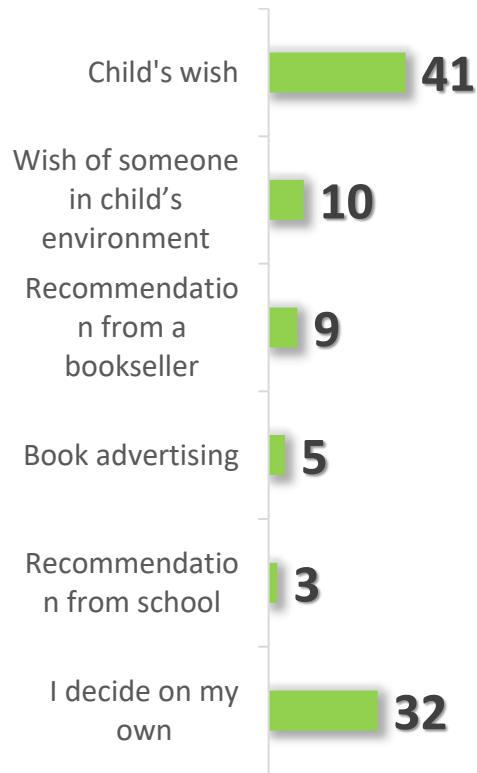
Points of purchase



Points of purchase by reading intensity, gender and age

Points of purchase	Non-intensive	Intensive	Men	Women	16-24	25-34	35-44	45-54	55-64	65+
Neighbourhood bookshops	50	56	48	57	39	40	49	64	65	64
Bookshop in a chain	38	41	40	39	39	47	37	35	33	46
Website of bookshop chain	27	37	35	30	42	52	51	22	11	6
Bazaars/book fairs	13	24	18	19	21	20	20	17	18	16
Other sites	12	19	19	13	27	29	14	16	8	3
Publishing firm sites	11	20	16	16	17	22	21	9	17	8
Supermarkets	8	13	8	13	7	14	15	9	7	9
Stationery stores	6	8	6	8	4	9	10	4	9	6

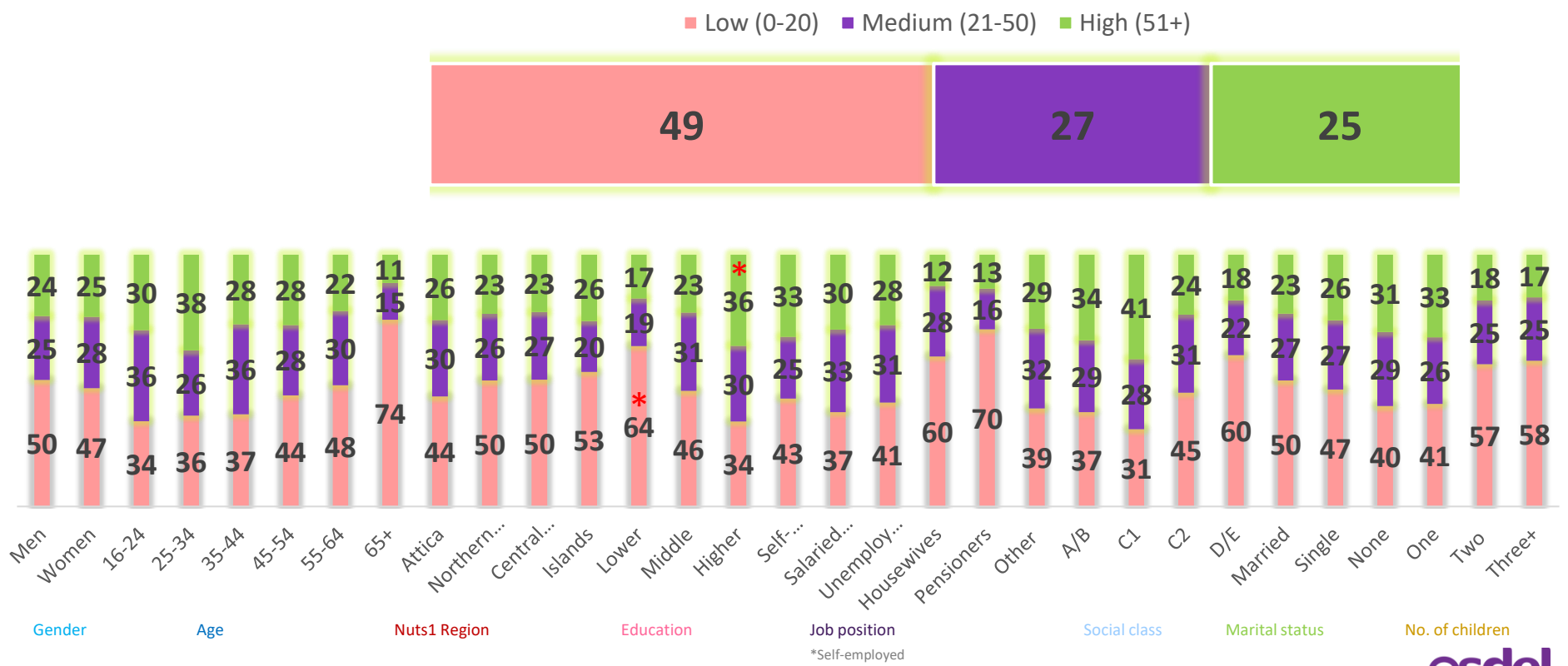
Criteria for buying children's books



Main criterion for buying books for children by reading intensity, gender and age

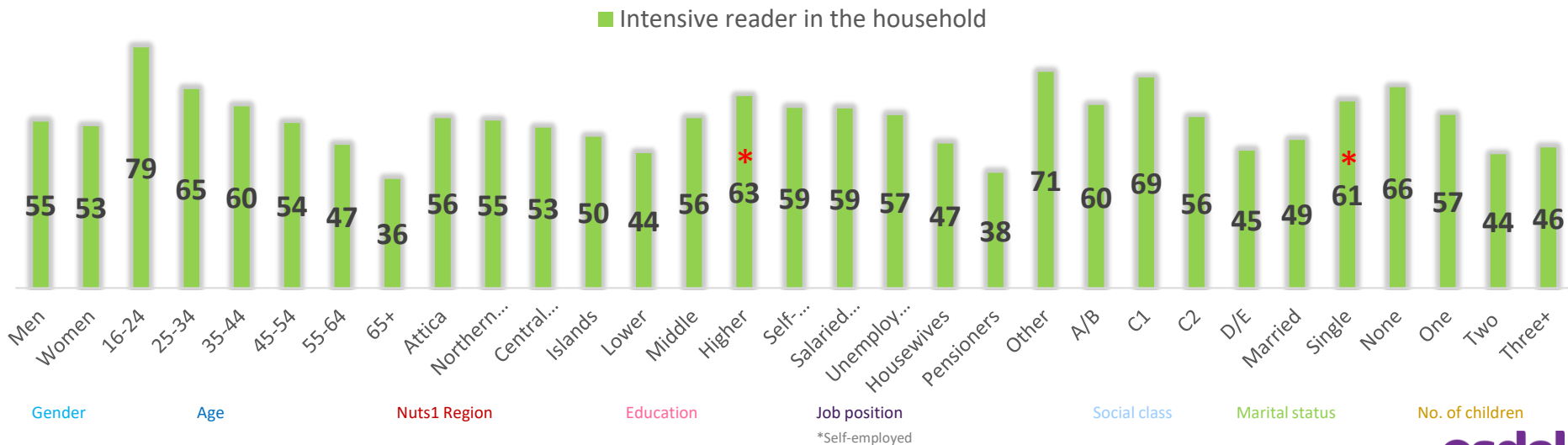
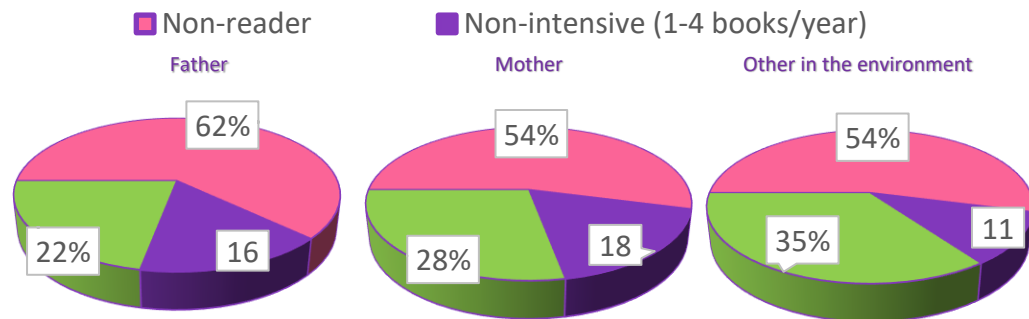
Criterion for buying children's books	Non-intensive	Intensive	Men	Women	16-24	25-34	35-44	45-54	55-64	65+
Child's wish	42	39	40	41	45	33	48	44	35	34
Wish of someone in child's environment	8	12	15	8	15	12	9	8	8	14
Recommendation from a bookseller	8	9	10	7	17	8	7	12	1	10
Book advertising	2	8	4	5	6	10	4	4		5
Recommendation from school	3	2	2	3	1	5	2	3	6	
I decide on my own	36	29	28	35	16	31	31	29	49	36

No. of books in childhood/adolescent bookcase



Intensive readers' exposure in their childhood/adolescent environment

54% of respondents had at least one intensive reader in their childhood/adolescent environment.



OSDEL's campaign: If you know how to read, you know how to make your life better.



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