**INDUSTRIES & MARKETS** 

### Books in Poland



#### Table of Contents

#### 01 Overview

Industry revenue of "book publishing" in Poland 2012-2025 Industry revenue of "publishing of books, periodicals" in Poland 2012-2025 E-publishing market revenue in Poland 2017-2026, by segment Number of book titles published in Poland 2011-2021 Leading book publishing companies in Poland 2020, by publications number Most popular book genres in Poland 2021

#### 02 Institutions

Number of bookstores in Poland 2017-2022 Number of bookstores in Poland 2022, by voivodeship Number of deregistered bookstores in Poland 2020-2022, by type Distribution of bookstores in in Poland 2021, by assortment Number of libraries in Poland 2020, by type Number of public libraries in Poland 2015-2021 Public library collection size in Poland 2015-2021 Public library collection loans in Poland 2015-2021

#### 03 Publishing and sales

Revenue from book sales in Poland 2011-2021 Number of books and booklets published in Poland 2005-2020

	Best-selling books in Poland 2022, by copies sold	22
<u>04</u>	Highest-earning writers in Poland 2021	<u>23</u>
05	Best-selling writers in Poland 2021	<u>24</u>
<u>06</u>	Allegro book sales per minute in Poland 2017-2020	<u>25</u>
<u>07</u> <u>08</u>	04 E-books and audiobooks	
<u>09</u>	E-book market revenue in Poland 2017-2026	<u>27</u>
	Number of e-book users in Poland 2017-2026	<u>28</u>
<u>11</u>	Share of e-book users in Poland 2021, by gender	<u>29</u>
	Share of e-book users in Poland 2021, by age	<u>30</u>
12	Most popular e-book readers in Poland 2022, by lowest price	<u>31</u>
13	Number of Publio's free audiobooks and e-books 2022, by category	<u>32</u>
14	Most downloaded e-book and audiobook apps in Poland 2022	<u>33</u>
<u>15</u>	Top grossing e-book and audiobook apps in Poland 2022	<u>34</u>
<u>16</u> 17	05 Readers and consumption habits	
<u>18</u>	Book readership in Poland 2000-2021	<u>36</u>
_	Book readership in Poland 2017-2020, by book number	<u>37</u>
	Number of books read in Poland 2021	<u>38</u>
<u>20</u>	Number of physical books owned in Poland 2022	<u>39</u>
<u>20</u> 21	Types of books owned in Poland 2022	<u>40</u>



#### Table of Contents

Sources for obtaining books in Poland 2019-2022	
Book reading enjoyment in Poland 2021	
Preferred book form in Poland 2021	

<u>41</u> <u>42</u> <u>43</u>

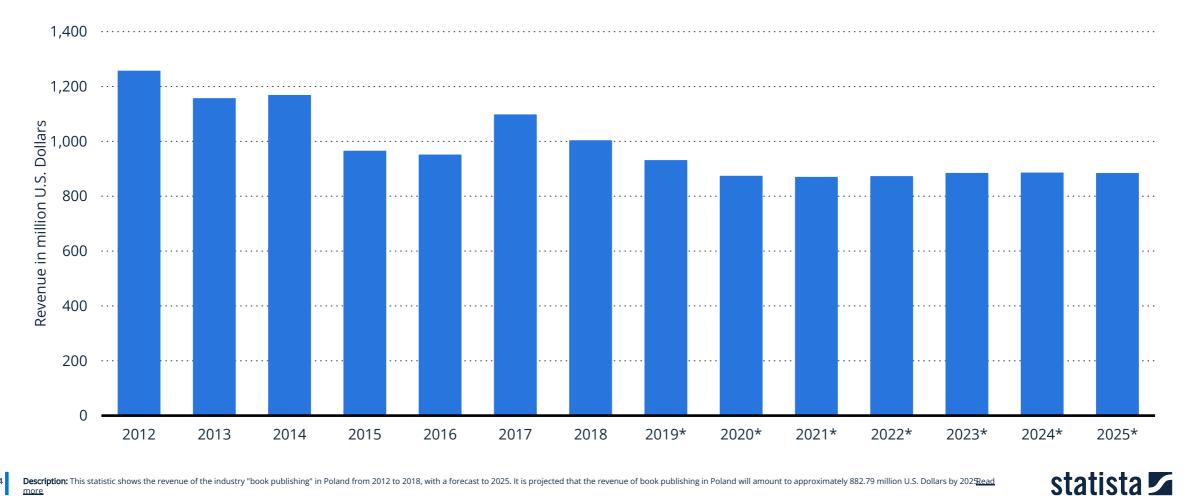


CHAPTER 01



#### Industry revenue of "book publishing" in Poland from 2012 to 2025 (in million U.S. Dollars)

Industry revenue of "book publishing" in Poland 2012-2025



Description: This statistic shows the revenue of the industry "book publishing" in Poland from 2012 to 2018, with a forecast to 2025. It is projected that the revenue of book publishing in Poland will amount to approximately 882.79 million U.S. Dollars by 202 Read more Note(s): 2012-2018; \* Estimate - This also applies for past years as data provided by statistical institutions often is not available for more recent years. Currency conversion factor: (EUR (€) -> USD (US\$)) = 1.13, The industry classification is based on [... Read more Source(s): Eurostat; Statista

### Industry revenue of "publishing of books, periodicals" in Poland from 2012 to 2025 (in million U.S. Dollars)

Industry revenue of "publishing of books, periodicals" in Poland 2012-2025

-5

	book publishing	publishing of journals and periodicals	other publishing activities	publishing of newspaper
2012	1255.9	1051.24	538.67	
2013	1155.75	999.16	493.27	
2014	1167.39	1046.2	542.83	
2015	964.04	838.88	422.99	
2016*	950.12	806.16	389.63	
2017	1096.53	766.78	408.91	
2018*	1002.26	654.43	491.85	
2019*	929.93	576.93	481.35	
2020*	872.65	522.85	470.93	
2021*	868.74	508.9	480.86	
2022*	871.58	503.33	489.94	
2023*	883.08	505.44	501.1	
2024*	884.42	503.42	504.74	Cropped Version
2025*	882.79	500.79	505.58	Double click to open excel file with complete data

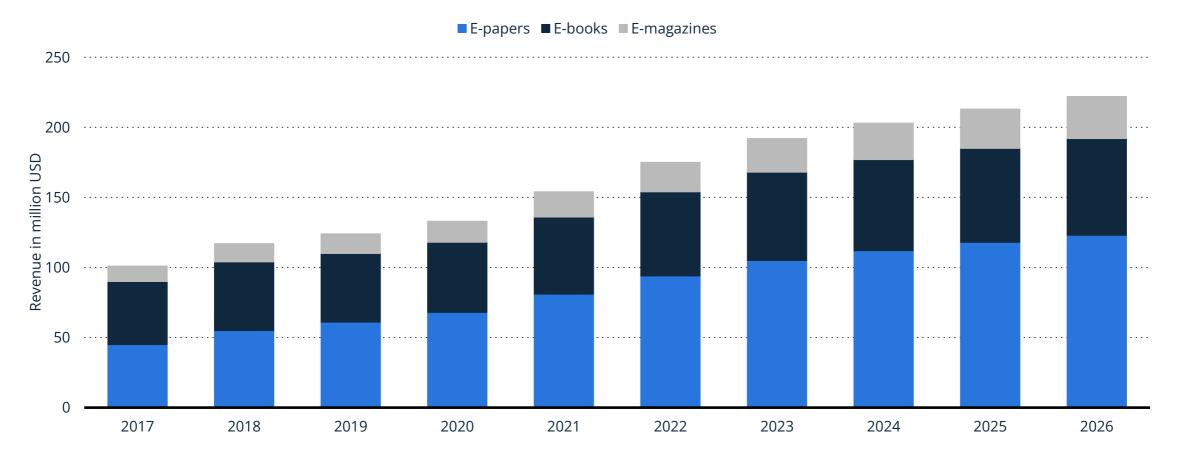
Description: This statistic shows the revenue of the industry "publishing of books, periodicals and other publishing activities" in Poland by segment from 2012 to 2018, with a forecast to 2025. It is projected that the revenue of publishing of books, periodicals and other publishing activities in Poland by segment from 2012 to 2018, with a forecast to 2025. It is projected that the revenue of publishing of books, periodicals and other publishing activities in Poland by segment from 2012 to 2018, with a forecast to 2025. It is projected that the revenue of publishing of books, periodicals and other publishing activities in Poland will amount to approximately 882.79 million U.S. Dollars by 2025. Read more

Note(s): 2012-2018; \* Estimate - This also applies for past years as data provided by statistical institutions often is not available for more recent years. Currency conversion factor: (EUR (€) -> USD (US\$)) = 1.13, The industry classification is based on [... Read more Source(s): Eurostat; Statista



### Revenue of the e-publishing market in Poland from 2017 to 2026, by segment (in million U.S. dollars)

E-publishing market revenue in Poland 2017-2026, by segment



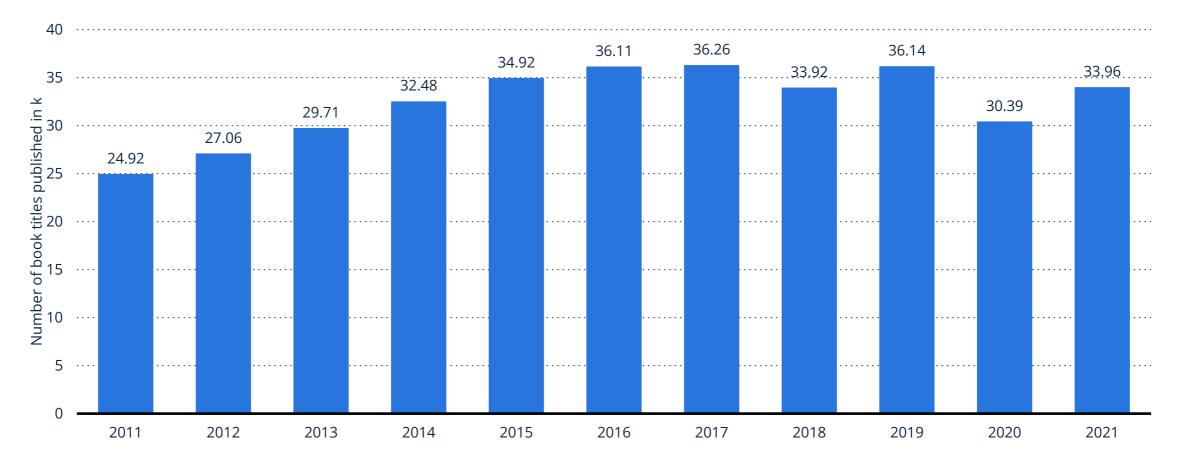
Description: According to the Digital Market Outlook, the revenue in the e-magazines segment in Poland in 2021 lay at around 18 million U.S. dollars. The biggest segment according to revenue however was the e-paper segment which created 81 million dollars that year. According to estimates by the Statista Digital Market Outlook revenue across all e-publishing segments in Poland will continue to increase. Read more Note(s): Poland; 2017 to 2026 Source(s): Statista Digital Market Outlook



#### Number of book titles published in Poland from 2011 to 2021 (in 1,000s)

Number of book titles published in Poland 2011-2021

7

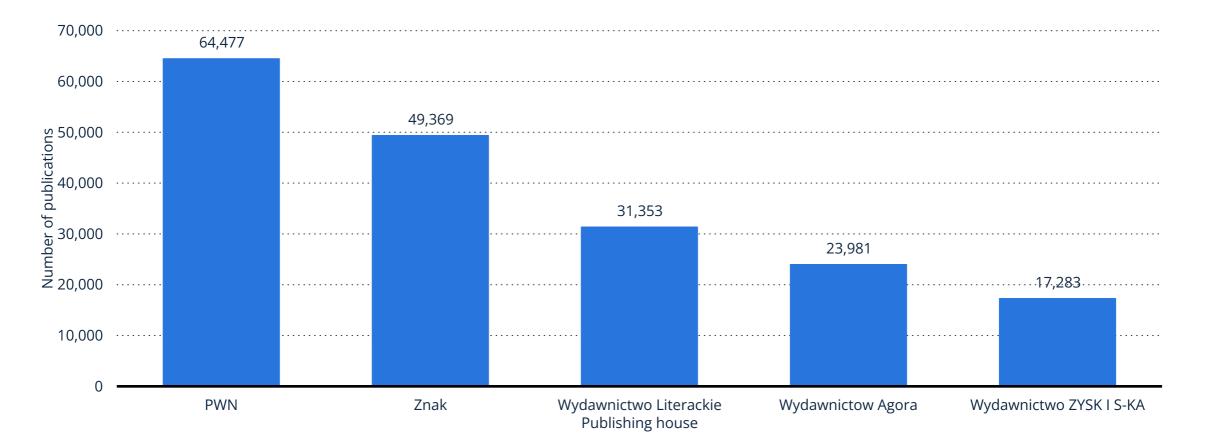


Description: The number of book titles published in Poland steadily increased between 2011 and 2021. There were approximately 34 thousand books published in 2021, which was an increase of roughly four thousand compared to the previous yearRead more Note(s): Poland; 2011 to 2021 Source(s): Biblioteka Analiz - vnek-ksiazki.pl: Biblioteka Narodowa



# Leading book publishing companies in Poland in 2020, by number of publications

Leading book publishing companies in Poland 2020, by publications number

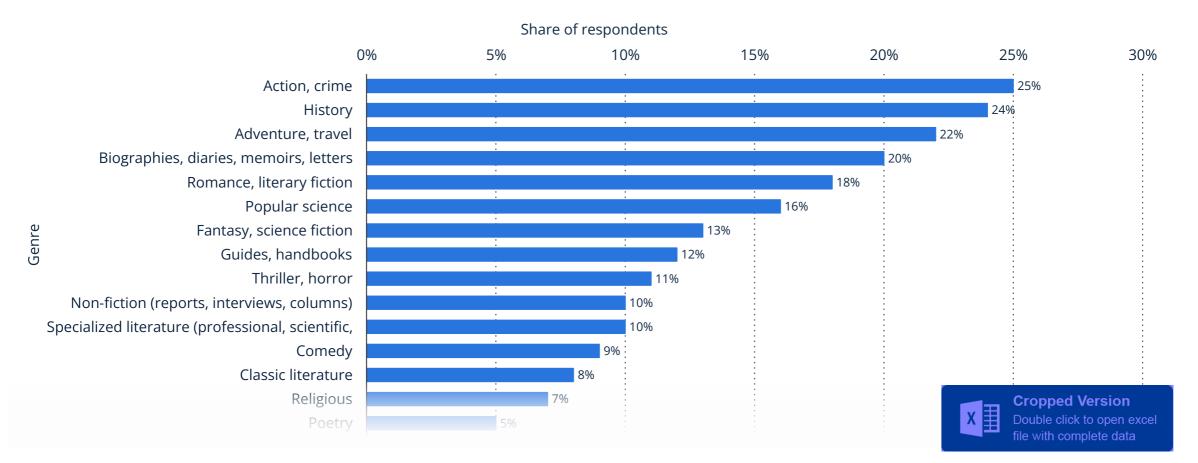




#### Most popular book genres in Poland in 2021

Most popular book genres in Poland 2021

9



Description: In 2021, action and crime were the most popular book genre in Poland. History books followed, being enjoyed by 24 percent of respondents. Read more Note(s): Poland; August 16-26, 2021; 1,167\*; 18 years and older; \* 62.4 percent CAPI method, 23.5 percent CATI method, and 14.1 percent CAWI method. Read more Source(s): Public Opinion Research Center



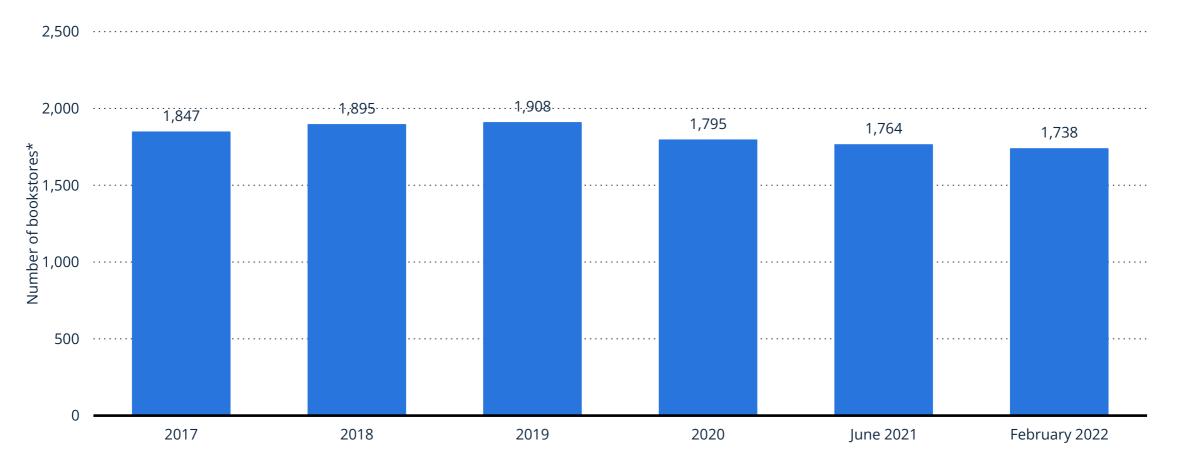
CHAPTER 02

### Institutions

#### Number of bookstores in Poland from 2017 to February 2022

Number of bookstores in Poland 2017-2022

11

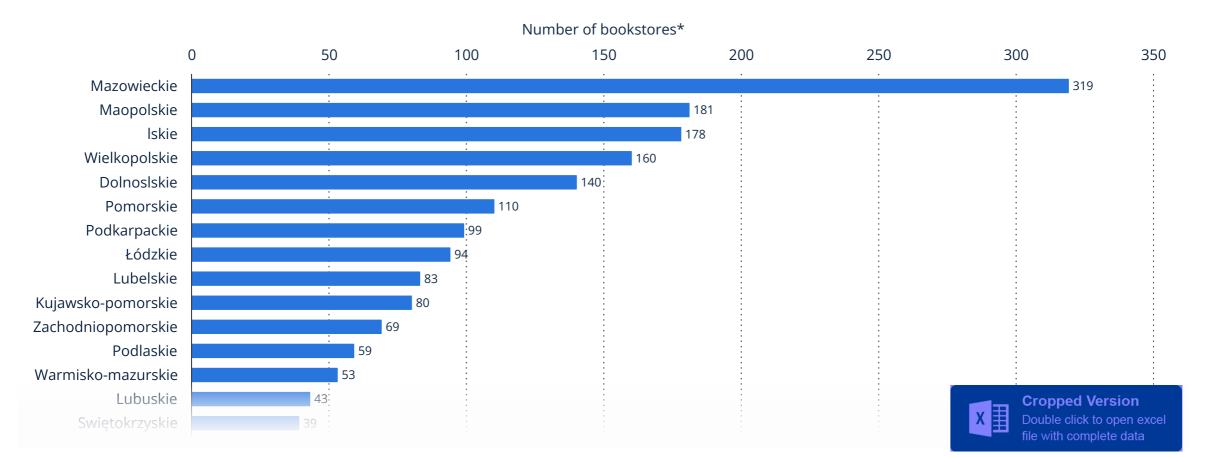


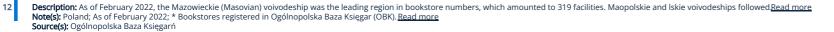
Description: Since 2019, the number of bookstores in Poland has been decreasing. As of February 2022, there were 1,738 bookstores in the country. <u>Read more</u> Note(s): Poland; 2017 to February 2022; \* Bookstores registered in Ogólnopolska Baza Księgar (OBK). <u>Read more</u> Source(s): Ogólnopolska Baza Księgarń



#### Number of bookstores in Poland in 2022, by voivodeship

Number of bookstores in Poland 2022, by voivodeship



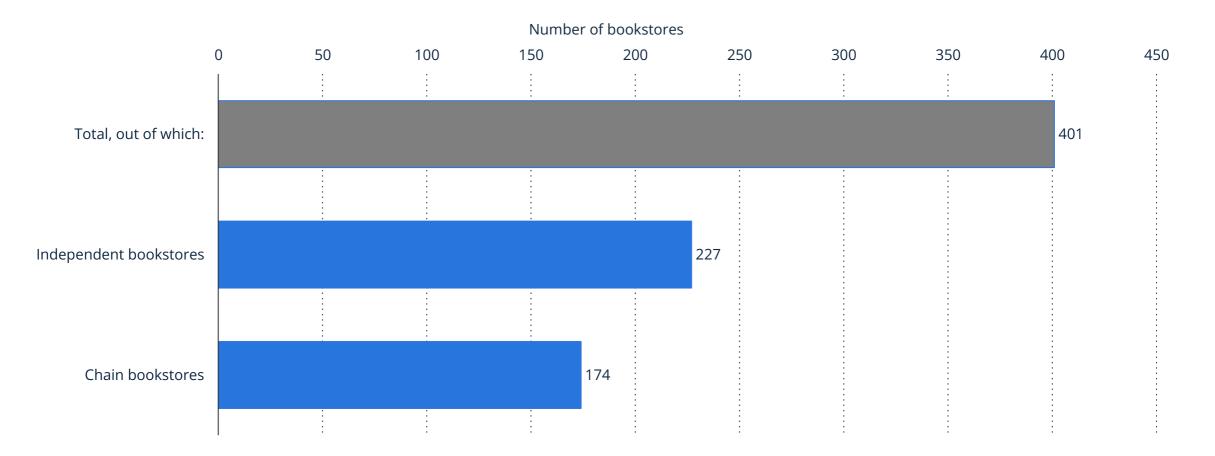




# Number of deregistered bookstores in Poland between March 2020 and February 2022, by type

Number of deregistered bookstores in Poland 2020-2022, by type

13

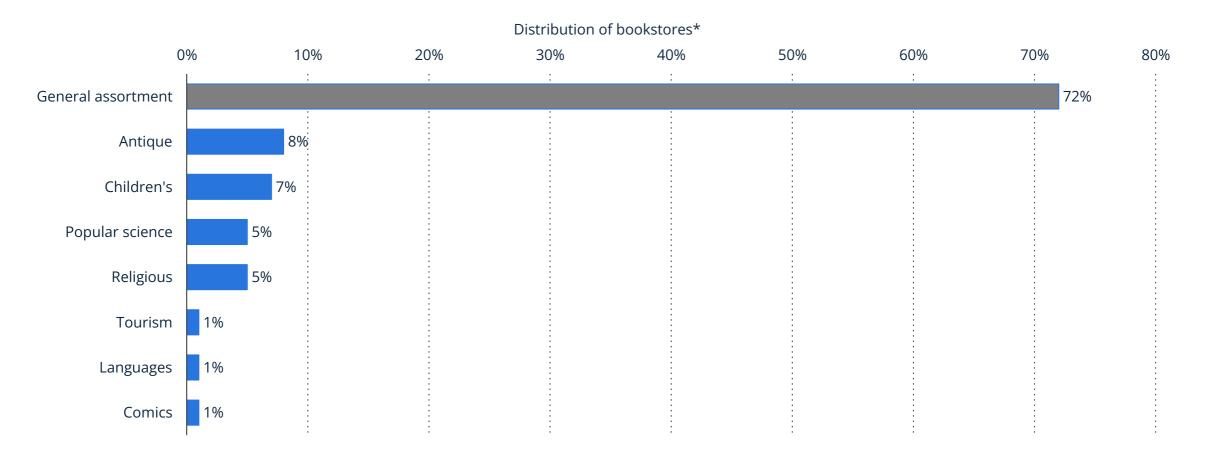


Description: Between March 2020 and February 2022, a total of 401 bookstores were deregistered in Poland. Independed bookshops constituted the highest share of this number<u>Read more</u> Note(s): Poland; March 2020 to February 2022 Source(s): Ogólnopolska Baza Ksiegarń



#### Distribution of bookstores in Poland in 2021, by assortment

Distribution of bookstores in in Poland 2021, by assortment



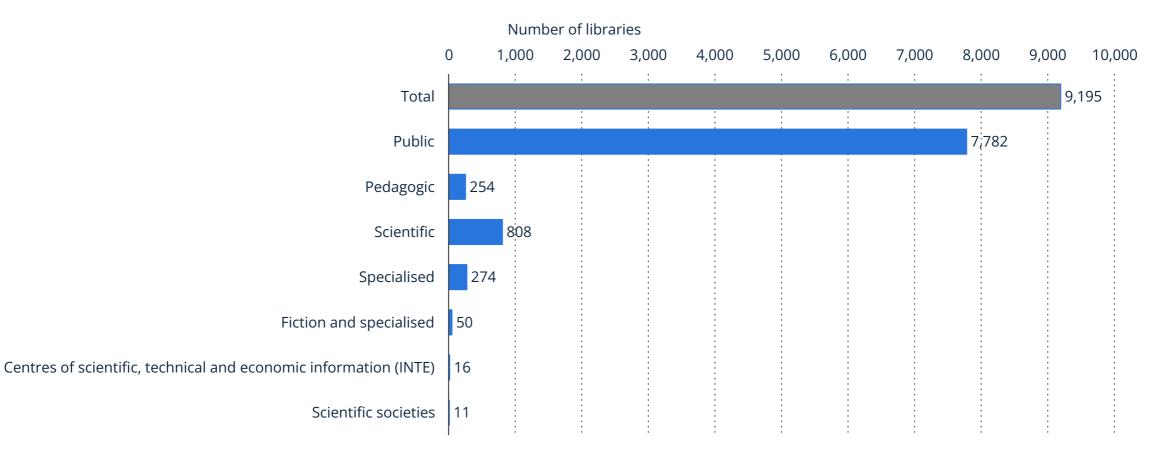
Description: In 2021, most bookstores in Poland provided a general assortment; eight percent specialized in antique books.<u>Read more</u> Note(s): Poland; 2021; \* Bookstores registered in Ogólnopolska Baza Księgar (OBK). <u>Read more</u> Source(s): Ogólnopolska Baza Księgarń

14



### Number of libraries in Poland in 2020, by library type

Number of libraries in Poland 2020, by type



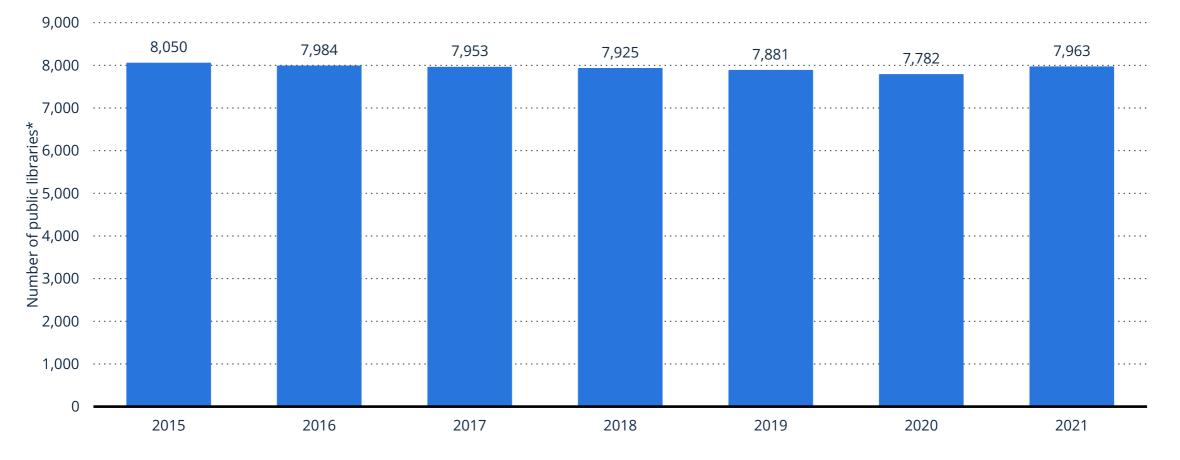
15 Description: Public libraries made up the majority of libraries in Poland in 2020, accounting for 7,782 out of 9,195 libraries. Read more Note(s): Poland; 2020 Source(s): Central Statistical Office of Poland; Urząd Statystyczny w Krakowie



#### Number of public libraries and branches in Poland from 2015 to 2021

Number of public libraries in Poland 2015-2021

16

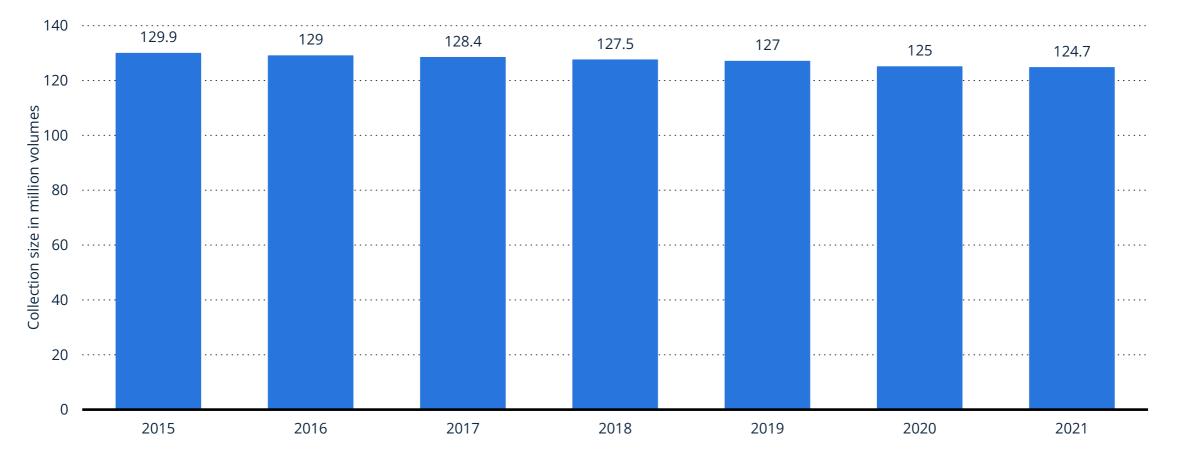


Description: The number of public libraries in Poland has been slowly decreasing. However, 2021 saw an increase of 20.5 percent, with almost eight thousand public libraries operating in the country Read more Note(s): Poland; 2015 to 2021; \* Data is based on primarily Statistics Poland annual reports provided by libraries (public and pedagogical libraries with their branches). Figures are in absolute numbers. Read more Source(s): Central Statistical Office of Poland



### Public library collection size in Poland from 2015 to 2021 (in millions of volumes)

Public library collection size in Poland 2015-2021

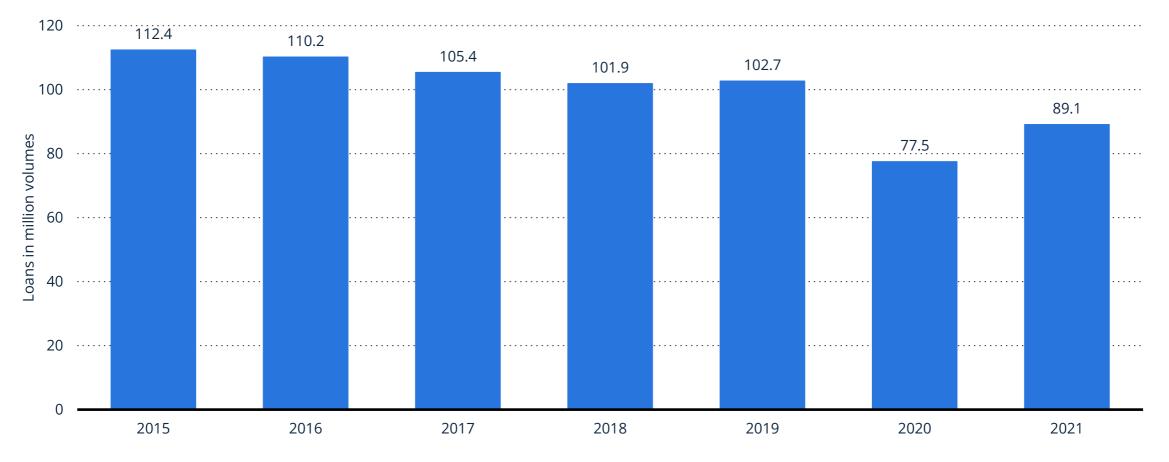


17 Description: The number of volumes in public library collections in Poland has slowly decreased between 2015 and 2021. The total number dropped from 129.9 million volumes in 2015 to 124.7 million volumes in 2021 - a decrease of over five million Read more. Note(s): Poland; 2015 to 2021 Source(s): Central Statistical Office of Poland; Urzad Statystyczny w Krakowie



### Public library collection loans in Poland from 2015 to 2021 (in millions of volumes)

Public library collection loans in Poland 2015-2021



18 Description: The number of volumes loaned from public libraries in Poland has steadily decreased between the time presented. In 2021, 89.1 million volumes were borrowed - a decrease of 23.3 million compared to 2015 Read more Note(s): Poland; 2015 to 2021 Source(s): Central Statistical Office of Poland; Urzad Statystyczny w Krakowie

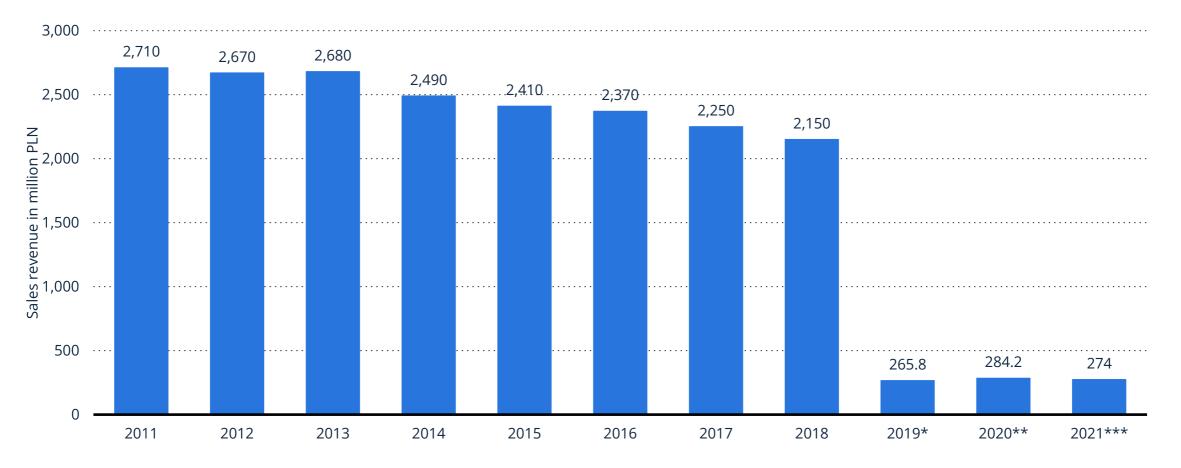


CHAPTER 03

### Publishing and sales

#### Revenue from book sales in Poland from 2011 to 2021 (in million zloty)

Revenue from book sales in Poland 2011-2021

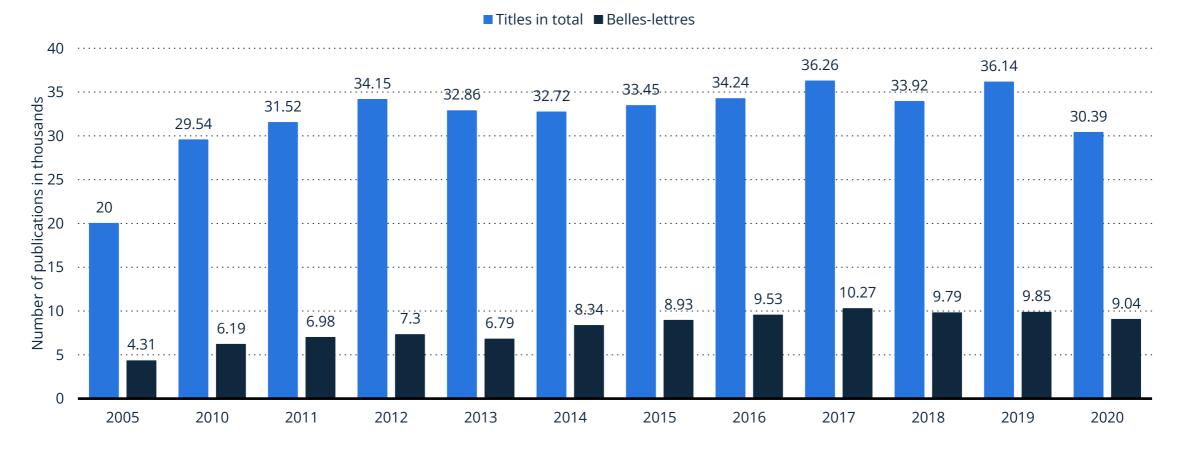


20 Description: During the 44 weeks of 2021, revenue from the sale of books in Poland amounted to 274 million zloty, already surpassing the book sales revenue recorded during the whole year of 2019<u>Read more</u> Note(s): Poland; 2011 to 2021; \* Figure calculated by Statista based on the information provided by the source. Nielsen BookScan collects data from over 240 bookstores in Poland. \*\* Data for 2020 includes weeks 1-48 of the year. No data for [...<u>Read more</u> Source(s): Biblioteka Analiz - rynek-ksiazki.pl; Nielsen BookScan; Rzeczpospolita



### Number of books and booklets published in Poland from 2005 to 2020 (in 1,000s)

Number of books and booklets published in Poland 2005-2020



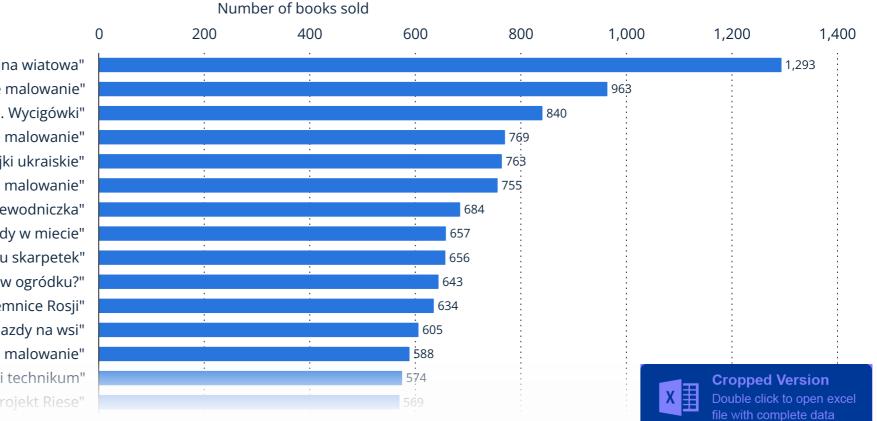
Description: The total number of books and booklets published in Poland increased from 20 thousand in 2005 to 30.39 thousand in 2020. The share of belles-lettres within this amount also increased - in 2020, they constituted nearly a third of all title Read more Note(s): Poland; 2005 to 2020 Source(s): Central Statistical Office of Poland

statista 🗹

21

### Ranking of twenty best-selling books in Poland in March 2022, by number of books sold

Best-selling books in Poland 2022, by copies sold



"Nadchodzi III wojna wiatowa" "Zwierzęta lene. Maluszkowe malowanie" "Maluszkowe malowanie. Wycigówki" "Królewny. Maluszkowe malowanie" "Bajki ukraiskie" "Jednoroce. Maluszkowe malowanie" "Czua przewodniczka" "Maluszkowe malowanie. Pojazdy w miecie" "Niesamowite przygody dziesięciu skarpetek" "Kici Kocia. Co zasiejemy w ogródku?" "Wowa, Woodia, Wadimir. Tajemnice Rosji" "Maluszkowe malowanie. Pojazdy na wsi" "Maluszkowe malowanie. Pojazdy na wsi" "Kucyki. Maluszkowe malowanie"

statista 🗹

# Ranking of highest-earning writers in Poland in 2021, by estimated earnings (in 1,000 zloty)

Highest-earning writers in Poland 2021



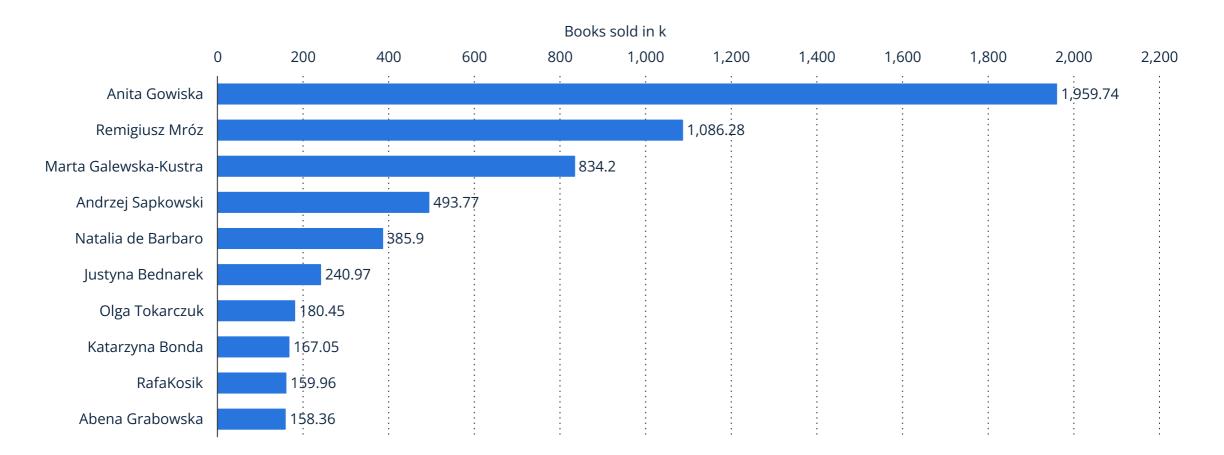
Description: Crime/thriller novelist Remigiusz Mróz was the highest-earning writer in Poland, with an estimated 3.4 million zloty earned in 2021. Marta Galewska-Kustra, a children's books writer, came second with 2.4 million zloty in estimated earningsRead more Note(s): Poland; 2021 Source(s): Nielsen BookScan: Worost



23

### Ranking of best-selling writers in Poland in 2021, by number of books sold (in 1,000s)

Best-selling writers in Poland 2021



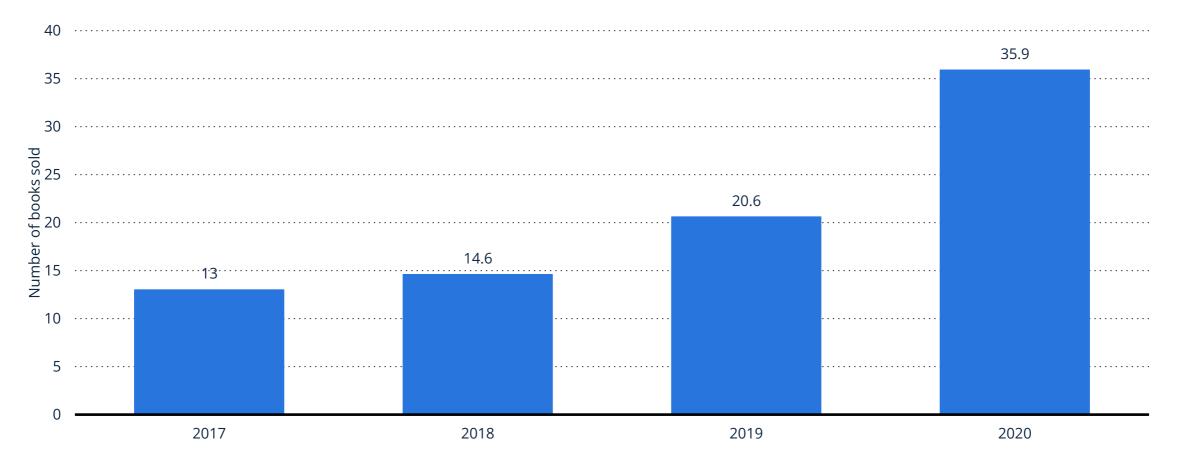
24 Description: Polish writer and illustrator of children's book Anita Gowiska was the best-selling author in Poland in 2021, with over 1.9 million book copies sold. Crime/thriller novelist Remigiusz Mróz was second, with 1.08 million books sold Read more Note(s): Poland; 2021 Source(s): Nielsen BookScan; Wprost



## Average number of books sold on Allegro per minute in Poland from 2017 to 2020

Allegro book sales per minute in Poland 2017-2020

25



Description: Over the years, there has been a significant increase in the number of books sold through the Polish e-commerce platform Allegro. In 2020, nearly 36 books were sold on the platform each minute, compared to just 13 units in 2017Read more Note(5): Poland; 2017 to 2020 Source(5): Allegro

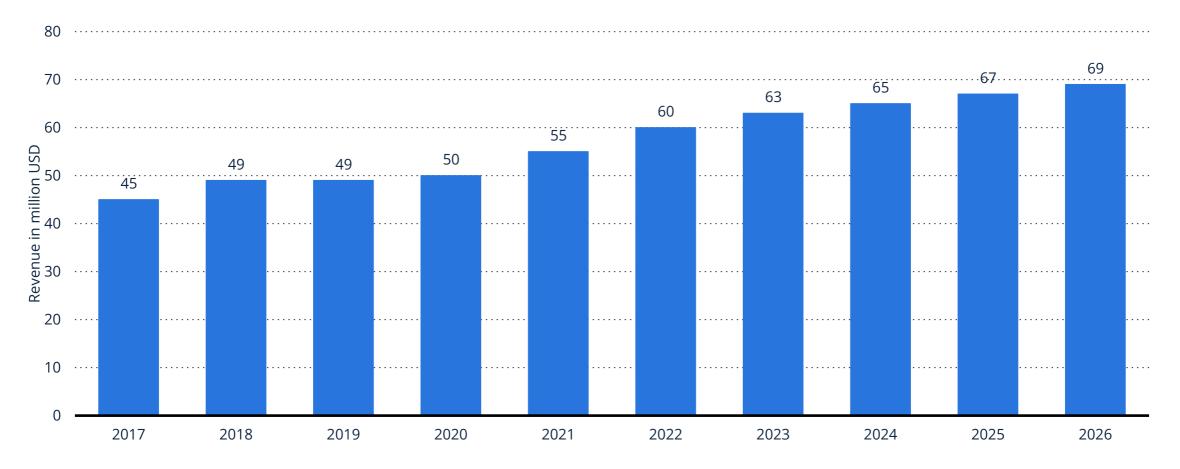


CHAPTER 04

### E-books and audiobooks

### Revenue of the e-books market in Poland from 2017 to 2026 (in million U.S. dollars)

E-book market revenue in Poland 2017-2026

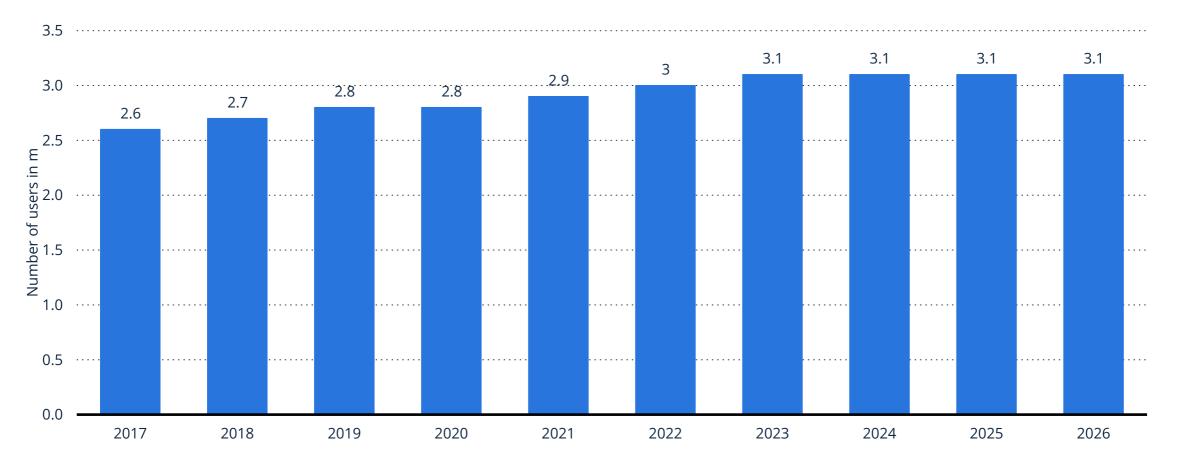


27 Description: Revenue from the e-book market in Poland stood at 55 million U.S. dollars in 2021. The Statista Digital Market Outlook estimates that by 2026 this figure will increase to 69 million dollars Read more Note(s): Poland Source(s): Statista; Statista Digital Market Outlook

statista 🗹

#### Number of e-book users in Poland from 2017 to 2026 (in millions)

Number of e-book users in Poland 2017-2026

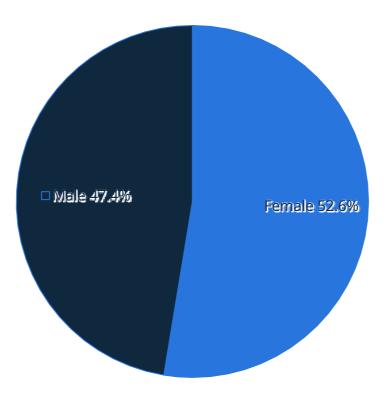


28 Description: There were 2.9 million e-book users in Poland in 2021. The Statista Digital Market Outlook estimates that by 2026 this figure will increase to 3.1 million Read more Note(s): Poland Source(s): Statista; Statista Digital Market Outlook



#### Share of e-book users in Poland in 2021, by gender

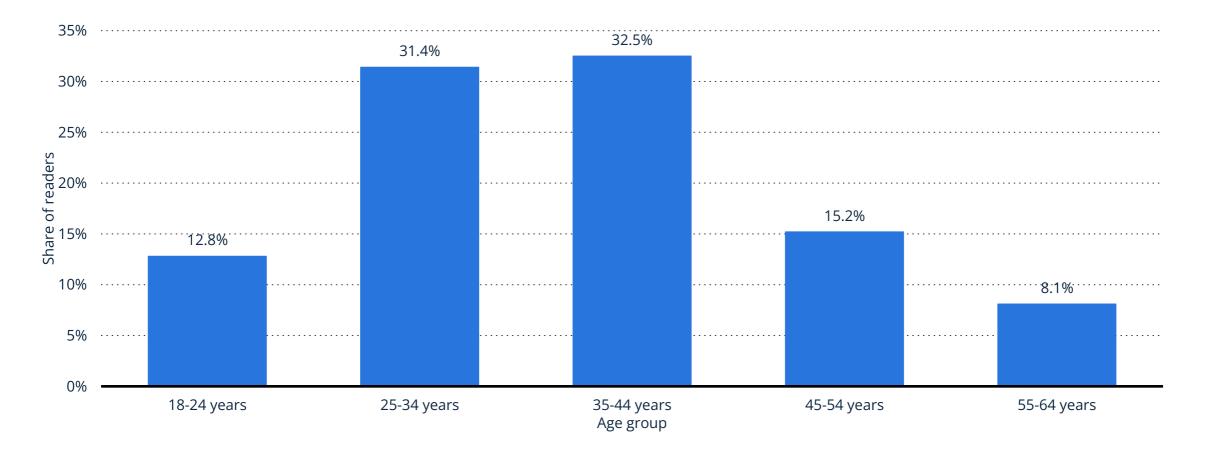
Share of e-book users in Poland 2021, by gender





#### Share of e-book users in Poland in 2021, by age group

Share of e-book users in Poland 2021, by age





### Most popular e-book readers on Skapiec.pl in Poland 2022, by lowest price available\* (in zloty)

Most popular e-book readers in Poland 2022, by lowest price

31

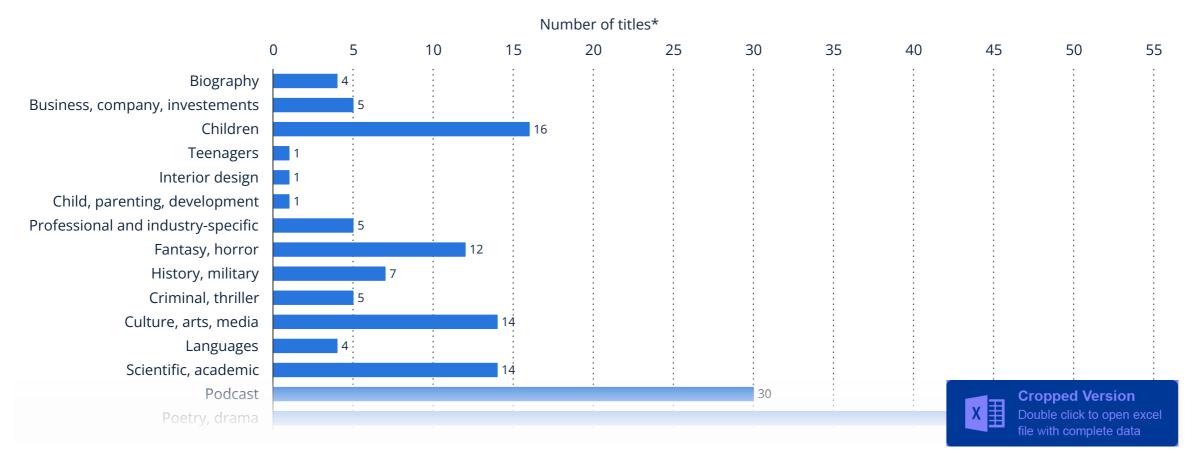


statista 🖌

Description: Skapiec.pl is one of Poland's first price comparison engine, created in October 2004. The website allows Internet users to compare item prices and other purchase-related conditions, such as delivery costs. In the e-book category for January 2022, Amazon Kindle 10 (Wifi, no ads, in black) was the most popular e-book reader in the comparison shopping engine. According to Skapiec.pl, the device could be purchased for 339 zloty at its lowest price<u>Read more</u> Note(s): Poland; January 1, 2022; \* Ranking of the most popular e-books is based on the popularity of products in the Skpiec.pl comparison shopping engine among Internet users. Ranking is updated once a month and is a reflection of current [...<u>Read more</u> Source(s): Skapiec.pl

### Number of free audiobook and e-book titles offered by Publio in Poland as of February 2022, by category

Number of Publio's free audiobooks and e-books 2022, by category

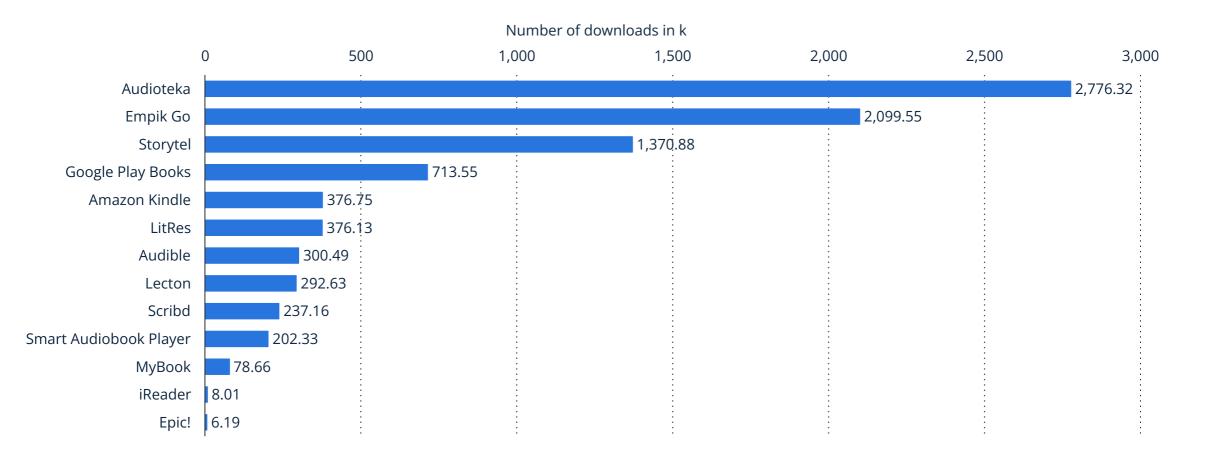




statista 🔽

### Leading e-book and audiobook applications in Poland as of July 2022, by number of downloads (in 1,000s)

Most downloaded e-book and audiobook apps in Poland 2022

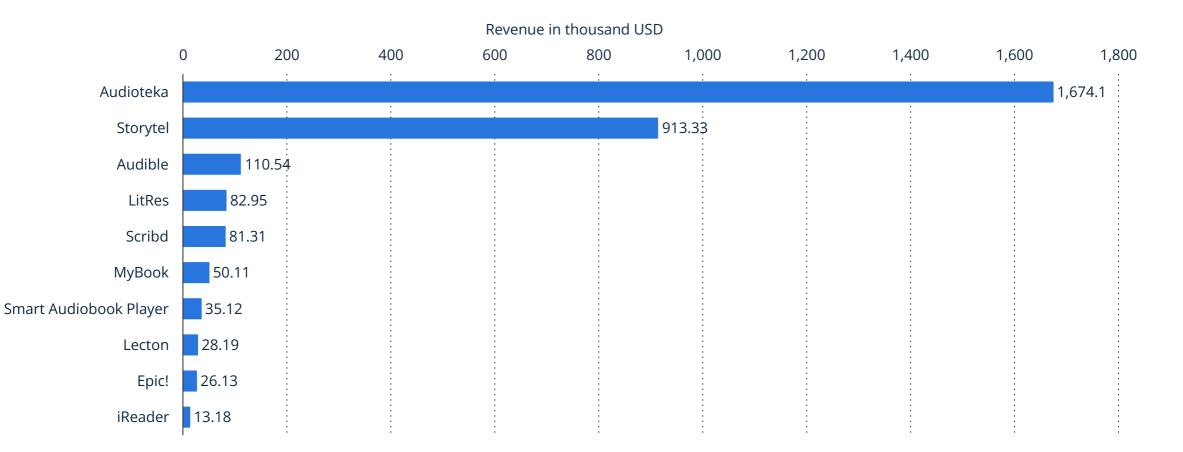


33 Description: As of July 2022, Audioteka was the most popular app for e-book reading and audiobook listening among Polish users in terms of downloads. The e-book and audiobook streaming app has been downloaded over 2.7 million times in Poland over the period of time observed. <u>Read more</u> Note(s): Poland; January 1, 2015 to July 31, 2022 Source(s): AppMagic



### Leading e-book and audiobook applications in Poland as of July 2022, by revenue (in 1,000 U.S. dollars)

Top grossing e-book and audiobook apps in Poland 2022



34 Description: As of July 2022, Audioteka was the leading app for e-book reading and audiobook listening among Polish users in terms of revenue. The e-book and audiobook streaming app has generated nearly 1.7 million U.S. dollars in revenue in Poland over the period of time observed. <u>Read more</u> Note(s): Poland; January 1, 2015 to July 31,2022 Source(s): AppMagic

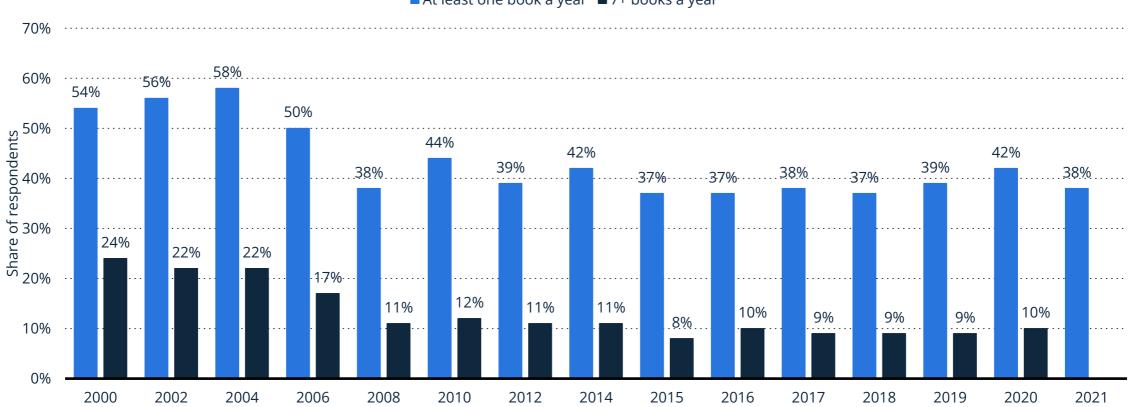


**CHAPTER 05** 

# Readers and consumption habits

### Share of respondents who read at least one book per year in Poland from 2000 to 2021

Book readership in Poland 2000-2021



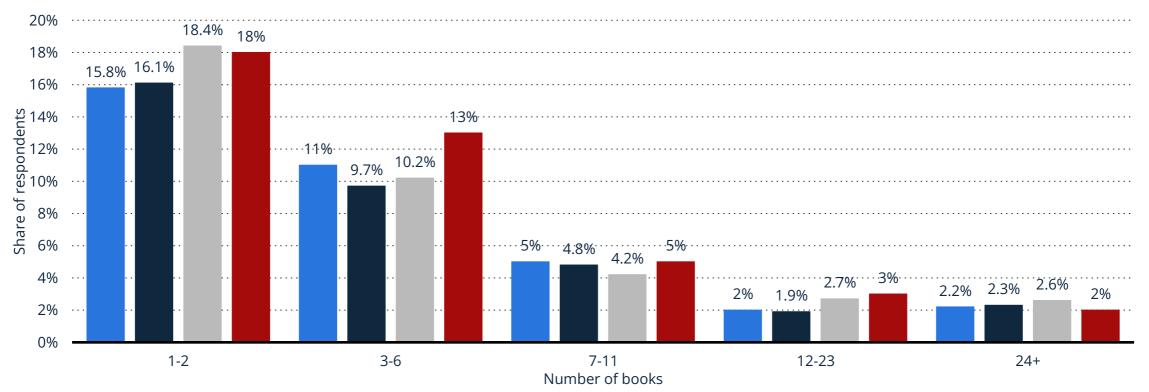
■ At least one book a year ■ 7+ books a year

36 Description: Book readership in Poland has fluctuated over the period shown. In 2021, a total of 38 percent of Poles declared that they had read at least one book that year. This was a decrease of 16 percent compared to the year 2000<u>Read more</u> Note(s): Poland; 2000 to 2021; 15 years and older Source(s): Biblioteka Narodowa; Ipsos; Kantar; Polskie Badania Czytelnictwa



### Share of respondents who read books in Poland from 2017 to 2020, by book number

Book readership in Poland 2017-2020, by book number



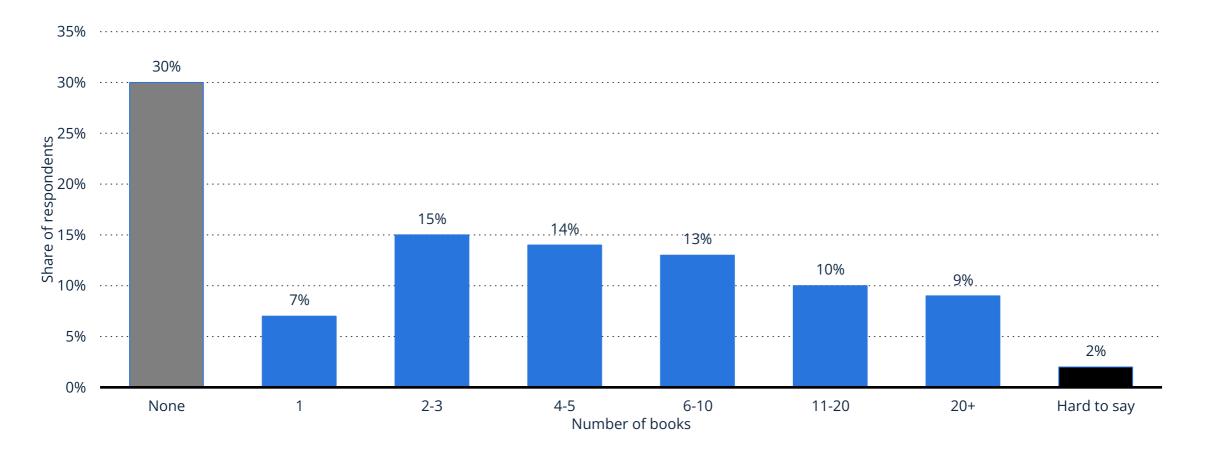
#### ■ 2017 ■ 2018 ■ 2019 ■ 2020

37 Description: In 2020, the percentage of Poles reading at least one or two books per year has increased by 2.2 percent since 2017.<u>Read more</u> Note(s): Poland; November 2020; 2,015 respondents; 15 years and older Source(s): Biblioteka Narodowa; Ipsos; Kantar; Polskie Badania Czytelnictwa



#### Number of books read in the past 12 months in Poland in 2021

Number of books read in Poland 2021

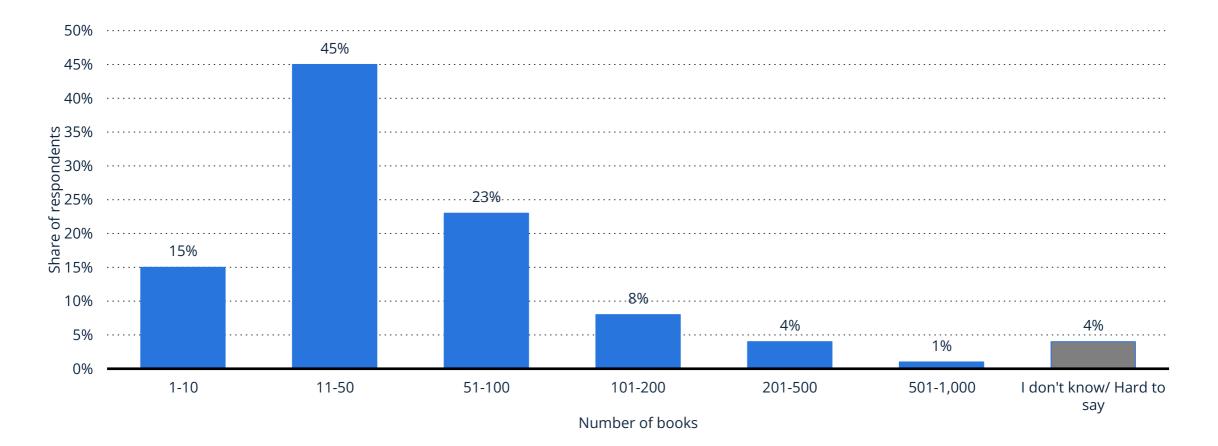




#### Number of physical books owned in Poland in 2022

Number of physical books owned in Poland 2022

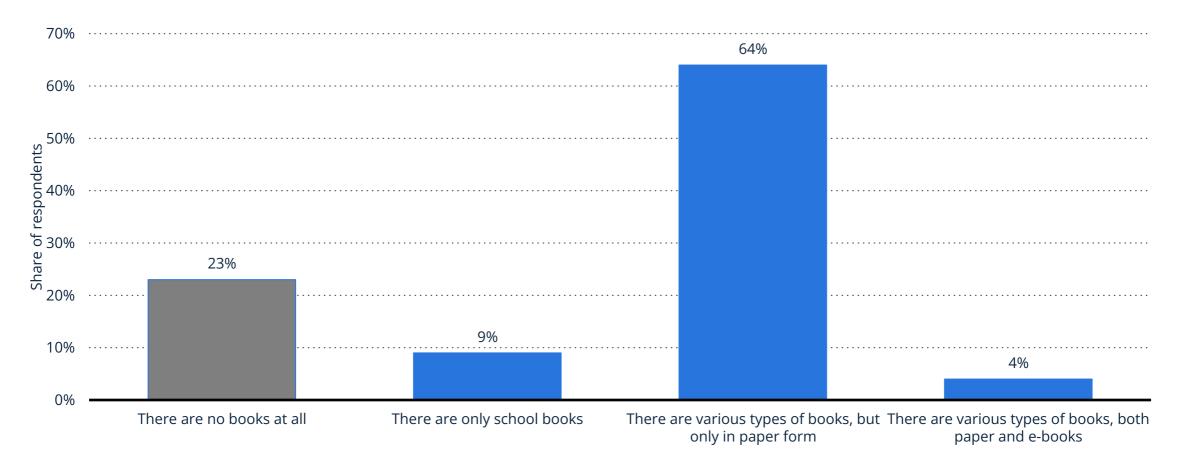
39



Description: The majority of Polish respondents owned between one and 50 books in 2022. Only one percent of Poles had more than between 501 and 1,000 books in their houses<u>Read more</u> Note(s): Poland; March 2022; 1,370 respondents; 15 years and older Source(s): Biblioteka Narodowa statista 🗹

### Types of books owned in households in Poland in 2022

Types of books owned in Poland 2022

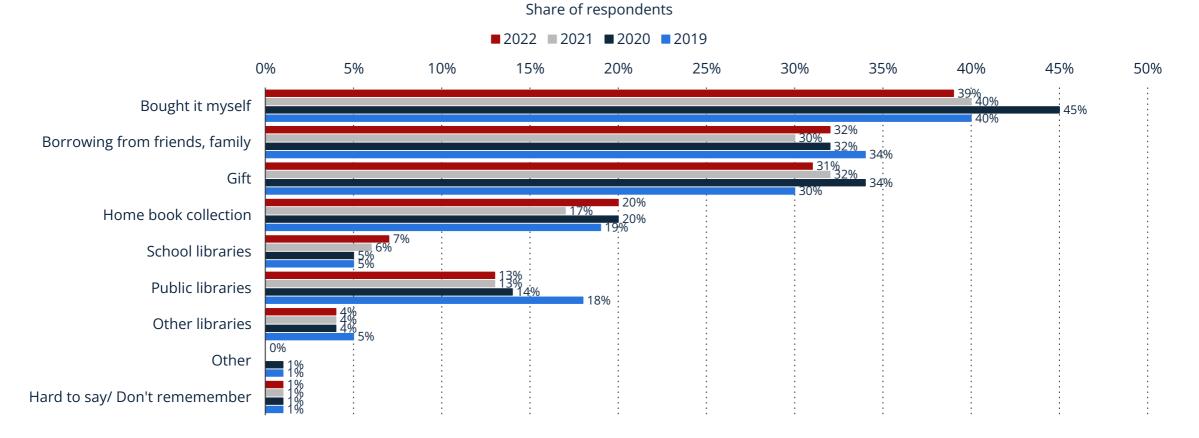




#### Most common sources for obtaining books in Poland from 2019 to 2022

Sources for obtaining books in Poland 2019-2022

41



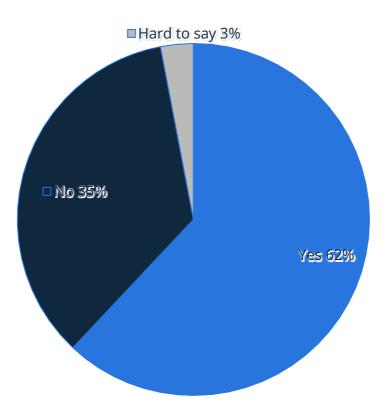
Description: Approximately four in 10 Poles purchased their books themselves in 2022. At the same time, there was a small decrease in people borrowing books from friends and family in the observed period Read more Note(s): Poland; 2019 to 2022; 15 years and older Source(s): Biblioteka Narodowa



### Do you enjoy reading books?

Book reading enjoyment in Poland 2021

42

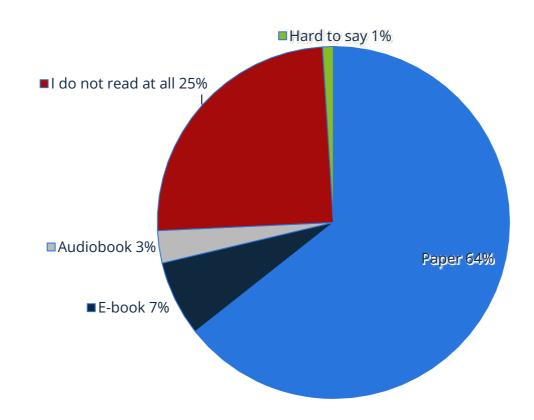


Description: In 2021, the majority of Poles enjoyed reading books. However, one-third of respondents stated they were not enthusiastic about this activity.<u>Read more</u> Note(s): Poland; August 16-26, 2021; 1,167\*; 18 years and older; \* 62.4 percent CAPI method, 23.5 percent CATI method, and 14.1 percent CAWI method. This question was phrased by the source as follows: "Czy lubi Pan(i) czyta ksiki?<u>Read more</u> Source(s): Public Opinion Research Center



### What is your preferred form of book?

Preferred book form in Poland 2021



43 Description: In 2021, the majority of Poles enjoyed reading books in their traditional form. E-books were preferred by seven percent of respondents. Read more Note(s): Poland; August 16-26, 2021; 1,167\*; 18 years and older; \* 62.4 percent CAPI method, 23.5 percent CATI method, and 14.1 percent CAWI method. This question was phrased by the source as follows: "Po ksiki w jakiej formie sięga Pan(i) [...Read more Source(s): Public Opinion Research Center



#### Sources

Allegro AppMagic Biblioteka Analiz - rynek-ksiazki.pl Biblioteka Narodowa Central Statistical Office of Poland Eurostat lpsos Kantar Nielsen BookScan Ogólnopolska Baza Księgarń Polskie Badania Czytelnictwa PRESS-SERVICE Monitoring Mediów Public Opinion Research Center publio.pl Rzeczpospolita Skąpiec.pl Statista Statista Digital Market Outlook Urząd Statystyczny w Krakowie Wprost wydawca.com.pl

