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# INDIA BOOK MARKET REPORT 2022

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UNDERSTAND THE BOOK MARKET AND ITS  
CONTRIBUTION TO THE INDIAN ECONOMY

**India Book Market Report 2022:** Understand the book market and its contribution to the Indian economy



**The Federation of Indian Publishers**

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# Foreword by The Federation of Indian Publishers



India has been a crucial player in the publishing industry for centuries. The Indian publishing industry is an extremely important part of the Indian economy and has been developing rapidly over the past few years. It also contributes substantially to the country's employment rate and plays a vital role in disseminating knowledge, which invariably contributes to the robust development of the country's cultured ethos. It also is a key contributor to the initiatives of national importance like "Atma Nirbhar Bharat", "Make in India", and since a major chunk of its production is education-allied, it also significantly contributes to the New Education Policy.

The Indian book market currently occupies a prominent place both domestically and internationally and has exhibited a linearly expanding growth curve. This makes conducting an in-depth evaluation of its scope of contribution and growth an imperative issue in today's time. Therefore, it has become crucial to test the waters and determine how far the sector has advanced over the last few years, especially in the advent of digitisation. Thus, we have humbly tried to convey this through this report.

The Indian Book Market Report 2022 commenced with a mission to scan the industry from the 'pre-Covid', during Covid-19 and 'post-Covid' era since every investor, stakeholder and the state deserves to know the economic, social, and environmental impact, both negative and positive faced by the Indian book market during a global pandemic.

I am delighted to announce that the report succeeded in presenting a comprehensive viewpoint of the nuanced nature of this industry in the contemporary era and contains factual information supported by in-depth research. My sincere congratulations and appreciation goes out to the Federation of Indian Publishers and the Nielsen BookData team for creating such a magnificent document that will be of great benefit to all writers, publishers, distributors, and other key players in our industry's supply chain.

It encompasses a well-defined arc of the inherent and external challenges it faces in today's day and age and how, to curb those, government intervention is highly crucial. A myriad of local publishers have succumbed to the rigours of rampant digital production of material or the rising costs that are slimming the belt of margins and further reducing the odds of surviving in this highly competitive sphere. Thus, robust incentivisation of this industry is a need of the hour and the reasons behind it, followed by the benefits it will provide at a macro-scale, have been covered extensively in this report.

It is no understatement to declare that this report stands as a reference reckoner for the Indian publishing industry and as a strategic guide for our international counterparts to enter the Indian market with ease and proficiency.

Thus, as a Project Leader of the India Book Market Report 2022, I can assure the reader that this consulting report provides in-depth detail about the key pillars of this market: Robust Demand, Strong Print Book Market, Economic Contribution, Competitive Advantage, Policy Support, and prospective opportunities.

*Pranav Gupta*

**Pranav Gupta**  
Project Leader

# Foreword by Nielsen BookData



The Indian print book publishing sector is steadily growing its market share, and inevitably its presence, in the international publishing sector. The strong macroeconomic indicators and young population are the key growth drivers for the publishing industry in this country. While the pandemic temporarily hindered the industry's expansion, the subsequent years have already seen a definitive rebound as well as a sustained forward momentum with promising growth projections.

It is also a noticeable factor that the publishing industry is not only seen as a disseminator of knowledge and information but also contributes substantially to the country's economic development. Its strong connections with ancillary industries like paper, transportation, and printing, to name a few, means its growth directly and indirectly impacts these industries.

In light of recent global events and assessing the gap in time since the last edition of the report was published, it was concluded that a comprehensive new report on the industry was warranted. The Federation of Indian Publishers (FIP) entrusted Nielsen BookData to conduct independent research and deliver a comprehensive insight into the contemporary trends that govern the Indian publishing industry. In the aftermath of the pandemic, Nielsen BookData's expertise within the international publishing market guaranteed an impartial and analytical interpretation of the report.

Although we were acutely aware of the rigours of conducting such in-depth research, particularly in light of the existing constraints that India's intrinsic book publishing ecosystem faces, we were delighted to undertake this research, leveraging our expertise and knowledge of the industry.

While we had FIP's full assistance, the report is solely based on the findings from the data our research team collected and analysed. Our primary objective is to provide the Indian book publishing industry with greater insight into the nuances of the market while covering its contribution to the Indian economy, robust demand, market supply and other important factors that have been highlighted throughout our extensive research. This report provides a detailed and accurate overview of India's print book publishing industry, backed by Nielsen BookData's expertise in international publishing.

We would like to express our sincerest gratitude to the FIP and other prominent industry stakeholders for sharing their opinions on a variety of industry-related topics and their contribution to this report.

*Vikrant Mathur*

**Executive Director  
Nielsen BookData India**

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# Introduction

India has been steadily moving up the global power pyramid and growing its influence as it moves closer to being one of the top nations across the globe. Today, it has demonstrated the capacity to establish a new and more robust internal framework for the security, advancement, and development of both its own sovereign state as well as other emerging nations across the globe in this rapidly evolving international environment. As a rising global power, this has emerged as India's primary goal as the nation is driven towards strengthening its commercial backbone to quash uber-dependence on imports by facilitating the growth of small and medium-scale enterprises. Apart from the "Make in India" initiative that plans to amplify the country's ability to become self-reliant, the Government began the Skill India project in 2015 with the goal of training more than 400 million Indians for various vocations in the industrial sector.

Similar to this, publishing is one of the most important sectors in a developing country like India since it serves as the foundation for not only the transfer of knowledge and information but aids import-export trade and the development of fresh talent. Although Indian publishers have been established for well over a century, their market share has increased substantially in the last ten years as a result of the ever-increasing demand for fresh and original content, which is currently being produced in multiple formats and represents the future. Additionally, it encourages the dissemination of knowledge and education, which necessarily makes publishing important for the development of a nation. Similarly, the broader the industry's reach, the more revenue and work opportunities it creates.

It is crucial for the publishing sector, particularly in light of the ramifications of the pandemic, to produce a report that assesses market size in terms of value and volume. In addition, it aids in monitoring and comprehending the economic impact of this sector. The Federation of Indian Publishers (FIP), India's leading publishers group, made the decision to hire Nielsen BookData to carry out a thorough investigation and prepare a second edition of the India Book Market Report in this direction. In the upcoming chapters, a number of significant matters pertaining to the print book publishing sector will be covered in more detail. The study has been designed to provide important industry information to Indian publishers, overseas publishing houses, investors, and Government agencies, among others.

The print book market in India is the main topic of the research. We are aware of the market's expanding needs in the digital sphere, and a study on them will be ordered and addressed in another report in the future.

## **In this report, the key areas explored on the Indian print book publishing market are:**

- **Key facts on publishing**
- **Economic contribution to the Indian economy**
- **Analysis of the education system**
- **Market size and projections**
- **Impact of legislation**

# About the Federation of Indian Publishers

The Federation of Indian Publishers (FIP) is the representative body of publishers in English, Hindi and other regional languages with its membership from all over India, representing more than 80 percent of the publishing industry. All the leading publishers of the country are its direct members, other publishers being represented through various local associations.

If you would like to know more visit: **[www.fiponline.org](http://www.fiponline.org)**

To get in touch email: **[fippresident@gmail.com](mailto:fippresident@gmail.com)**

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## About Nielsen BookData

Nielsen BookData provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. We are responsible for the ISBN and SAN Agencies in the UK & Ireland as well as providing search and discovery services for booksellers and libraries around the world. Our Research services provide retail sales analysis for print books in 11 countries alongside research from our Books and Consumers Survey and other detailed reports. For publishers we offer a range of services from assigning an ISBN to your book to adding your metadata to our database and promotional tools to help market your book.

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- Market size and projections
- Impact of legislation

Having the third-largest market in the world for print book publishing is impressive. Not only does the industry provide a powerhouse for employment and exports for the economy, but it shapes the minds of India's young people through their education and cultural engagement. And yet the industry faces challenges. Policy makers should welcome the rich data provided in this India Book Market Report. It provides a sound foundation for them to shape policies which support the positive contributions which India's book publishing sector provides economically, culturally and educationally.

**Kevin Fitzgerald CMG, FRGS, MA (Oxon)**  
Director, World Intellectual Property Organization, Geneva

If we are to understand the accelerated changes in international publishing, and explain them to policy makers, then we need solid data. I commend the Federation of Indian Publishers, and Nielsen BookData, for bringing this report together and demonstrating the positive impact of Indian publishing to the Indian economy but also to society as a whole.

**Karine Pansa**  
President-elect, International Publishers Association, Geneva

I am delighted to be associated with this report as I found the previous edition published by Nielsen BookData immensely beneficial. The FIP has now collaborated with Nielsen BookData to release a new edition focusing on the book publishing ecosystem and its input to the Indian economy making it an invaluable resource for planners, decision makers and policy makers in the book trade. It puts data at the heart of decision making and planning.

**Asoke K. Ghosh**  
President Emeritus, The Federation of Indian Publishers

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For more information visit: <https://nielsenbook.co.uk/india/>

Nielsen BookData Research operates in Australia, Brazil, India, Ireland, Italy, Mexico, New Zealand, Poland, South Africa, Spain and the UK. We are also exploring and developing further expansion opportunities around the world.

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