



A short overview of the South African book market

The Republic of South Africa is located at the southern tip of Africa, with a 2,798 kilometres (1,739 mi) coastline on the Atlantic and Indian Oceans. To the north lie Namibia, Botswana and Zimbabwe; to the east are Mozambique and Swaziland; wholly surrounded by South African lies Lesotho. South Africa is known for diversity in cultures, languages, and religious beliefs.

Economic Data

- Area: 1.22 m sqkm
- Major metropolis: Johannesburg/Pretoria and Cape Town plus surroundings
- Population: 49.1 m (November 2009)
- Illiteracy Rate: 13.6% (2009) – Male 16%, Female 19% (2006)
- Languages: 11 official languages, of which Zulu makes up 23% of mother-tongue speakers. English as a mother tongue is spoken by only 8.2% of the population, but more than 45% of South Africans can speak English.
- Gross Domestic Product: 2007: US\$ 283 bn, 2008: US\$ 291 bn, 2009: US\$ 290 bn. (PX)
- GDP per capita: 2007: US\$ 5,906, 2008: US\$ 6,036, 2009: US\$ 5,927 (PX)
- Large domestic sales market of its own and in addition, good infrastructural connections in other Sub-Saharan African countries; market expansion to a potential of 200 m consumers.
- Rate of Inflation: 2007: 7.2%, 2008: 11.5%, 2009: 7.2%, 2010: 6.2% (PX)
- Unemployment: 2007: 24.2%, 2008: 21.7%, 2009: 24.0% (PX)
- Highest Gini coefficient – measure of statistical dispersion – worldwide (9/2009)

Sources:

gtai – Germany Trade & Invest 11/2009

German Federal Foreign Ministry 9/2009

Donald Pressly, article on www.busrep.co.za - Business Report South Africa 9/2009



Book Production Data

Publishing environment in South Africa

The Publishers' Association of South Africa (PASA) has 178 members, the South African Booksellers' Association (SABA) 265 members, some individual booksellers and some representing branches of bookstores. Publishing in South Africa occurs within the following context:

- Well-developed financial, warehousing & transport sectors
- Growing middle-income group and market shifting – black middle classes becoming a formidable force in the South African economy
- 5.1 m users of the World Wide Web
- 45 m mobile phones
- 12.3 m children at school
- 650,000 students at tertiary level institutions
- Publications in all 11 languages of South Africa, most trade publishing however is done in English and Afrikaans.
- Approx. 500,000 regular book buyers in SA (about 1% of the population)
- The largest part of the bookselling industry is run by three major bookselling entities: CAN, Exclusive Books (approx 26 branches) and Leserskring/Leisure Books – a large book club (working on the same principle as Bertelsmann in Germany)
- Bestsellers in SA 2009: 64,000 copies of *Spud – Learning to fly* (John van de Ruit) and 46,000 copies of *Captain in the Cauldron* (Mike Greenaway, former captain of the South Africa national rugby union team, the Springboks, who won the 2007 Rugby World Cup)
- Good trade sales: 5,000 copies
- Average trade sales of novel: 500–1,000 copies (English) and 2,500 copies (Afrikaans)
- 51% of households say they have no books in their homes

Sources:

Nèlleke de Jager, publisher of Kwela Books and board member of PASA 10/2008
Nielsen BookScan South Africa 2009 Summary

Size of the South African publishing market

The annual turnover in 2008 was valued at ZAR 4.079 billion net (US\$ 399 million), which amounts to 0.15% of the South African GDP. This is split as follows:

| | |
|------------------------|------------------------|
| Educational publishing | ZAR 2.066 billion net. |
| Academic publishing | ZAR 773 million net. |
| Trade publishing | ZAR 1.240 billion net. |



Sales

In 2009 **booksellers** sold 12,628,234 unities and generated a total of ZAR 1.569 billion (US\$ 204 million) whereas **trade sales** in 2008 were up to ZAR 1.491 billion (US\$ 146 million) for 12,578,151 unities.

Sources:

Annual Book Publishing Industry Survey Report 2008, 11/2009

Nielsen BookScan South Africa 2009 Summary

Title production

| Year | First editions | Subsequent editions & reprints | Total |
|------|----------------|--------------------------------|--------|
| 2006 | 4,374 | 9,122 | 13,496 |
| 2007 | 7,267 | 11,209 | 18,476 |
| 2008 | 5,090 | 9,588 | 14,678 |

Sources:

SA Book Industry Statistics, University of Pretoria, 2006

Annual Book Publishing Industry Survey Report 2007, 1/2009

Annual Book Publishing Industry Survey Report 2008, 11/2009

Fixed book prices – No

RRP – Recommended Retail Price provided by the publisher

Average book price

| Year | Average selling price |
|------|-----------------------|
| 2006 | ZAR 109.62 |
| 2007 | ZAR 112.62 |
| 2008 | ZAR 118.56 |
| 2009 | ZAR 124.25 |

Sources:

Nielsen BookScan 2007 Annual Report

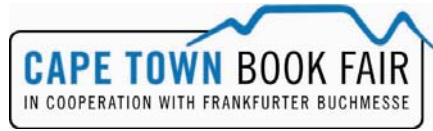
Willem Struik, article in Bookmark 12/2009

Nielsen BookScan South Africa 2009 Summary

Copyright laws

Bern Convention (1928/1951/1975)

(National) Copyright Act 98 of 1978



Licence statistics

2008: 5 licences from Germany

Source: Germany: Books and the Book Trade – figures 2009, 7/2009

Exports/imports

Market split between imported and locally produced books, estimated 67% vs 33% in 2008.

No export figures available

Number of publishing companies

The Publishers' Association of South Africa (PASA) has 178 members. All in all there is an estimate of about 230 publishing houses active in SA.

Number of book shops

2008: 518 (estimate)

Book Fairs

Cape Town Book Fair since 2006. The CTBF is a joint venture of PASA and the Frankfurt Book Fair.

2010: CTBF 30 July–2 August 2010

Frankfurt am Main, February 2010