



# Japan book publishing market in 2020

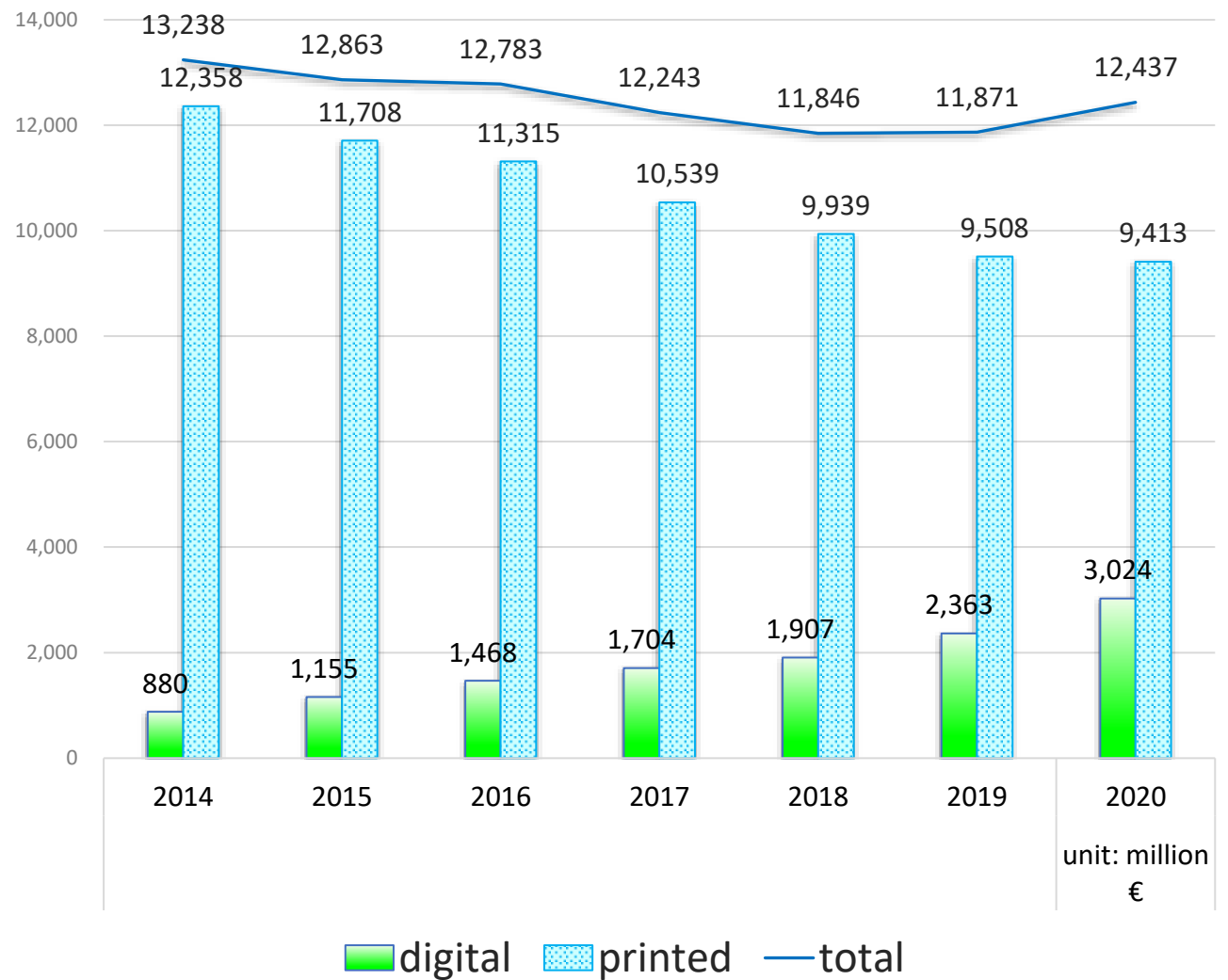
The impact of COVID-19 on publishing industry

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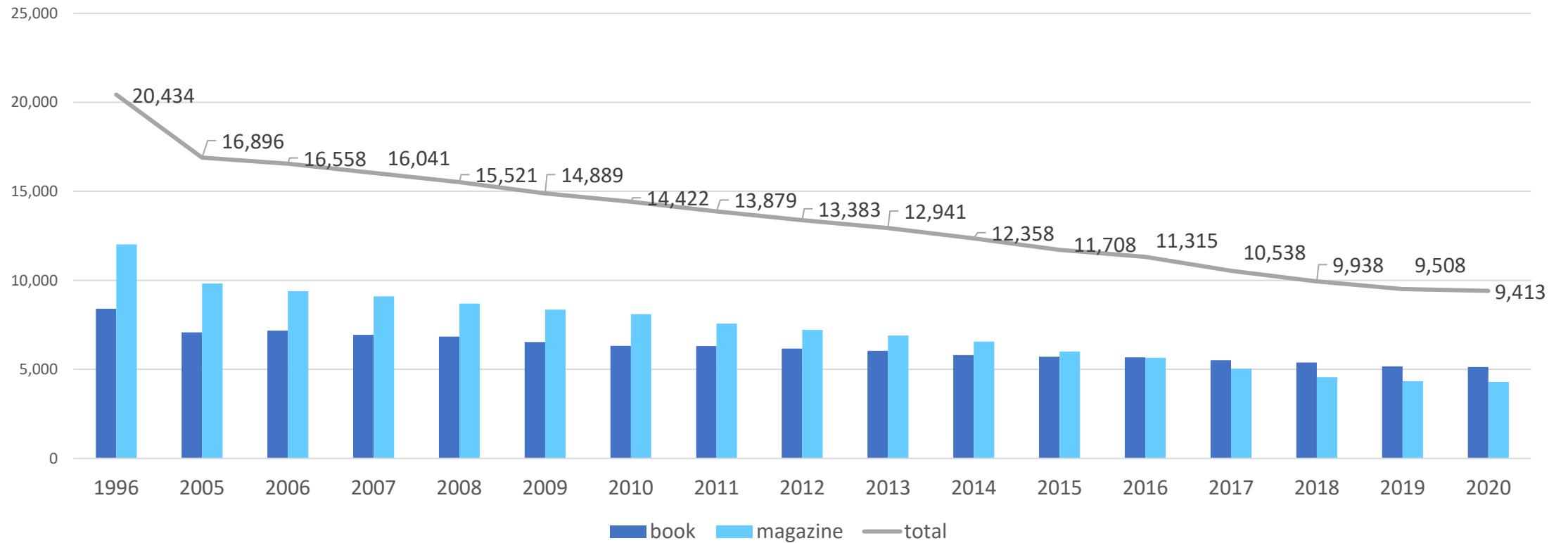
1. Total revenue has slightly risen since 2019, after falling for over 20 years.

Total sales of book and magazine



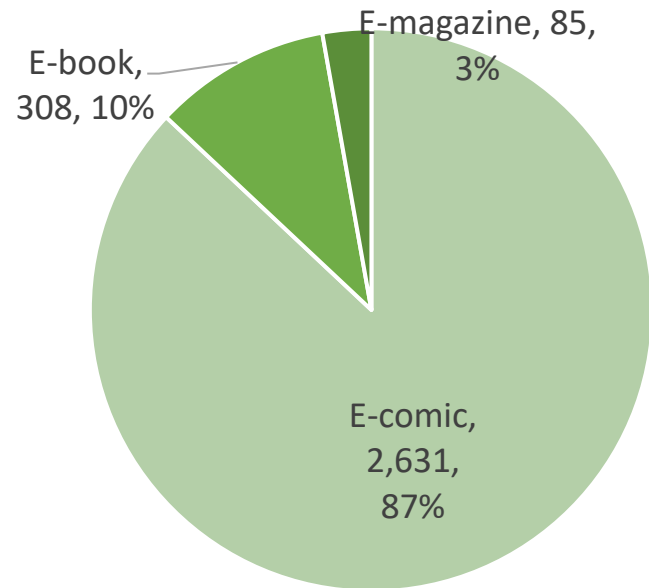
# 1-1. Sales of printed book has fallen for over 20 years

Sales of books and magazine (printed only) (unit: million €)



# 1-2. E-comic boost total sales

Composition of digital sales in 2020  
unit: million €

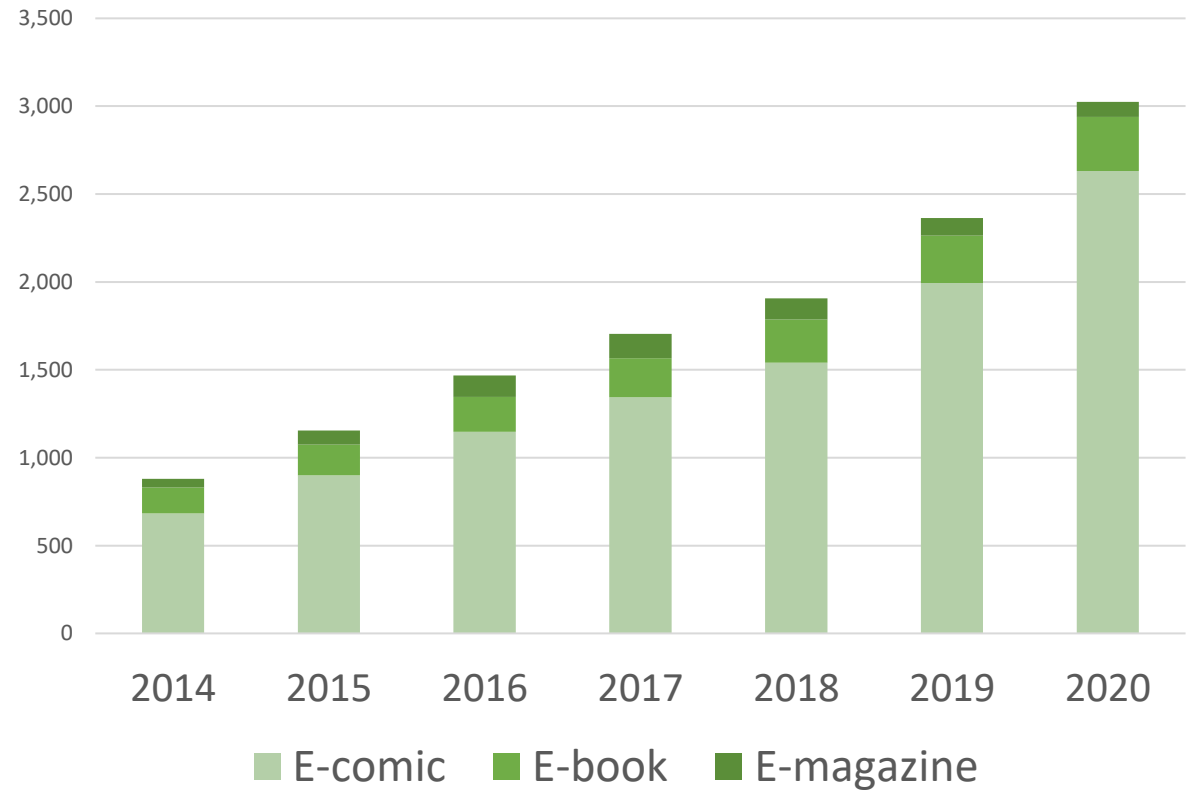


E-comic  
E-magazine

E-book

Unit:  
million €

Digital book sales



E-comic E-book E-magazine

## 2. Impact of COVID-19 on human life

COVID-19 has had an enormous impact on human life. Japanese government declared a state of emergency to nationwide in April 2020 to demand to close schools and large shops, as department stores, movie theatres. Such declarations, or other measures to prevent epidemic, have been continued by the end of September 2021 in Tokyo and some prefectures, with being lifted several times.

### Close of school and online learning

- Primary and secondary and high schools have been closed from March to May in 2020 and gradually opened. They now have mainly face-to-face classes.
- Higher education has changed dramatically with the rise of online learning. Now Universities and colleges do both face-to-face and online class.

### Work from home

- Due to the promotion of work from home, commuting time has decreased and leisure time has increased. However, the number of people going out is higher than April 2020, as they have become accustomed to the frequent issuing of restrictions.

### Restriction on Life

- Request from the government includes Refraining from going out unnecessarily, Refraining from travelling between prefectures, Shorter opening hours in restaurants and a ban on serving alcohol, Limits on the number of visitors to large events, etc.

## 2-1. Impact on Book Shop and library

In 2020, the number of bookshops is 11024, which is 422 fewer than last year. It has declined since around 2000, when it stood at 21,654.

Under the state of emergency in April 2020, bookstores in central Tokyo and bookstores in large commercial facilities closed voluntarily .

As the remote working progressed, the sales of bookstores in central Tokyo decreased.

The total number of libraries is 3316 nationwide (3306 in the previous year) including public and private libraries. The number of books rented is 653449 (684215 in the previous year)

By 2020, 205 digital libraries were installed out of 1794 local regions. (11.4% adoption rate)

Due to the closure of public facilities including the library in April 2020, the number of rents decreased and the number of usage of electronic libraries increased.

# 2-2. Popular book genres during COVID-19

## Self study materials, reference books

The closure of schools has led to a rush of parents to bookshops for learning materials.

## Long seller books

Taigano Itteki (Hiroyuki Itsuki) , La Peste (Albert Camus), Momo (Michael Ende) are well sold., that were introduced on TV program.

## Comics

The last volume of “Demon Slayer” has been published. Many other comics were also purchased in whole volume with the staying at home and spending.

## Self-help, economy related, Computer

It sold well due to economic and emotional insecurity. Increasing unemployment, youth suicide and poverty are becoming social issues.

## E-books

For the first time ever (due to bookshop closures), seven of Keigo Higashino's and Haruki Murakami's works, including The “Miracles of the Namiya General Store” and “Killing Commendatore”.

## Children's book

The picture book market increased by 5.8% to 33 billion yen. Educational books for children, such as Kodomo Roppo (Soichiro Yamazaki, Kobunsha) which is a law book for children, also sold well. The novelization of “Demon slayer” was also a big hit.

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## 2-3. Impact on publishers

### Decrease in the number of new publications

- The number of new publications issued fell to 68,608 in 2020 (71,903 in 2019). In addition to the cancellation of publications, the cancellation or postponement of film releases affected book sales.
- A number of magazines had their launches postponed or merged in April and May 2020.

### Free access to books

- Especially during the school close days, learning materials, encyclopedias, comics, etc. were released for free. In addition, regarding corona, the essay "In the contagion (Paolo Giordano)" was released for free for a limited time, and sales increased. Corona home care manuals have also been released for free.

### Compensation system for public transmissions for classroom purposes started in April 2020.

- The law was enacted in May 2018. Until now, reproductions of works could be used free of charge for the purpose of transmission in remote joint classes to the extent necessary and appropriate for educational purposes, but from April 2020, the scope of use has been extended to include on-demand classes, etc., on condition that the establisher of the educational institution using the work pays a fee. Collection of compensation payments starts in April 2021. In addition, use that is unreasonably harmful to the interests of the copyright holder is excluded.

## 2-4. Impact on readers

Leisure time has increased, but leisure activities that don't involve spending money are popular

- Increase in the number of subscribers to video streaming services
- Increase in the number of people playing Social/Online game
- Decrease in the number of individual loans from libraries (libraries were closed in 2020 spring)
- Decrease in subscription magazines on D-magazine operated by NTT DOCOMO
- PV of online content on the internet increased (Bungei Shunju Online, Toyo Keizai Online, etc.)
- Camping books and cookery books for parents and children are also popular.

# 3-1. The tendency of the translated titles in Japan (and the Tips?)

In general, Japanese translation of foreign titles is on the decline.

In 2019, out of about 72,000 titles published in Japan, **4,081 translated titles** were issued.

Main translated genre: **About 80% of the Literature and novels translated titles are from English language=1,167 titles.**

ex) Anthony Horowitz(*Moonflower Murder series*), *WHERE THE CRAWDADS SING* by Delia Owens, *Relentless* by Mark Greaney etc...

Business(*Trillion Dollar Coach* by Eric Schmidt and other), Non-Fic (*How Contagion Works* by Paolo Giordano),

Tips for Promotion in Japan :

1. Cultural event and Publishers meeting events organized by public institution (Low cost for publishers to participate)

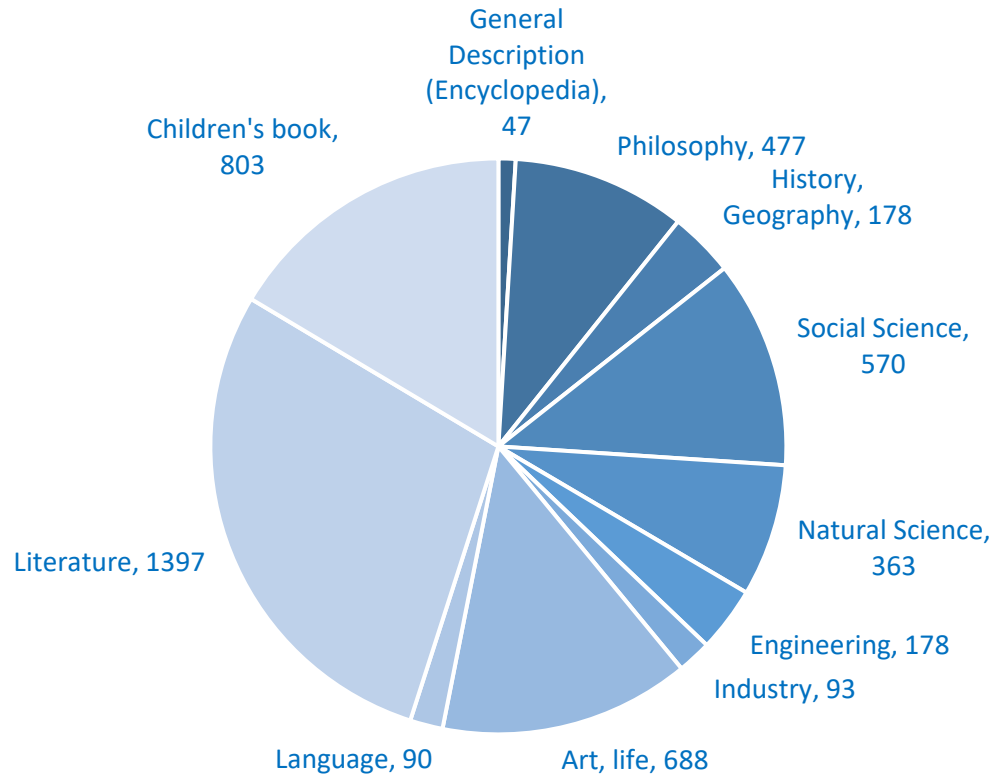
EX: Once a year Publishers meetup Soiree and Book Presentation Event organized by Institut-Francais.

2. **Mini Book Fair**

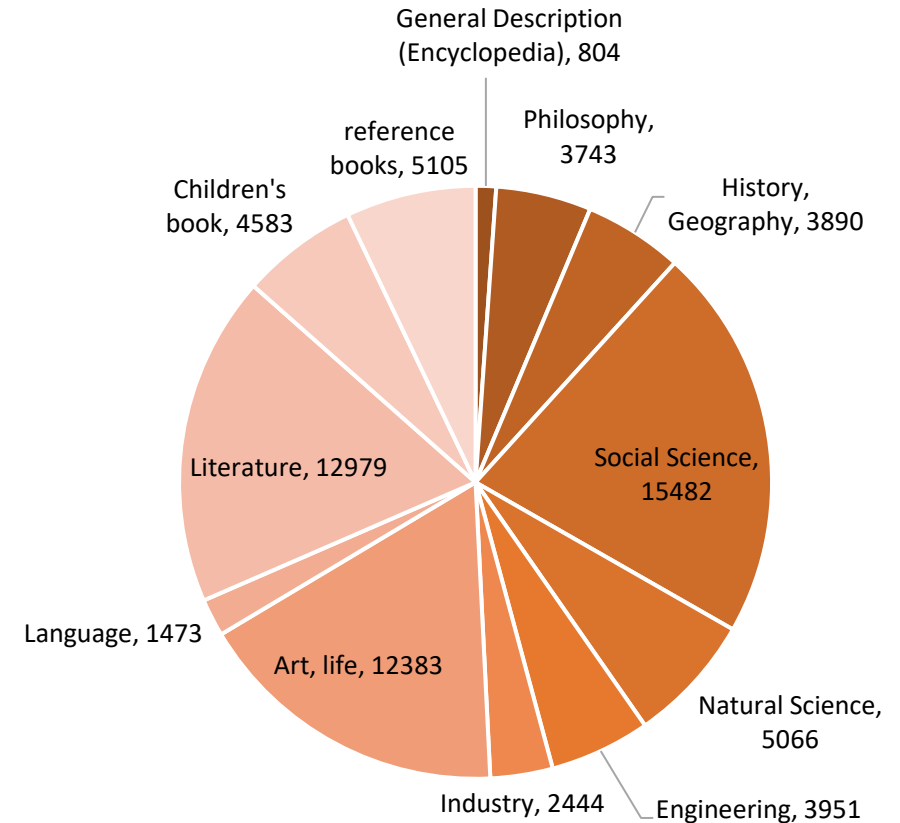
EX: K-Books Festival organized by K-Book Promotional organization (powered by CUON Korean specialized Publishers/Book store)

Editors event, **author** presentation, readers book festival.

# 3-2. Number of new books by genre, and break down of translated titles



**number of new books translated in 2019  
(total: 4884)**



**number of new books in 2019 (total: 71903)  
\*translation included**

# Japan Book Bank

A new Online Catalogue to find Japanese Contents introduced to the international partners



Frankfurt Book Fair 2021  
Discover Japanese publications  
20-24 October  
seeking for international partners  
Meet us  
@ Hall 6.0 No C129  
Japan Booth!  
 Japan Book Bank

- Japan Book Bank  
an online contents catalogue where you can find Japanese contents information presented worldwide.
- 93 publishers / 1500 contents showcased [as of 09/21]
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- WebSite: <https://japanbookbank.com/en>
- For inquiry: [jbb@vipo.or.jp](mailto:jbb@vipo.or.jp)

Frankfurt book fair 2021

# Japan National Booth @FBF2021

Organized by Japan Book Publishers Association

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**Froebel-kan Co.,Ltd.**

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**16 publishers will join the Japan Collective Area at Hall 6.0 C129. Also the Japan Book Bank will display their books within the Area! 400+ books will be displayed.**