



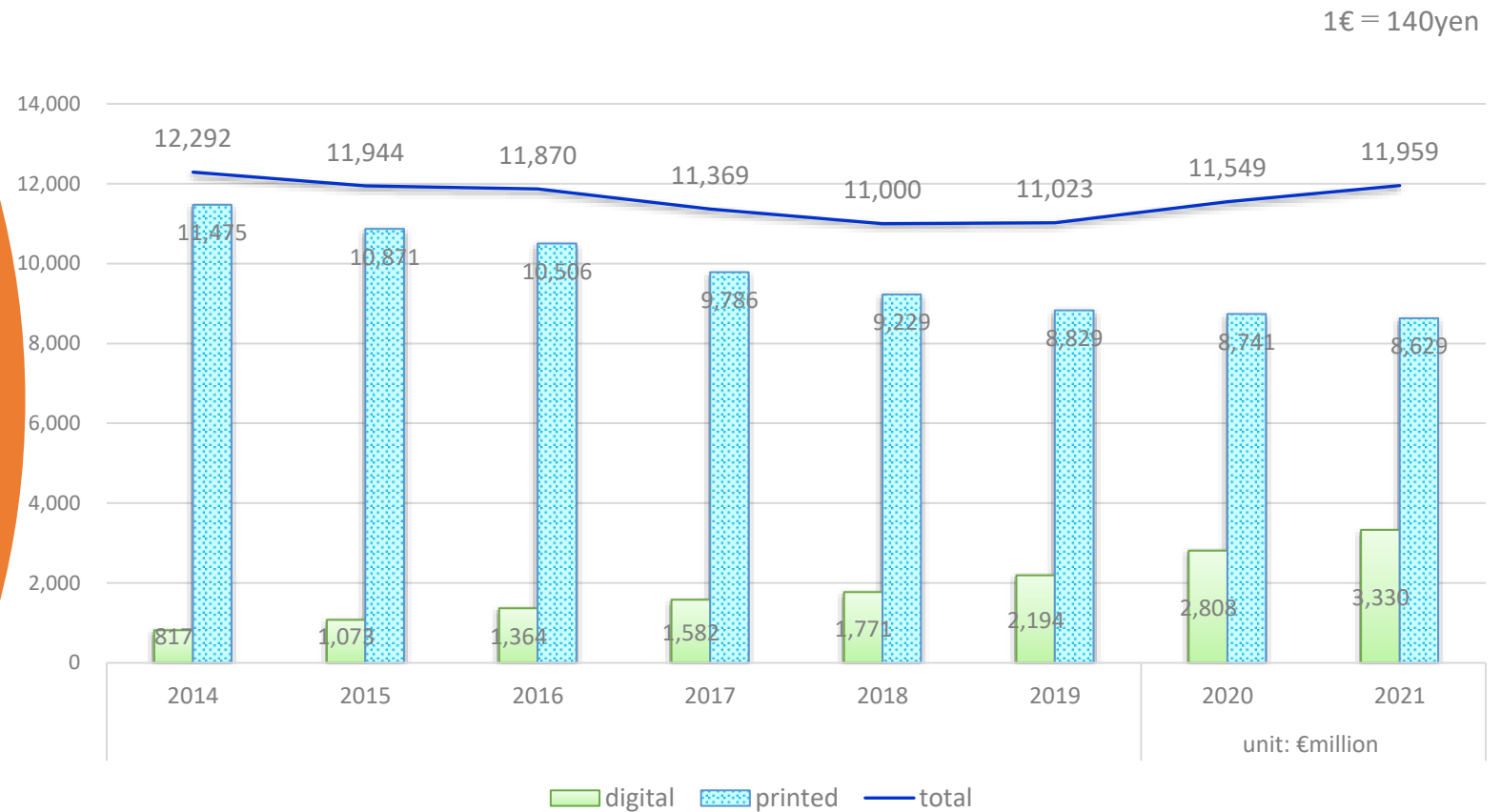
# Japan book publishing market in 2021



Published by Japan Book Publishers Association

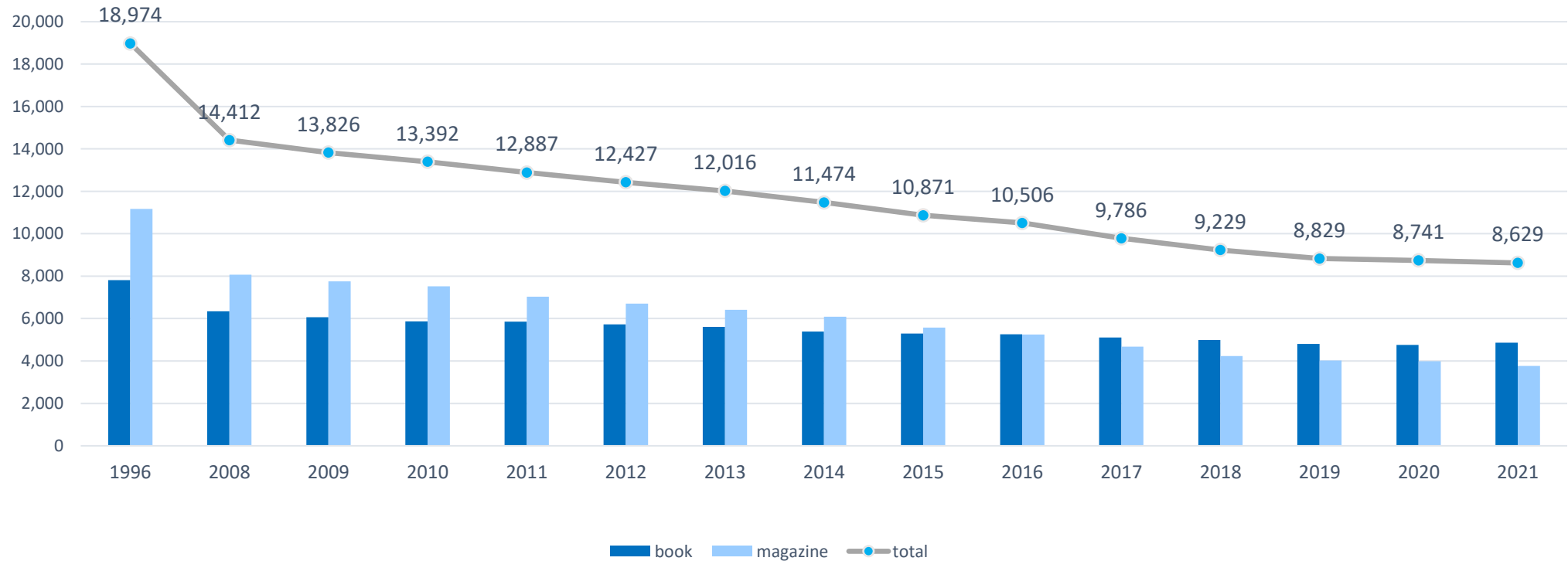
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1. Printed book and magazine sales down, e-books (especially comics) sales up



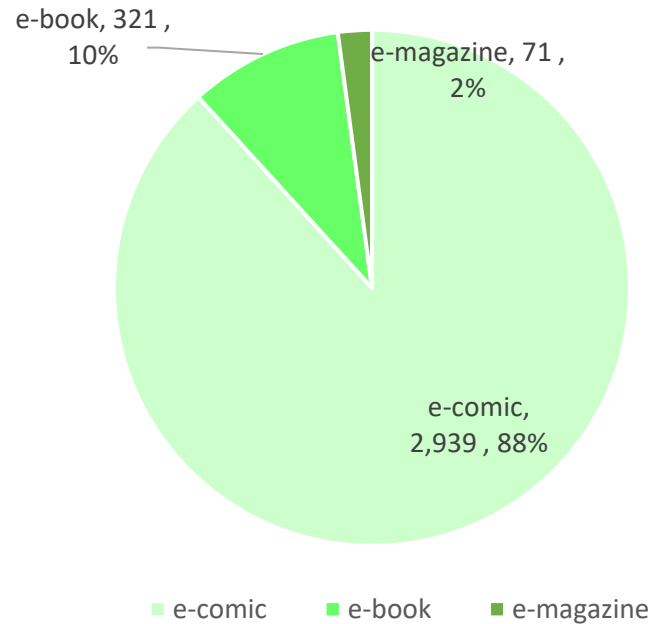
# 1-1. Sales of printed book and magazine have fallen since 1996

Sales of books and magazine (printed only) (unit: €million 1€= ¥140)

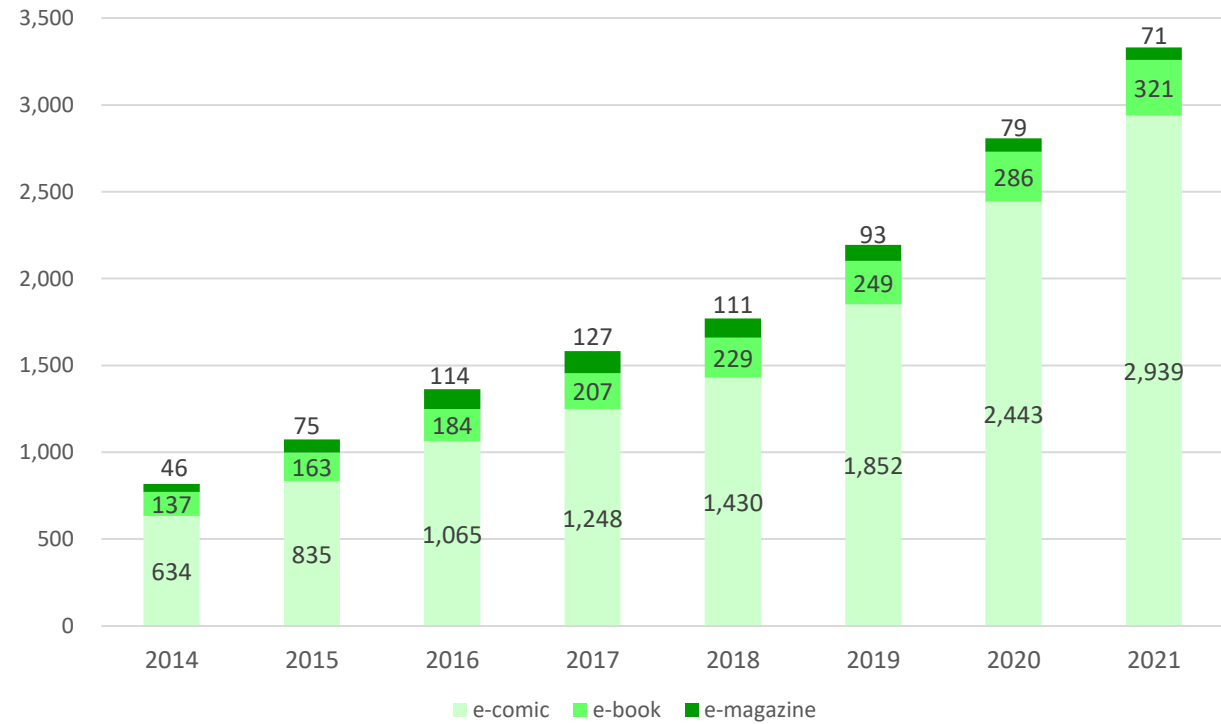


# 1-2. E-comics drive up sales of digital books

Composition of digital sales in 2021 unit: million €  
(1€ = ¥140)



Digital book sales



## 2-1. The demand for nest eggs pushes sales of paper books in 2021

In 2021, for the first time in 15 years, paper book sales increased 2.1% year over year

Sales increased in a wide range of genres, including children's books and literary books. However, in the first half of 2022, paper book sales declined 4.6% y/y

following reasons for the increase in sales of 2021

- Increase in the average price of books (JPY 1,238 , up 3.3% y/y)
- Downer return rates (32.5%, down 0.5% y/y)
- Favorable genres (literary books, children's books, junior high school study reference books due to textbook revisions, language books, etc.)
- Increase in home time (companies, schools)

## 2-2. Impact of covid 19 in 2021

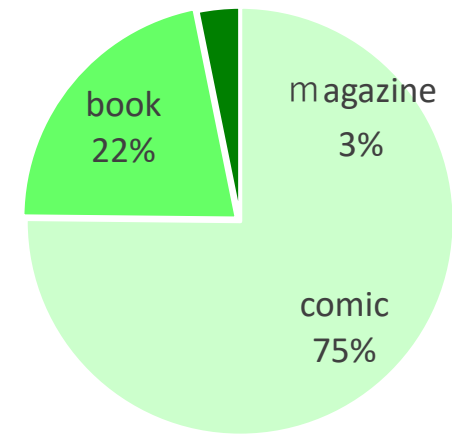
- Universities (including junior colleges, etc.) did not offer face-to-face classes in 2020, and online classes were the main method of instruction, but from April 2021, face-to-face classes have been the main method of instruction. (According to a survey conducted in March 2021, 80% of the schools answered that they would conduct more than 70% of face-to-face classes from April 2021. (In addition, more than 60% of schools indicated that they would also use online classes in combination.) [https://www.mext.go.jp/content/20210702-mxt\\_kouhou01-000004520\\_2.pdf](https://www.mext.go.jp/content/20210702-mxt_kouhou01-000004520_2.pdf)
- The schools temporarily closed classes and conducted online classes during the Corona outbreak, instead of closing all elementary, middle, and high schools at once.
- Due to Covid 19, a state of emergency was declared by the government in 2021, January, April, and July. Pubs and restaurants were required to shorten their operating, and large commercial establishments were required to shorten their operating or close. Bookstores were not required to close because they are necessary to maintain social life, but bookstores in large commercial establishments were affected by the closures and reduced hours.

# 3-1. Trend of rights revenue in Japan

Trend of rights revenue in Japan (estimated)  
(unit=€ million)

	comic	book	magazine	total
2012	60.0	10.0	8.6	78.6
2015	64.3	17.9	5.7	87.9
2018	70.7	21.4	4.3	96.4
2021	84.3	24.3	3.6	112.1

Breakdown of Rights Revenue in Japan, 2021



Source Shuppan sihyo Nenpo 2022

Rights revenue is calculated based on figures from research firms and interviews with publishers. The overseas market for comics, books, and magazines is EUR 1,402 million (JPY 196.3 billion). Assuming a royalty rate as 8%, rights revenue in 2021 was calculated to be €112.1 million (¥15.7 billion). The rights revenue in 2021 is 16% higher than in 2018.

# 3-2 Translated Works

## **Translated works from abroad with strong sales in Japan**

- Klara and the Sun ( Kazuo Ishiguo) Hayakawa Shobo published  
(Ranked 20th in sales of literary works in 2021. (No. 1 as a translated work))
- Where the Crawdads Sing (Delia Owens) Hayakawa Shobo  
(Honya Taiho (Bookstore Awards) in the Translation category in 2021)
- The Three-Body Problem ( Cixin Liu )
- Other popular themes include novels and essays on Korean feminism, etc.

## **Works translated from Japanese that have won literary awards overseas**

- Junji Itoh won US Eisner awards for Manga “Remina” in 2021 , originally published by Shogakukan.
- Aoko Matsuda won US World Fantasy Awards for “Where the Wild Ladies Are” in 2021, originally published by Chuokoron-Shinsha.
- Chisako Wakatake won LiBerturpreis, a German literary award for women writers for “I, I am going alone” in 2022, originally pulished by Kawade Shoboshinsha.



# 4-1. 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.**

## Tips for Promotion in Japan :

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

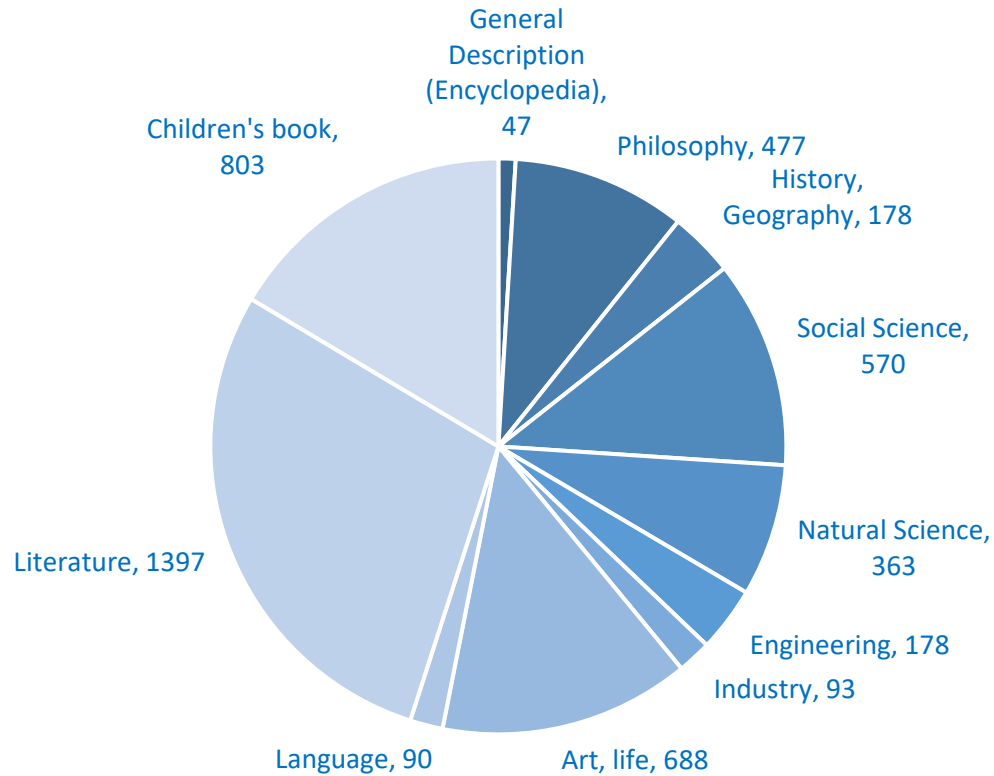
EX: Once a year Publishers meetup Soiree and Book Presentation Event organized by Institut-Francais.

## 2. Mini Book Fair

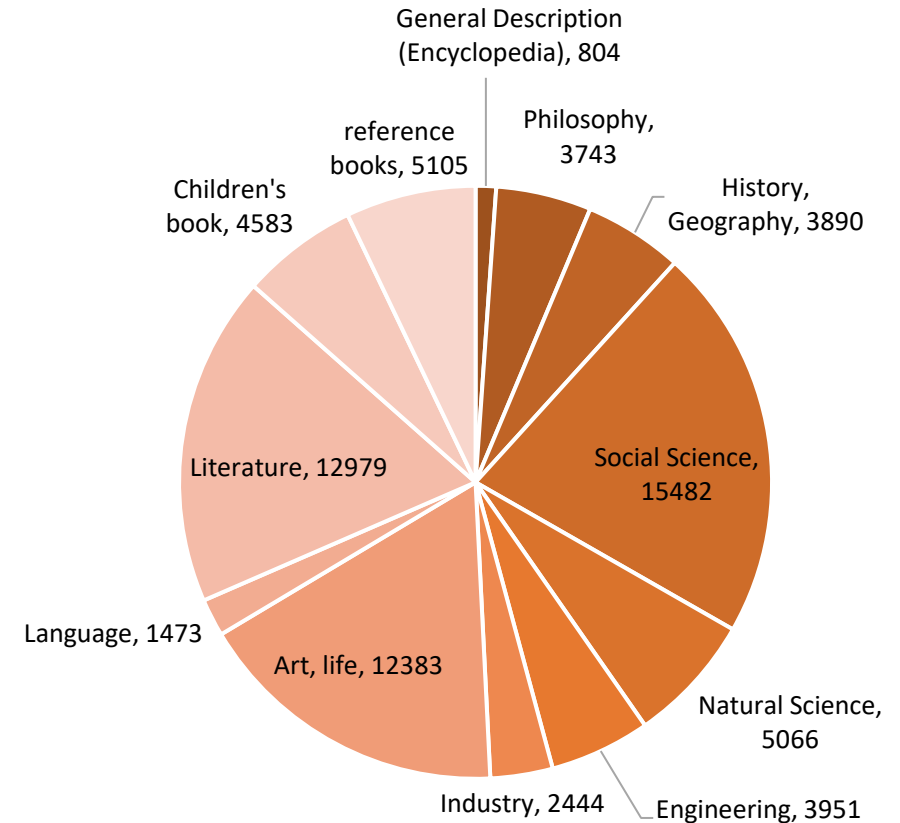
EX: K-Books Festival organized by K-Book Promotional organization (powered by CUON Korean specialized Publishers/Book store)

Editors event, author presentation, readers book festival.

# 4-2. 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**



Frankfurt book fair 2022

Exhibitors list of Japan National Booth organized by Japan Book Publishers Association

Jump to this URL: <https://www.jbpa.or.jp/fbf/japanFBF2022.html> for more details, which will be available soon!

**CHUOKEIZAI-SHA HOLDINGS, INC.**

**Fukuinkan Shoten Publishers, Inc.**

**Gakken Inc.**

**Hikarinokuni Co.,Ltd.**

**Impress Group**

**Japan Book Bank**

**Japan Media Arts Festival, Agency  
for Cultural Affairs, Government of  
Japan**

**JMA Management Center**

**KADOKAWA CORPORATION**

**KODANSHA Ltd.**

**Ohmsha, Ltd.**

**OVERLAP, INC**

**POPLAR Publishing Co., Ltd.**

**REIJINSHA Co., Ltd.**

**Sanshusha Publishing Co.,Ltd.**

**SHOGAKUKAN**

**SHUEISHA Inc.**

**TO Books, Inc**

**16 publishers and 2 organizations will join the Japan collective stand at Hall 6.1 A98. Books, Japanese rights sellers will be presented, and events will be held at site.**



Japan Book Bank

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# 25th JAPAN MEDIA ARTS FESTIVAL

Japan Media Arts  
Festival,  
Agency for Cultural  
Affairs, Government  
of Japan

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- Address: 2F 4-1-1 Tsukiji, Chuo-ku, Tokyo, 104-0045 Japan
- URL: <https://jmaf-promote.jp/en/>  
<https://www.bunka.go.jp/english/>

The Japan Media Arts Festival (JMAF) is a comprehensive festival of Media Arts that honors outstanding works from a diverse range of media – from animation and manga to media art and games. The festival gives awards in each of its four divisions: Art, Entertainment, Animation, and Manga. At Frankfurt Book Fair, we will be introducing JMAF award-winning Japanese Manga titles created by notable women authors. From Day 1 to Day 3, special pitching events to promote their international licenses will be held at our booth. We look forward to talking to professionals who are interested in Manga we represent, during a casual cocktail party following the event.