



# Japan book publishing market in 2022



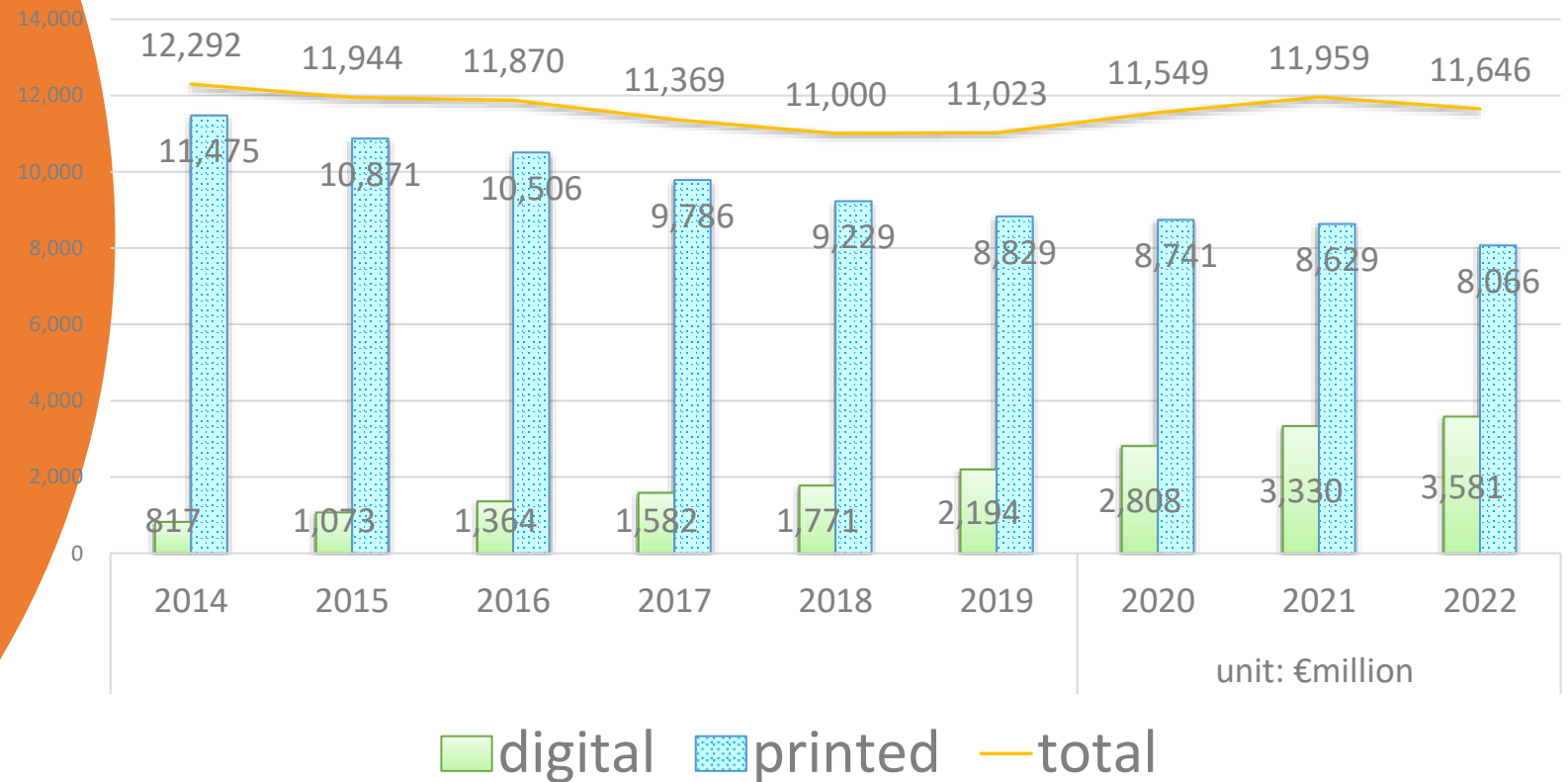
Published by Japan Book Publishers Association

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

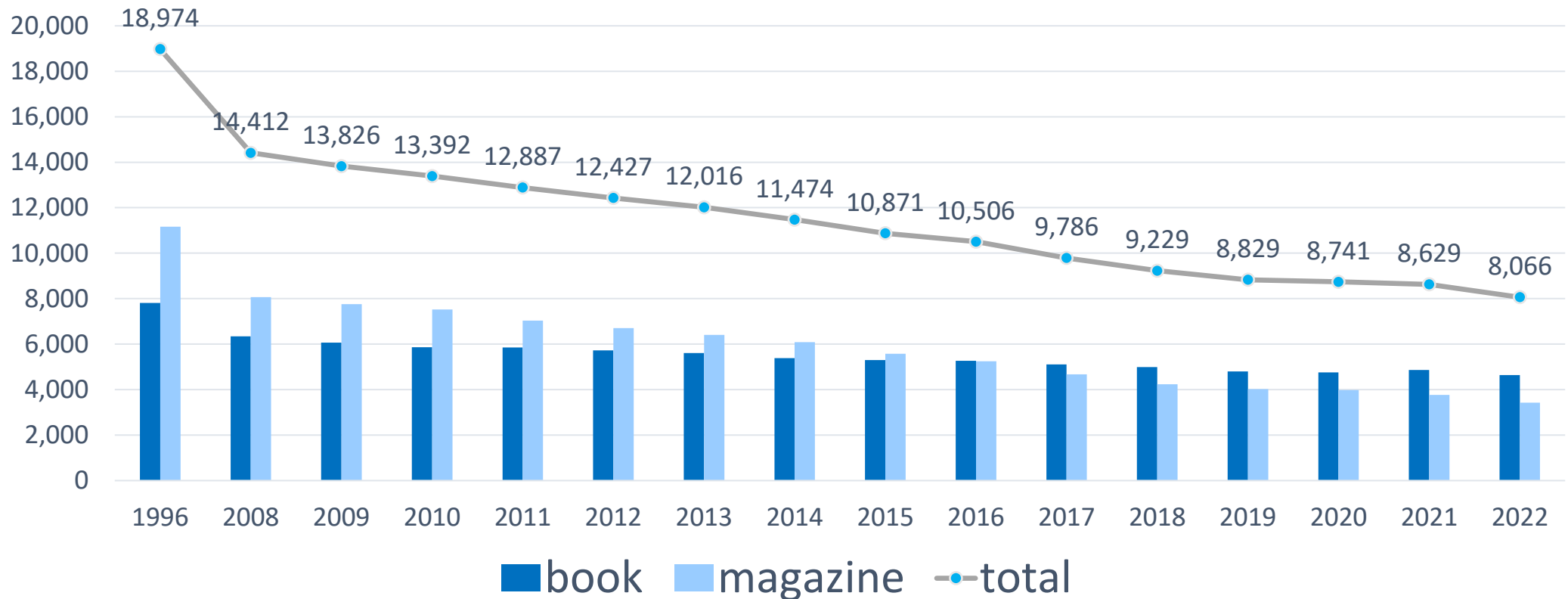
Total sales publishing (include books and magazine)

(unit: million €) 1€ = 140yen



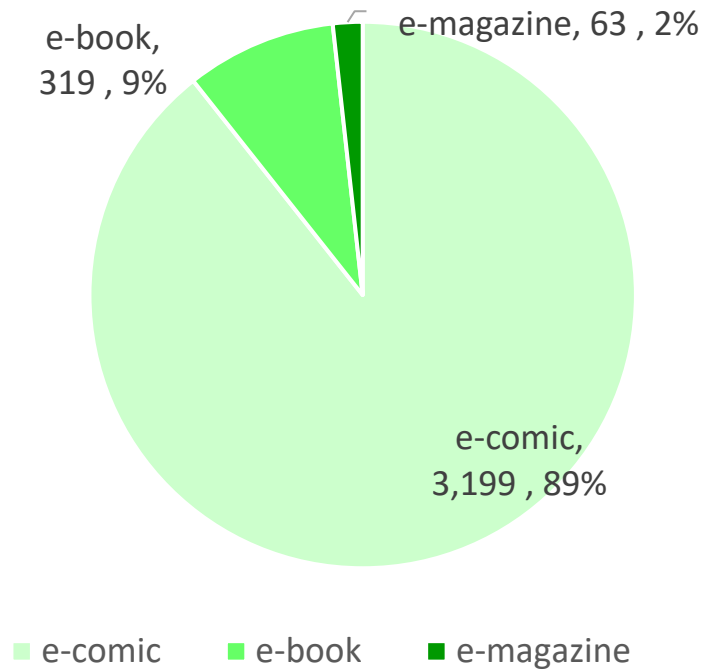
# 1-1. Sales of printed book and magazine have fallen since 1996

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

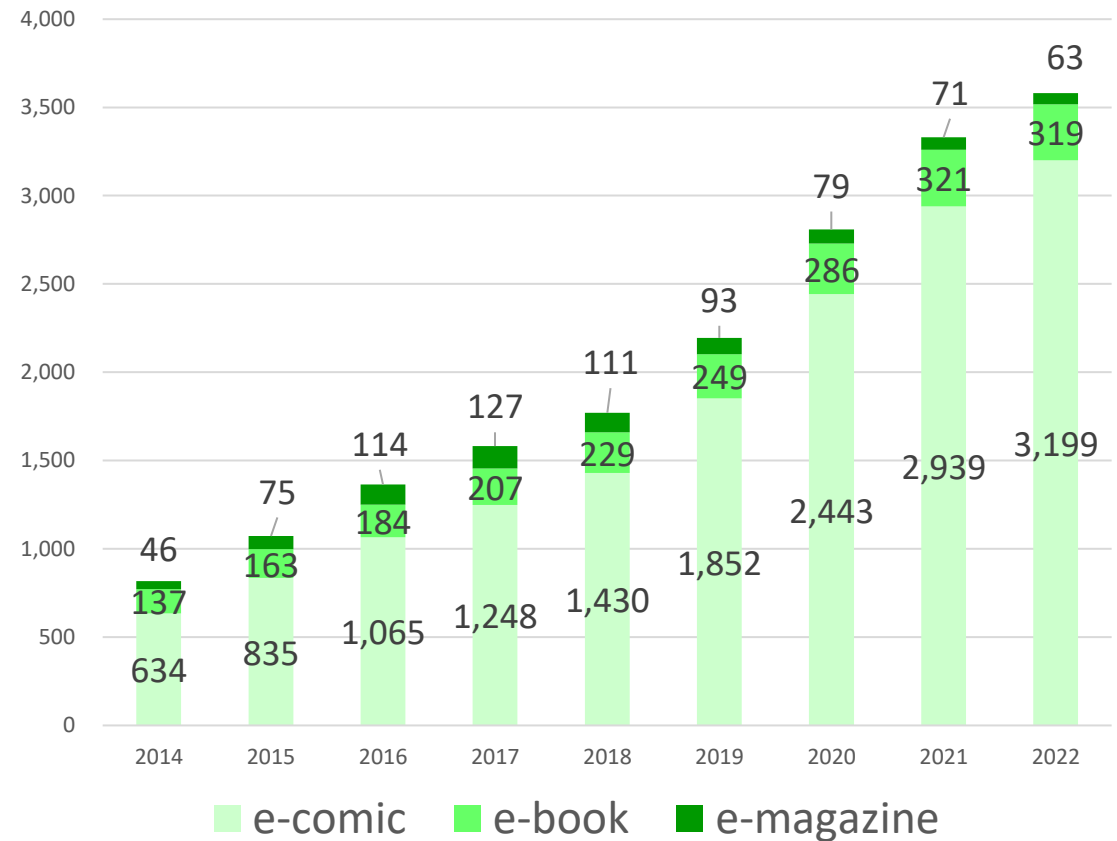


# 1-2. E-comics drive up sales of digital books

Composition of digital sales in 2022  
(unit: million €) 1€ = 140 yen



Digital book sales

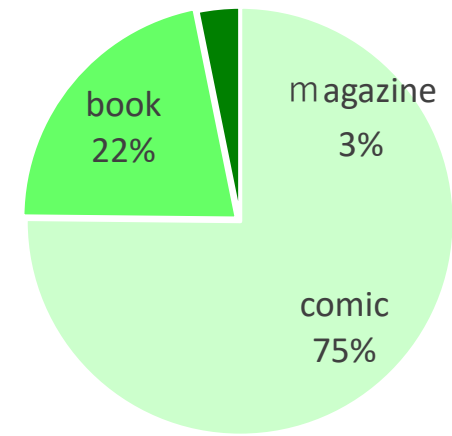


# 2-1. Trend of rights revenue in Japan

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.

# 3-1. 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)

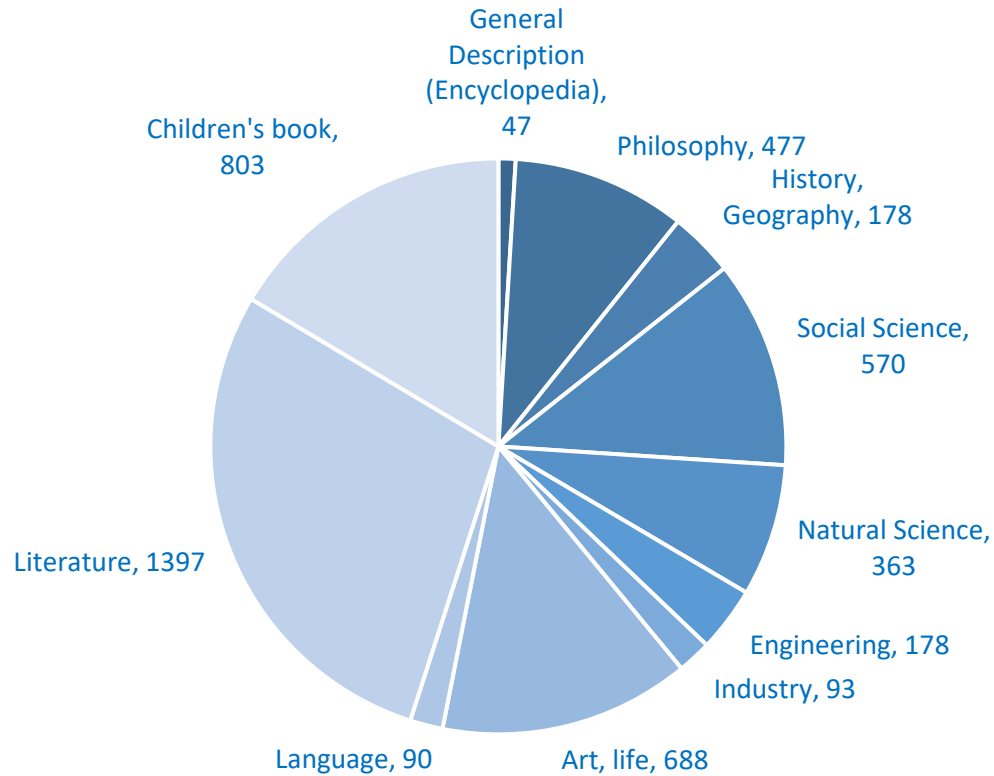
EX: Once a year Publishers meetup Soiree and Book Presentation Event organized by Institut-Francais.

## 2. Mini Book Fair

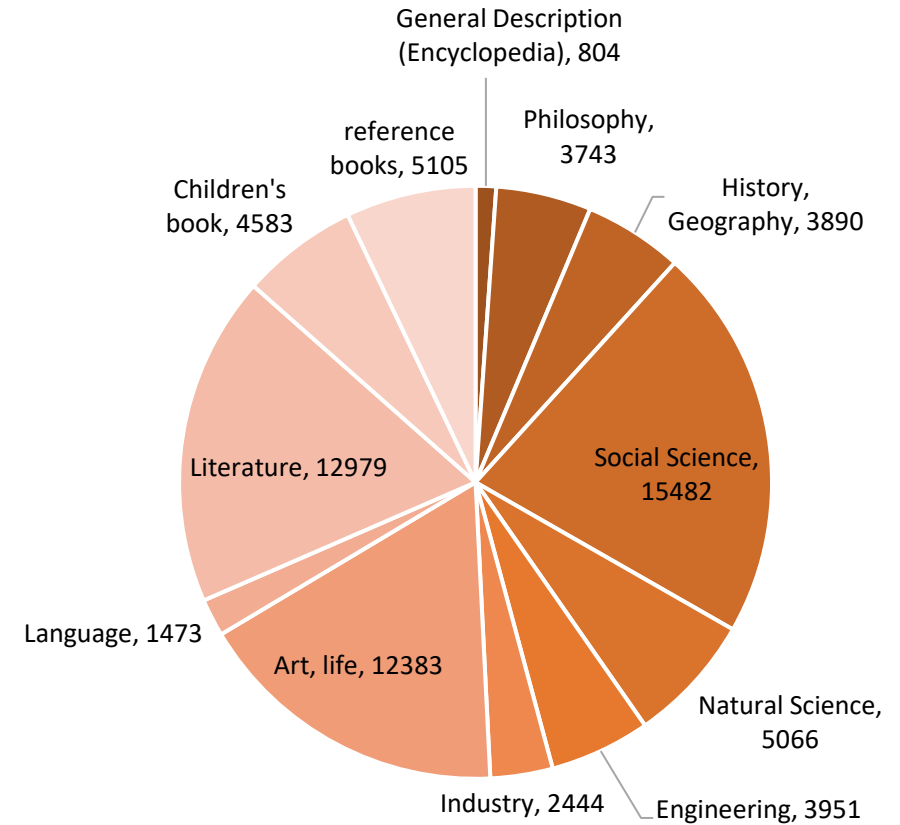
EX: K-Books Festival organized by K-Book Promotional organization (powered by CUON Korean specialized Publishers/Book store)

Editors event, author presentation, readers book festival.

# 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**



Frankfurt book fair 2023

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

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

**CHUOKEIZAI-SHA HOLDINGS, INC.**

**Gakken Inc.**

**Hikarinokuni Co.,Ltd.**

**IPG Network(Impress Group)**

**Japan Book Bank**

**Agency for Cultural Affairs, Government  
of Japan**

**Japan Foundation**

**JMA Management Center**

**Drecom Co., Ltd**

**Hobby Japan Co., Ltd.**

**Manga Shelf(Leed Publishing, Square  
Enix, Bunkasha, Akita Shoten, COAMIX)**

**KADOKAWA CORPORATION**

**KODANSHA Ltd.**

**Ohmsha, Ltd.**

**OVERLAP, INC**

**Poplar Publishing Co., Ltd.**

**REIJINSHA Co., Ltd.**

**SANSHUSA Publishing Co.,Ltd.**

**SHOGAKUKAN**

**SHUEISHA Inc.**

**TO Books, Inc**

**22 publishers and 3 organizations will join the  
Japan collective stand at Hall 6.1 A96. Books,  
Japanese rights sellers will be presented.**





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Japan Book Bank



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# Member list of Japan Book Publishers Association (JBPA)

JBPA is an association of publishers with 397 members.

More information on our member, including contact information, is available at <https://www.jbpa.or.jp/en/members/index.html>

