

The Polish Book Market



There are more than 31,000 publishers registered in Poland. However, the market is highly concentrated. The 300 largest publishing firms still hold almost 98 per cent of it. Approximately 600-700 firms publish more than ten books per annum, and more than 300 achieved a turnover of over 1 million zlotys (€ 250,000), and approximately 160 achieved a turnover exceeding 2 million zlotys (€ 500,000) in 2010.

Market share in 2010 by size of publishing firm

	Number in group	Sales income within group	€ million	Market share in %
Large publishers annual income > € 4 millions	43	215	553.7	75.3
Medium-sized publishers annual income from € 200,000 to € 4 million	~270	670	167.5	22.8
Small publishers annual income < € 200,000, publishing at least two titles pa	~1,500	50	12.5	1.7
Irregular publishers producing occasional publications	~5,000	5	1.2	0.2