

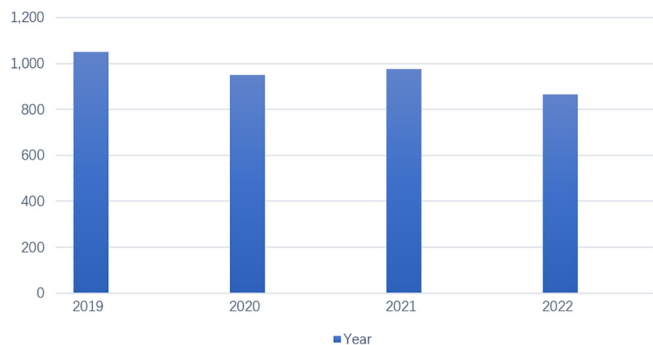
China's Book Market in 2022

China's book market in 2022 in figures (by sample sales data)

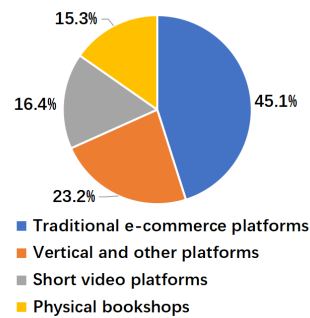
Data from Beijing OpenBook. OpenBook takes its data from over 18,000 bookstores, which includes over 4,800 physical bookstores and 13,000 etailers like traditional e-commerce platforms, content-centered platforms, video-based platforms, etc., covering 80% of the total market value.



Market change: -11.77%
China's print book sales by market value reached 87.1bn Yuan (£10.6bn) in 2022, representing an 11.77% drop from 2021's figures.



Short video platform represents a higher percentage of print book sales by marked value than physical bookshops.



Physical bookshops

Number of sold-out books by ISBN:
1.48 million;
New titles: **152,000;**
New title percentage: **10.3%**

Traditional e-commerce platforms

Number of sold-out books by ISBN:
1.85 million;
New titles: **112,000;**
New title percentage: **6.0%**

Vertical and other platforms

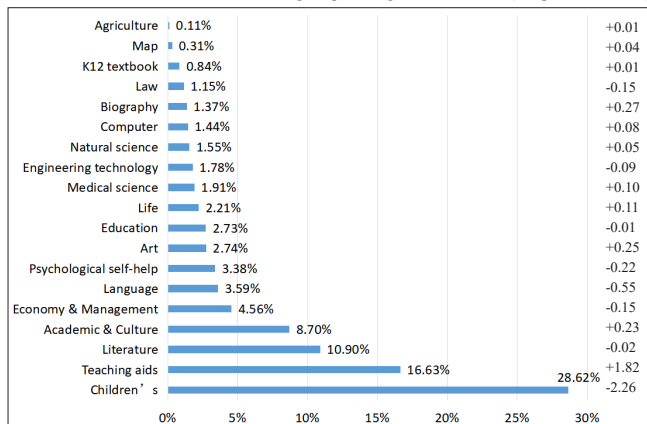
Number of sold out books by ISBN:
1.12 million;
New titles: **102,000;**
New title percentage: **9.1%**

Short video platforms

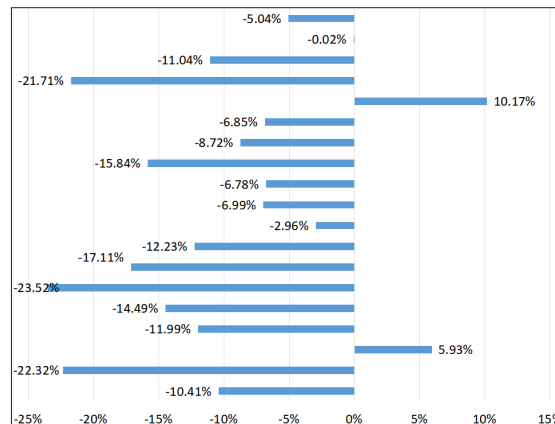
Number of sold-out books by ISBN:
57,000;
New titles: **7,000;**
New title percentage: **11.9%**

Highlights of different categories

change of percentage of market share (compared with 2021)

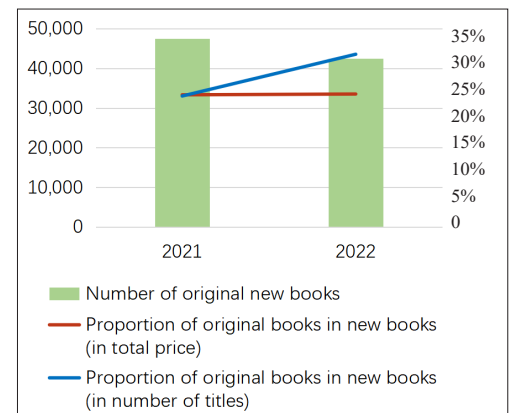


Sales of literature and biography books increased while education books declined most in market share (percentage of market share in sales by market value).



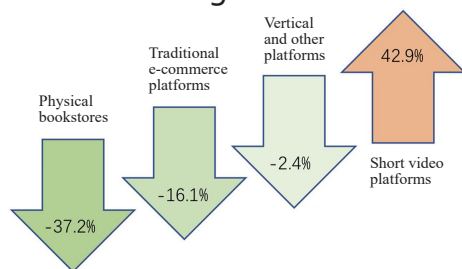
Niche categories had different growth rate against an overall downward trend.

Highlights of original new titles

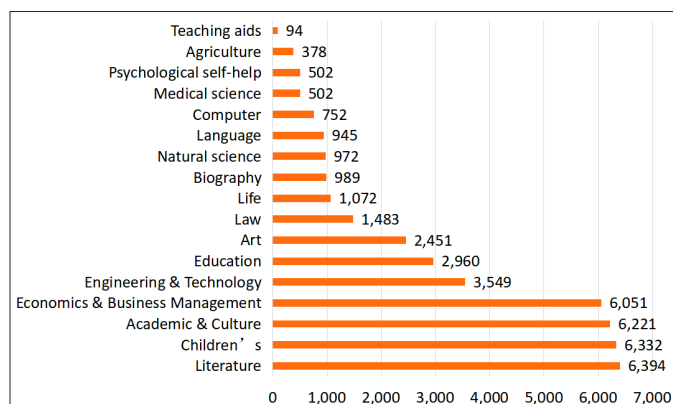


The percentage of original new titles in number increased slightly, while the percentage of original new titles in sales revenue increased substantially.

Book sales channels change in 2022



The number of titles published in different categories in original new book sector



Annual bestsellers in 2022

Top 3 adult fictions

Rank	Book Title	Author	Publisher
1	<i>Distant Saviour</i>	Dou Dou	The Writers Publishing House
2	<i>The Three-Body Problem</i>	Liu Cixin	Chongqing Publishing Group
3	<i>The Last Quarter of the Moon</i>	Chi Zijian	People's Literature Publishing House

Top 3 adult nonfictions

Rank	Book Title	Author	Publisher
1	<i>Counselling for Toads: A Psychological Adventure</i>	Robert de Board	Tianjin People's Publishing House
2	<i>Secret of I Ching</i>	Zeng Shiqiang, Liu Junzheng	Shaanxi Normal University General Publishing House
3	<i>The Courage to Be Disliked</i>	Ichiro Kishimi, Fumitake Koga	China Machine Press

Top 3 children's books

Rank	Book Title	Author	Publisher
1	<i>Favourite Comic Science for Elementary School Students</i>	Mingyang Zhuoan	China Science and Technology Press/Popular Science Press
2	<i>Ultraman Series Visual Book 55th Anniversary</i>	Tsuburaya Productions	Anhui Juvenile and Children's Publishing House
3	<i>Anhui Juvenile and Children's Publishing House</i>	Hantu	Guangdong People's Publishing House