

China's Book Retail Market in H1 2023

In the first half (H1) of this year, the Chinese book retail market showed significant rebound, gradually getting rid of the haze of negative growth. Among which, the sales channels of online stores have turned to positive growth, and the short video channel has the largest discount among all channels, with sales increased by 47.36% year-on-year.

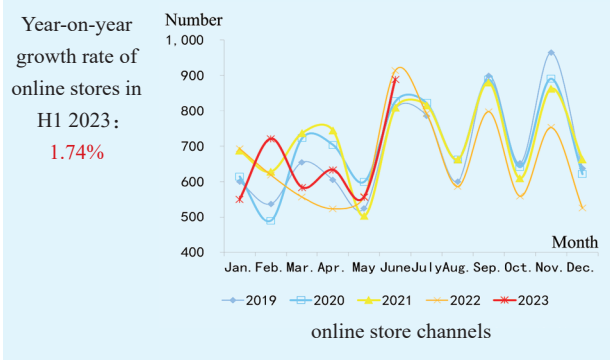
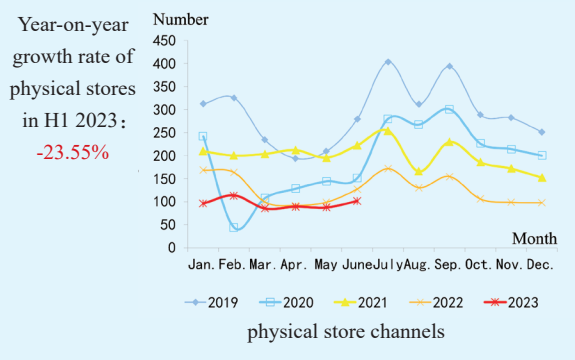
Affected by policy adjustments and changes in market preferences, the percentage of children's book revenue decreased the most, while psychological self-help books and map books are more popular among readers, with year-on-year growth rates exceeding 25%. In terms of content hotspots and best-selling trends, "manga+" books are making a hit; survival, change, and breakthrough under the New Normal have sparked thinking; cutting-edge technology and popular science books continue to attract attention; more readers follow with interest female themes, the richness of inner world, and the secrets of maintaining beauty and health.

(Data Resource: Beijing OpenBook Co., Ltd.)

The overall trend of China's book retail market

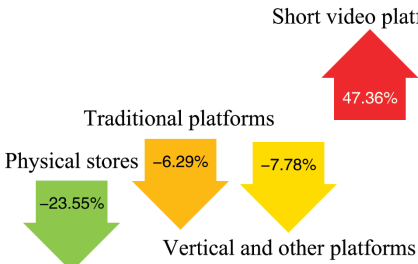
In 2022, China's book retail market decreased by 11.77% compared with 2021. In H1 2023, with a significant narrowing of the decline, the book retail market decreased by 2.41% year-on-year.

Compared to the first quarter of 2023, the decline of physical store channels narrowed in H1 2023, while online store channels shifted to positive growth.

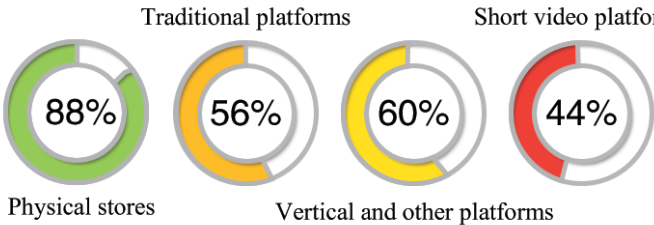


Short video e-commerce continues to grow positively, but the growth rate has slowed down.

There is little change in discounts across various channels, with the maximum discount for short video e-commerce.



Year-on-year growth rate of China's retail book markets across various channels in H1 2023



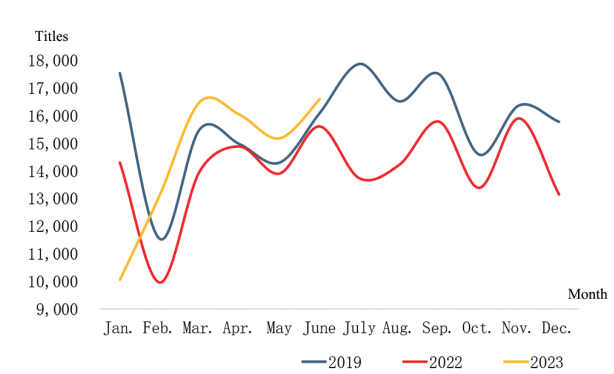
* In H1 2023, the discount is based on the fixed price, excluding discounts such as cash back or discount voucher.

Market capacity and target market

The year-on-year growth rates of psychological self-help books and map books exceeded 25%, with the largest decrease in the percentage of children's book revenue.

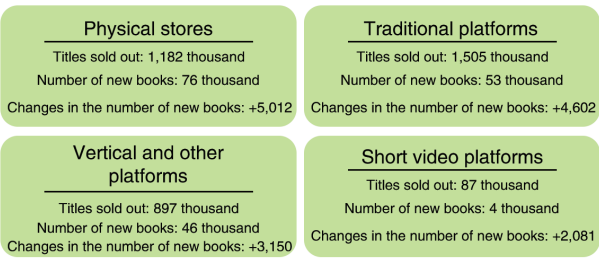
The titles of sold-out new books increased year-on-year, with the largest decline in study aids books.

Category	Percentage of revenue (the first half of 2023)	Year-on-year change in proportion
Children	28.19	-2.33
Study Aids	15.91	0.20
Literature	11.55	0.47
Academic and Culture	9.80	0.91
Economics and Management	4.77	-0.16
Self-help	4.41	1.00
Language	2.83	-0.37
Art	2.66	-0.04
Education	2.49	-0.26
Lifestyle	2.41	0.28
Medicine	2.27	0.33
Engineering Technology	1.61	-0.33
Natural Science	1.53	0.07
Biography	1.42	0.05
Computer	1.29	-0.17
Law	1.10	-0.13
Student Textbooks	0.80	0.04
Map	0.39	0.11

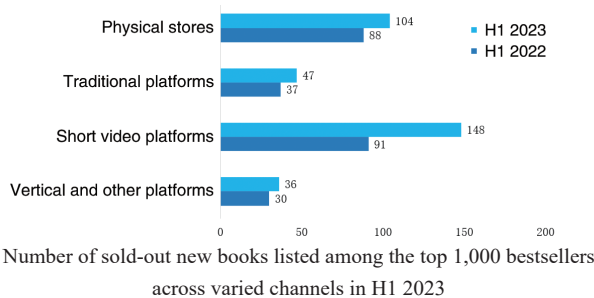


Trends in segmented retail channels

The scale of titles sold through short video platforms has further increased, with the highest proportion of new products among top books.



Scale of different channels in H1 2023



Hotspots and best-selling trends



- 1 The "Manga+" form of books making a hit, with a more diverse coverage of content;
- 2 Survival, change, and breakthrough under the New Normal have sparked thinking;
- 3 Frontier technology and popular science books continue to attract attention;
- 4 Female themes are popular, focusing on women's growth and development;
- 5 Enriching the inner world to cope with external uncertainty;
- 6 Searching for beauty and health codes from books.