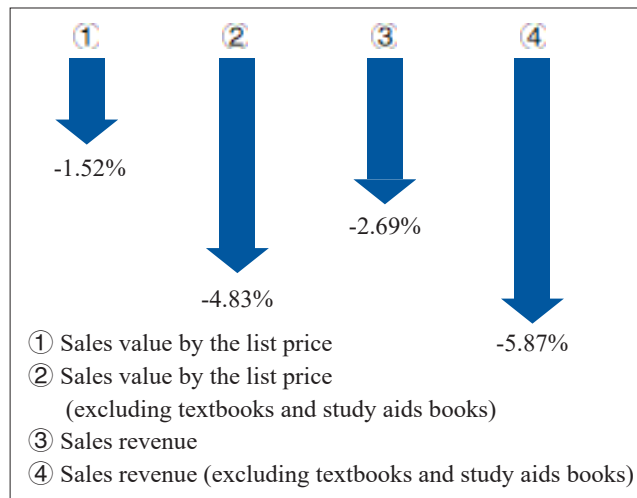


China's Book Market in 2024

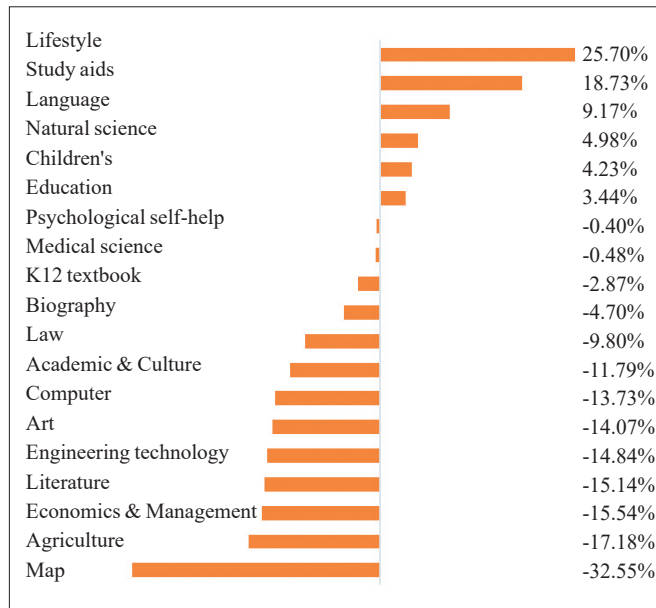
Data from Beijing OpenBook. The sales value by the list price of China's book retail market in 2024 was 112.9 billion RMB (approximately 12.63 billion pounds), with a year-on-year decrease of 1.52%. The year-on-year decline in the sales revenue was greater than that in the sales value by the list price, indicating further high discount in the fiercely competitive market. The upward trend of content e-commerce (formerly short video e-commerce) declined, making it difficult to drive the industry upward. The consumer groups of physical bookstores and content e-commerce were further differentiated, and the trend of differentiation in the types of books they prefer was also more significant.

Year-on-year growth rate in 2024

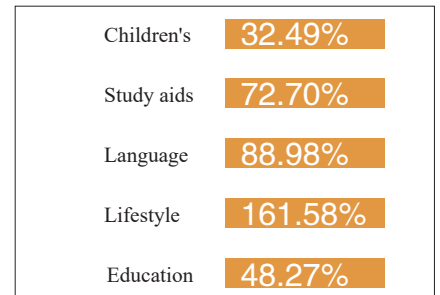
Sales value by the list price:
112.9 billion RMB (approximately 12.63 billion pounds)



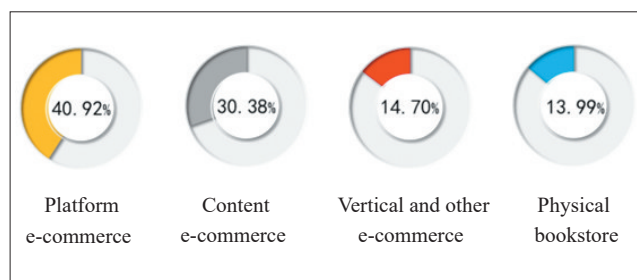
Highlights of different categories



Year-on-year growth rate in sales value of segmented categories (in content e-commerce channels)

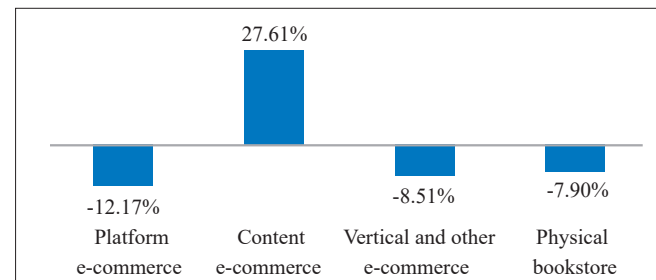


Revenue structure by channels



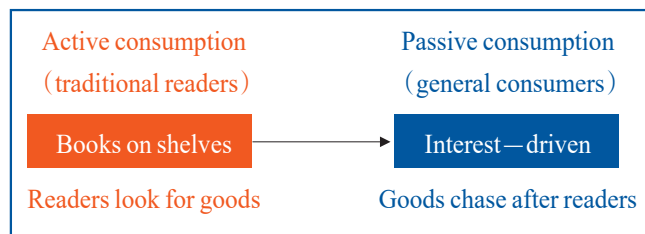
Platform e-commerce has the largest market share, while content e-commerce ranks second.

Year-on-year growth rate by channels

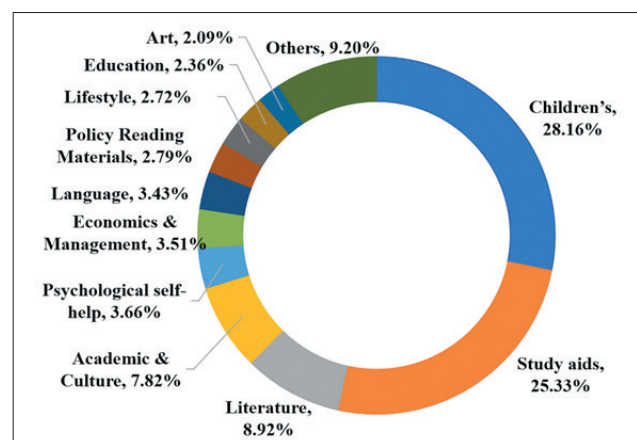


The growth rate of content e-commerce has slowed down, but it still maintains positive growth.

Content e-commerce's great influence on bestsellers



Proportion of segmented categories (in print sales value by the list price)



From the perspective of the print sales value by the list price of various types of books in 2024, the combined proportion of Children's and Study aids books exceeds 50%.

Annual influential authors

Yu Hua, Shi Tiesheng and Bei Mao were the top authors in the fields of fiction, non-fiction, and children's literature respectively.

Yu Hua	<i>Eighteen Years Old, Go Out For a Long Journey</i> 《十八岁出门远行》
	<i>We Live in a Huge Gap</i> 《我们生活在巨大的差距里》
Shi Tiesheng	<i>The Temple of Earth and I</i> 《我与地坛》
	<i>The Broken Brush in the Sick Bed</i> 《病隙碎笔》
Beimao	<i>Mi Xiaoquan's Diary of School Life series</i> “米小圈上学记”系列
	<i>Mi Xiaoquan Happy Chinese series</i> “米小圈快乐大语文”系列

Annual bestselling debut authors

Insecticidal team member (杀虫队队员)	<i>End of the Final Ten Days series</i> “十日终焉”系列
[Germany] Ernstfried Hanisch and Eva Wunderer	<i>The Elephant Hiding Behind Mosquitoes</i> 《躲在蚊子后面的大象》
Kou Qiankun	<i>Manga Youth - Journey of Adventure: The Wolf Path (4 volumes)</i> 《漫画少年冒险之旅:狼之道》(全4册)

Annual influential books

Fictions No.1

The Last Quarter of the Moon
《额尔古纳河右岸》

Publisher: People's Literature Publishing House



Non-fictions No.1

Ways to Respond 《回话有招》
Publisher: Dolphin Books



Children's books No.1

Manga Children - Flexible Thinking
《漫画儿童变通思维》
Publisher: Northern China Women and Children Publishing House

