

PRODUCTION AND SALES BRAZILIAN PUBLISHING SECTOR

Printed Book

Base Year – 2024

April, 2025

NielsenIQ BookData



Production And Sales - Brazilian Publishing Sector Printed Book

Industry Analysis

Longest-lasting research in the country and in Latin America

By conducting this analysis on an annual basis, we can effectively evaluate the Brazilian market throughout the years.

This study covers every possible Sales channel in the publishing industry

Developed by::

CBL Câmara Brasileira do Livro

SNEL

NIQ BookData

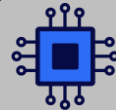


Highlights



SECTOR

There was a **nominal growth** of **3.7%** in publishers' **market sales**. However, when adjusted for the **IPCA inflation rate** of **4.83%**, this corresponds to a **real decline** of **1.1%**.



CATEGORY

Trade publishers reported a strong **nominal growth** of **9.2%** in market sales, while **Religious publishers** also saw a solid **increase** of **8.7%**. **Academic and Professional** publishers experienced more modest **nominal growth** of **3.3%**. By contrast, **Educational** publishers were the only segment to register a **nominal decline**, with sales falling by **5.1%**.



CHANNELS

Bookstores have **increased** their **share** of **Trade publishers' revenue**.



GENRE

For the **first time**, the study includes **performance data by book genre**. Organized into five categories — **Educational, Adult Fiction, Non-Fiction, Children's and Young Adult, and Religious** — the results align the Brazilian study more closely with international research practices

PRODUCTION

Printed Book

NIQ BookData



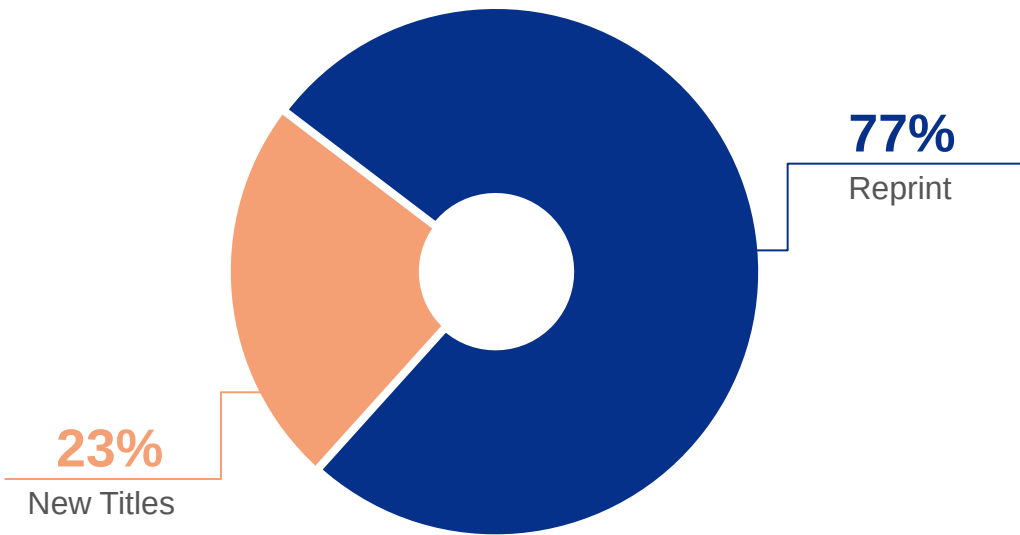
PUBLISHERS PRODUCTION

Printed Book

In 2024 the publishers produced:



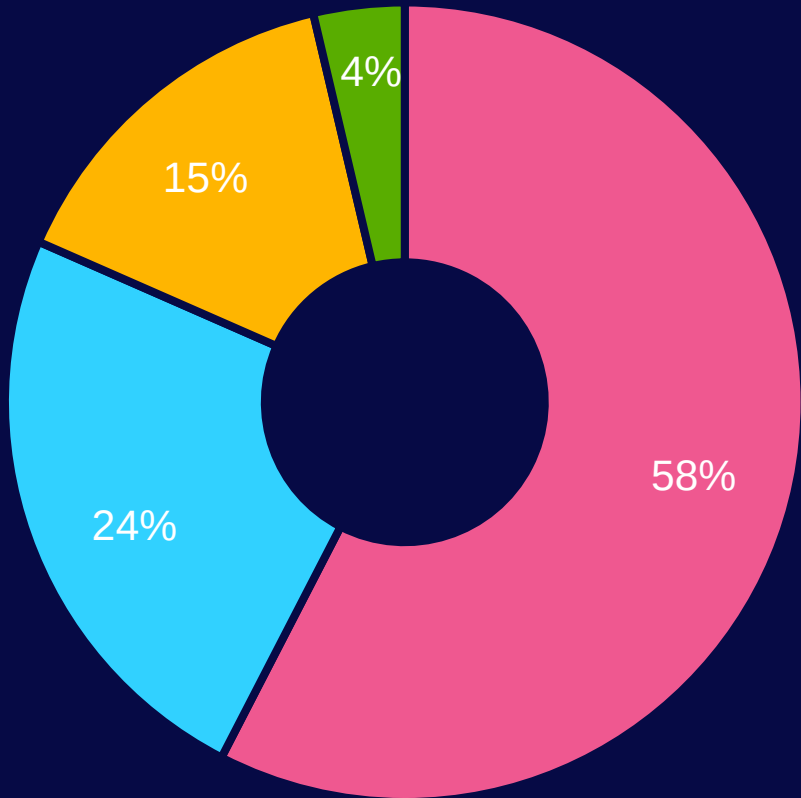
44 Thousand
Titles Published



Nielsen BookData | Produção e Vendas Ano-base 2024



366 Millions of Copies



Educational Trade
Religious Academic & Professional

PUBLISHERS PRODUCTION

Printed Book





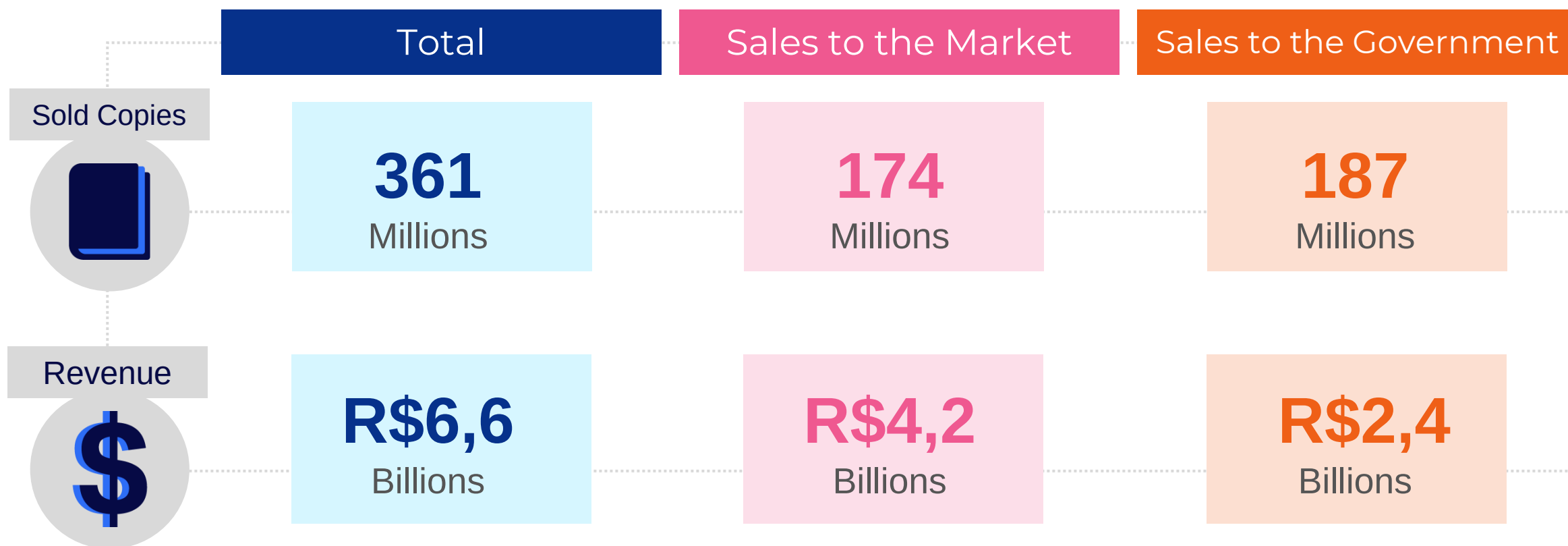
SALES

Printed Book

NIQ BookData

Publishers Sales

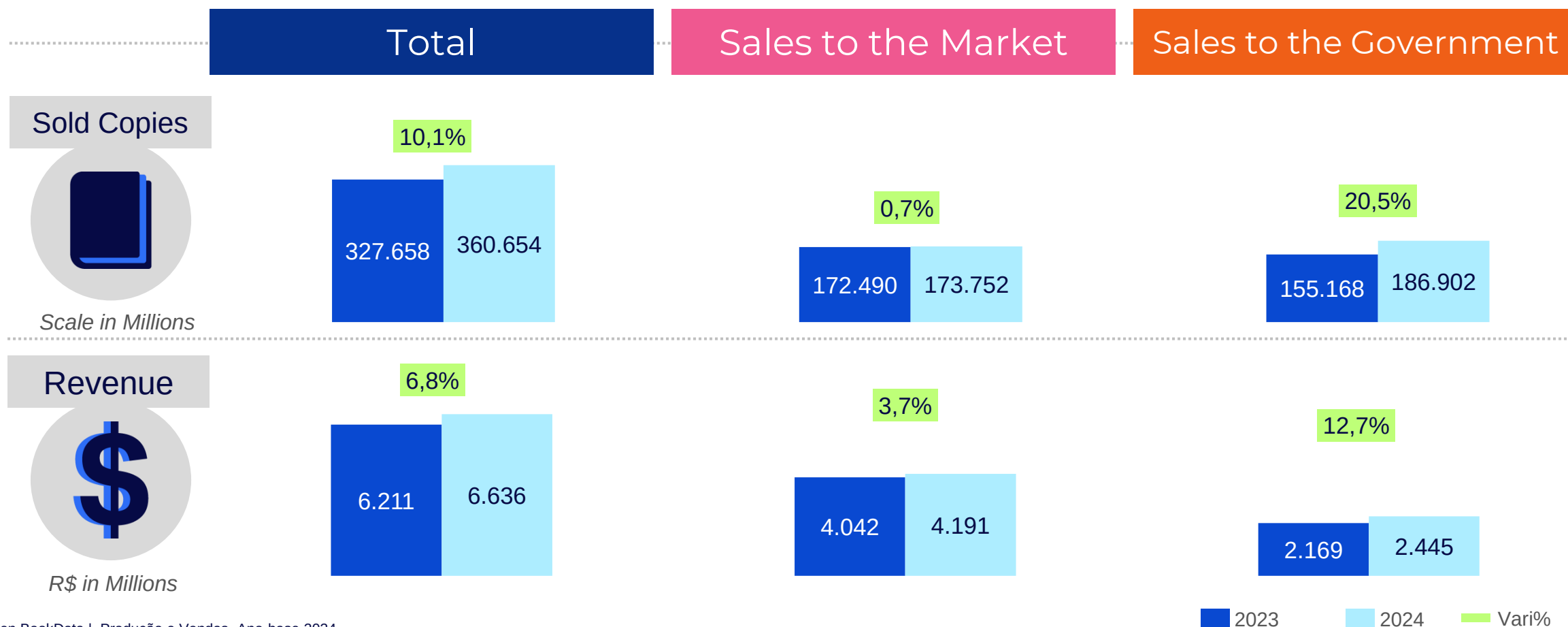
Printed Book



Nielsen BookData | Produção e Vendas Ano-base 2024

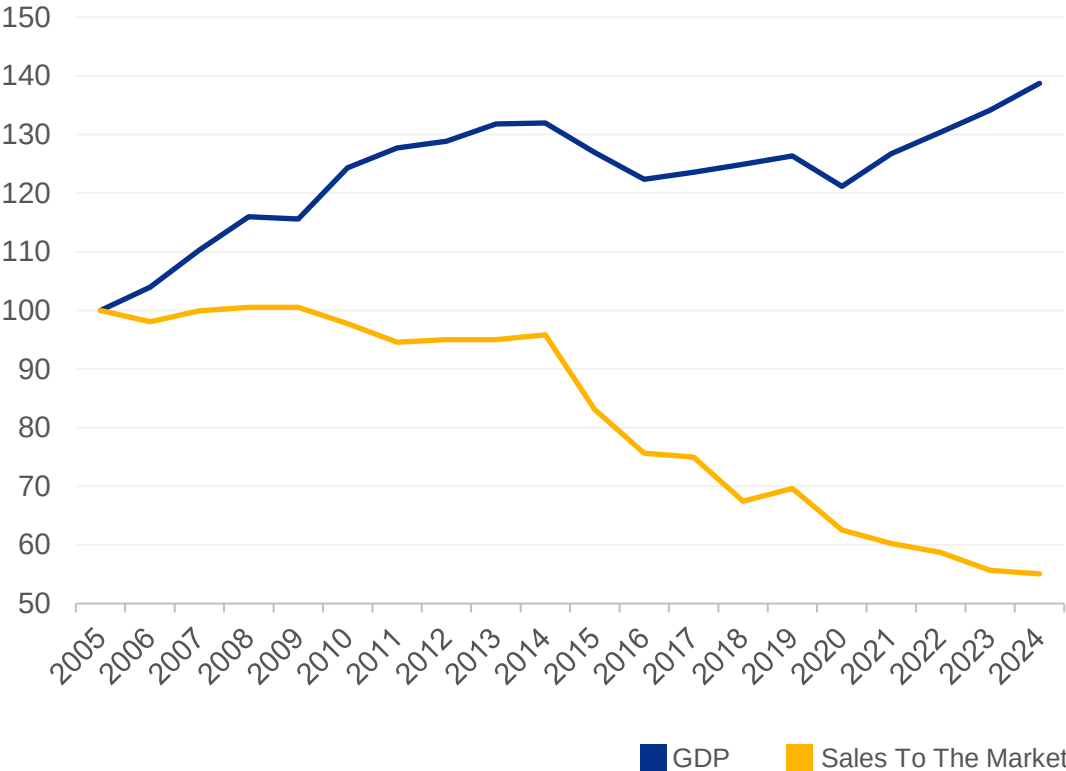
Publishers Sales

Printed Book



Publishers Sales

Printed Book



Nielsen BookData | Produção e Vendas Ano-base 2024



Average Market Price – Nominal			
	2023	2024	VAR. %
	R\$23,43	R\$24,12	2,9

Publishers Sales

Printed Book – Market Sales

Sold Copies

Scale in Thousands

Genre

Revenue

Scale in Millions

22,6%

39.222



Non-Fiction

R\$ 1.195,70

28,5%

10,8%

18.742



Educational

R\$ 1.138,69

27,2%

18,7%

32.567



Fiction

R\$ 658,57

15,7%

29,5%

51.323



Religious

R\$ 652,45

15,6%

18,4%

31.897



Children's and Young Adult

R\$ 545,43

13,0%

Publishers Sales

Printed Book – Government Sales



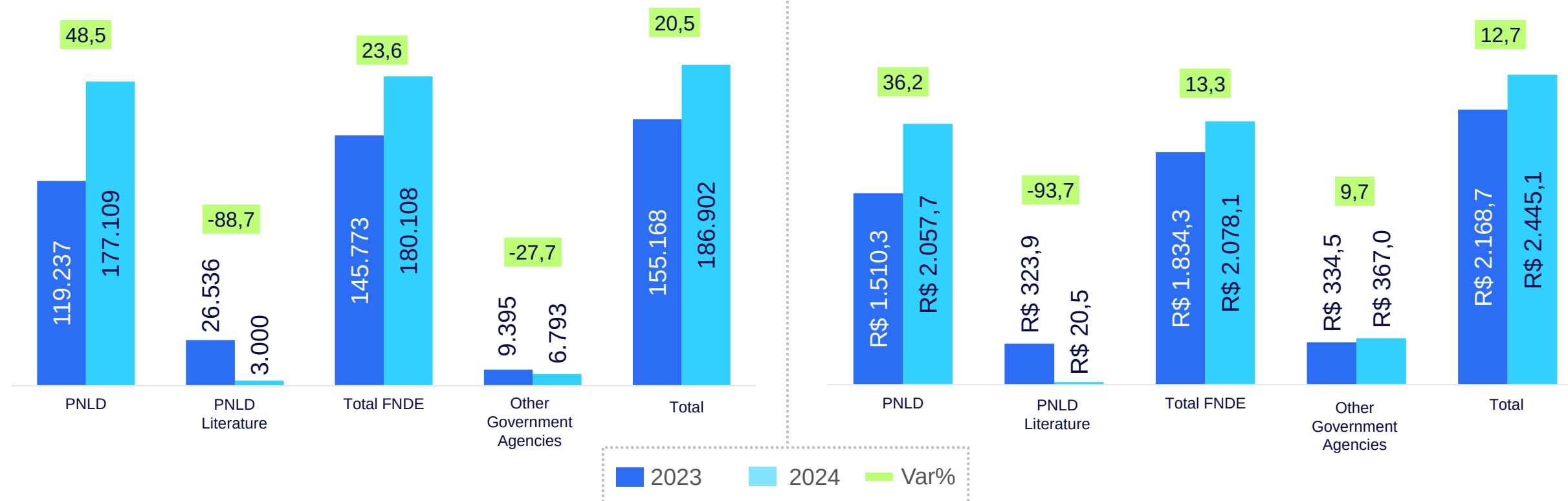
Sold Copies

Scale in Thousands



Revenue

Scale in Millions

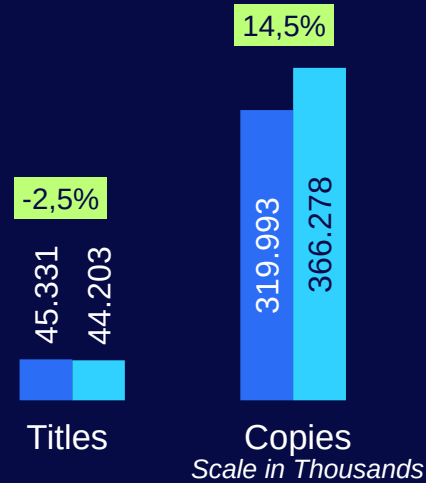


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INDUSTRY SUMMARY

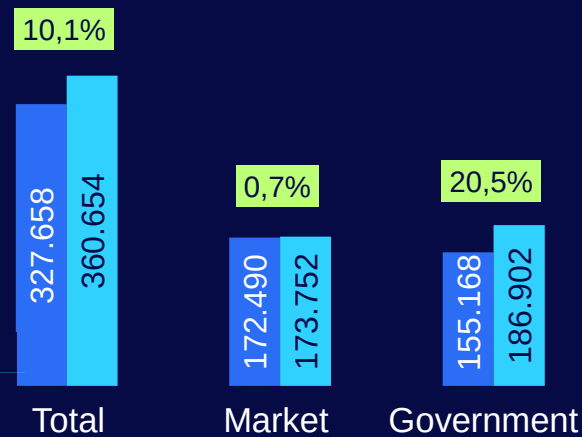
Printed Book

Production



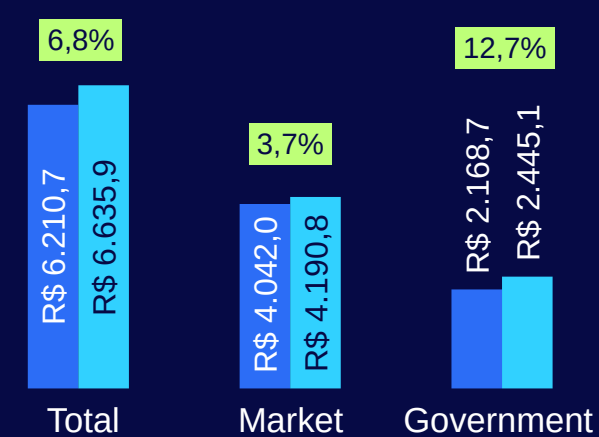
Sold Copies

Scale in Thousands



Revenue

Scale in Millions



■ 2023 ■ 2024 ■ Var%

Average Market Price - Nominal



2023	2024	VAR. %
R\$ 23,43	R\$ 24,12	2,9%

Revenue In Real Terms

Sales to The Market

-1,1%

Total Sales
Market + Government

1,9%



Câmara
Brasileira
do Livro



CHANNELS

Printed Book

NIQ BookData

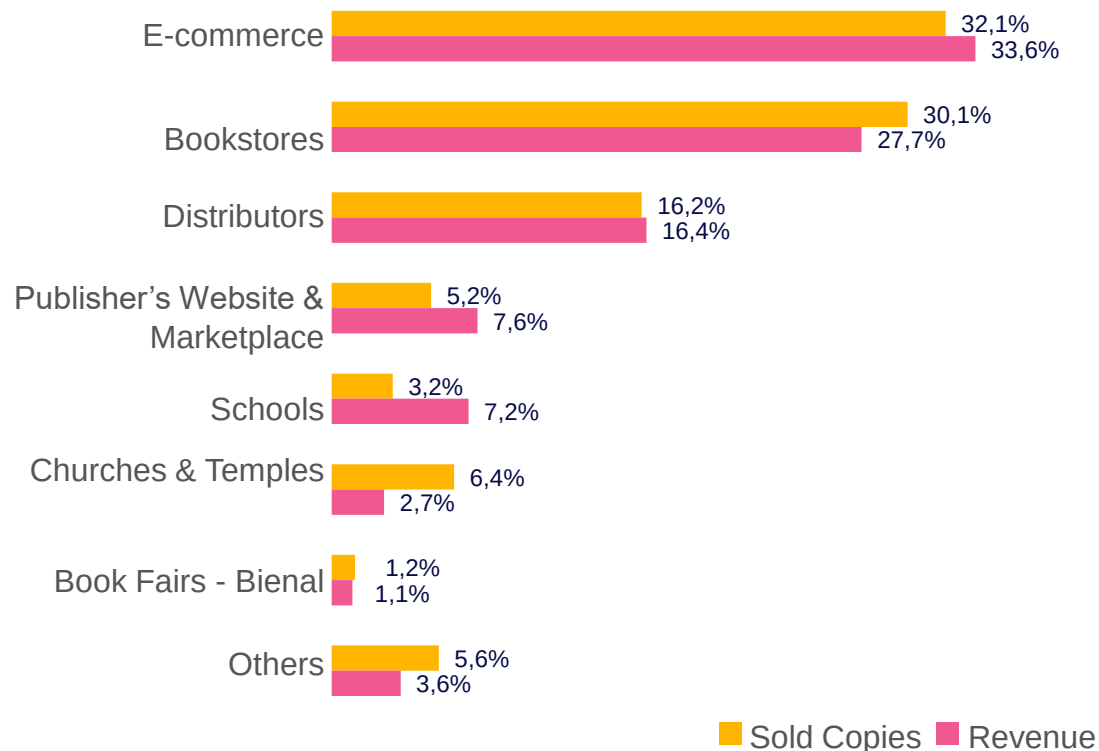


CHANNELS

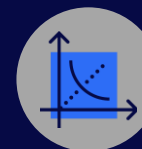


Sales by Channel

Share % - Sold Copies & Revenue - 2024

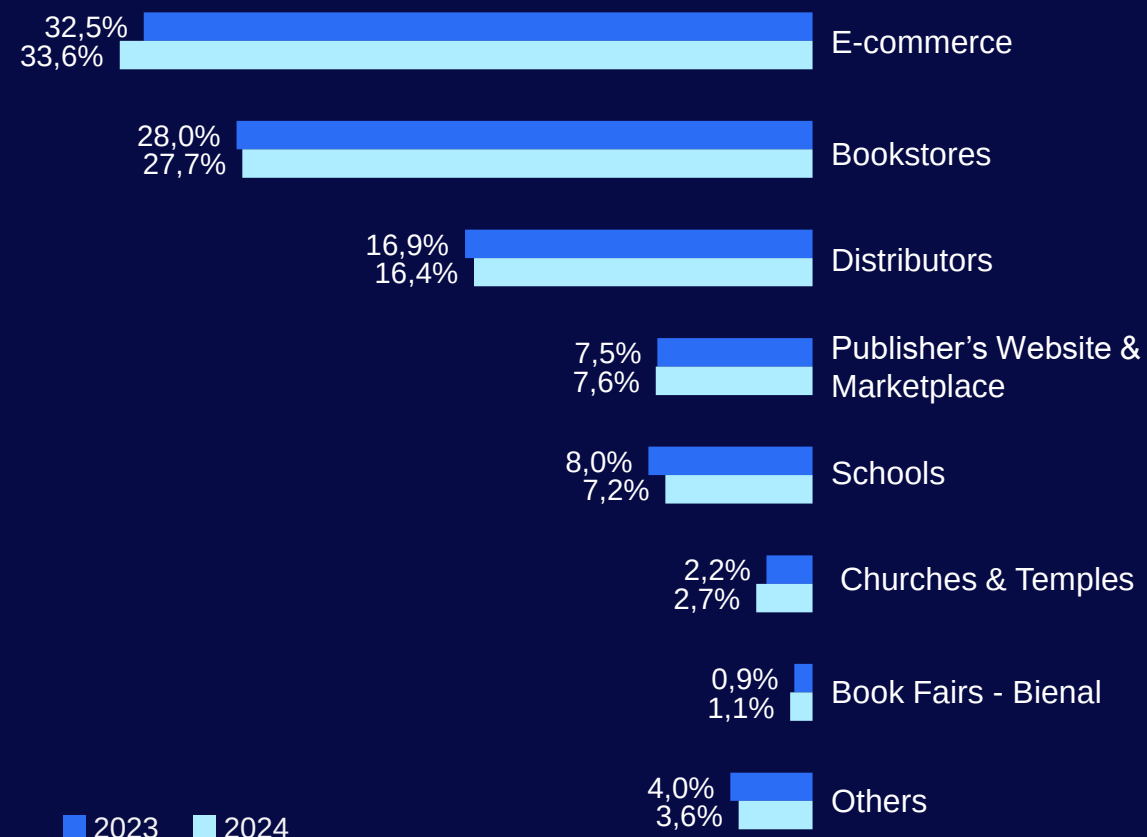


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Comparative Performance

Share % - Revenue 2023 vs 2024



PERFORMANCE BY PUBLISHER CATEGORY

Printed Book

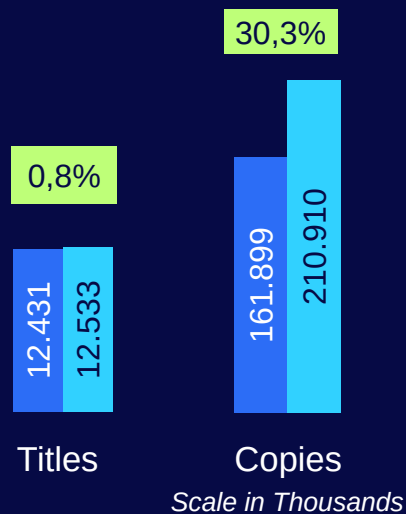
NIQ BookData

Educational Publishers

Printed Book

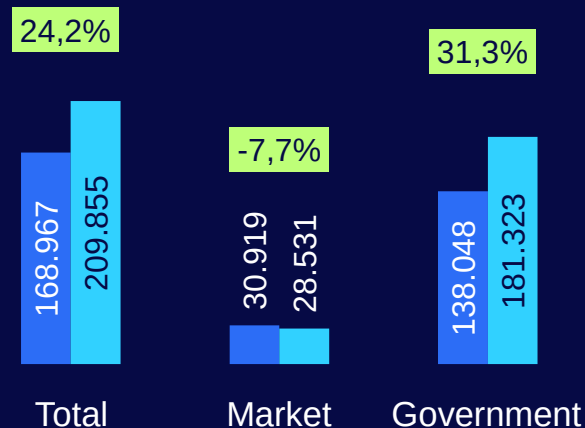


Production



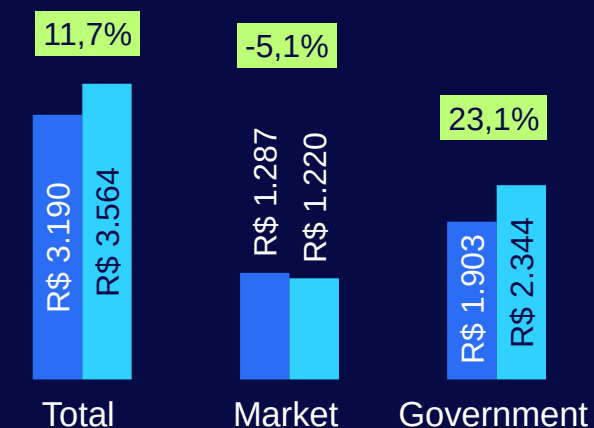
Sold Copies

Scale in Thousands



Revenue

Scale in millions



■ 2023 ■ 2024 ■ Var%

Average Market Price - Nominal



2023	2024	VAR. %
R\$ 41,61	R\$ 42,77	2,8

Revenue In Real Terms

Sales to The Market

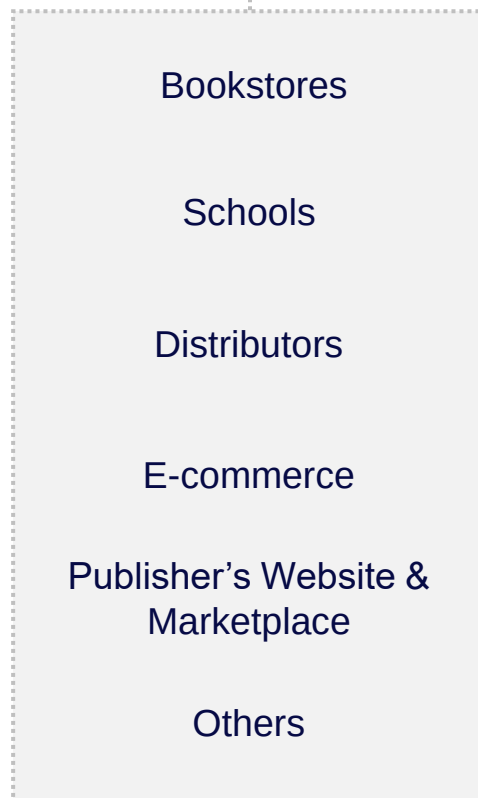
-9,5%

Total Sales
Market + Government

6,6%

Educational Publishers

Share % – 2023 vs 2024



Share % – 2023 vs 2024

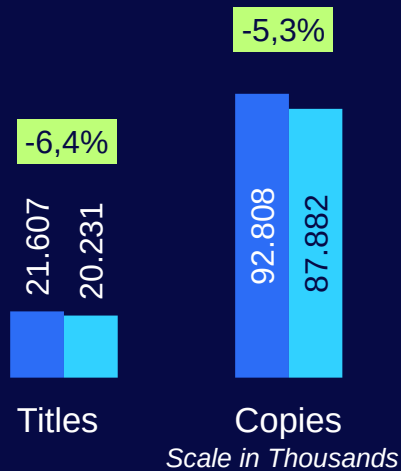


Trade Publishers

Printed Book

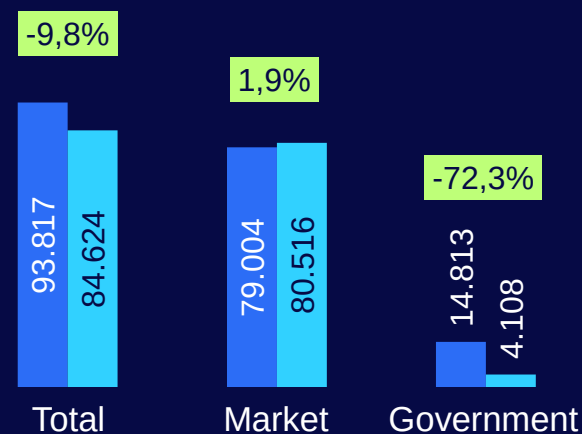


Production



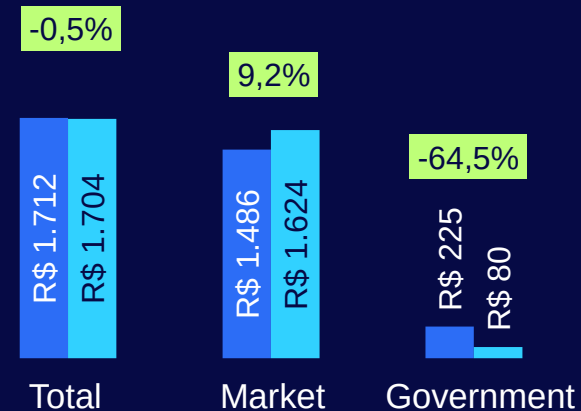
Sold Copies

Scale in Thousands



Revenue

Scale in Millions



■ 2023 ■ 2024 ■ Var%

Average Market Price - Nominal



	2023	2024	VAR. %
	R\$ 18,82	R\$ 20,17	7,2

Revenue In Real Terms

Sales to The Market

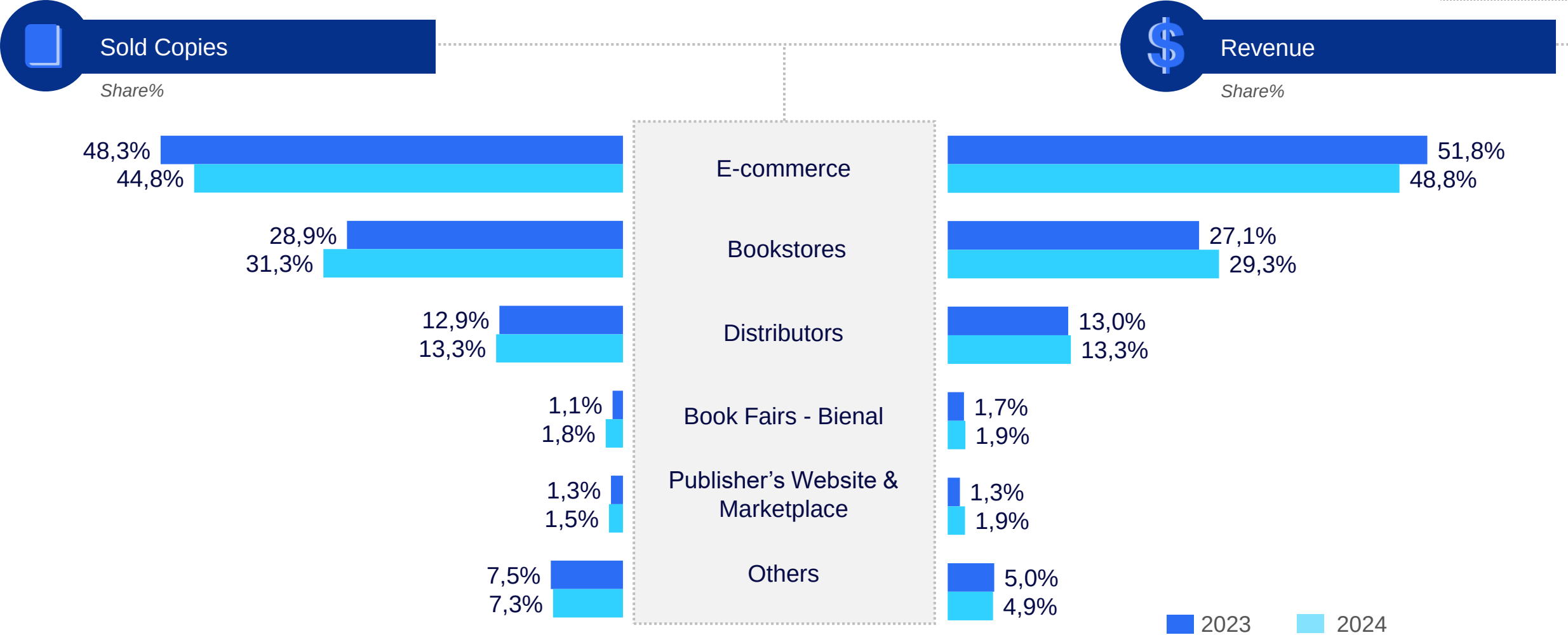
4,2%

Total Sales
Market + Government

-5,1%

Channels

Trade Publishers



 2023

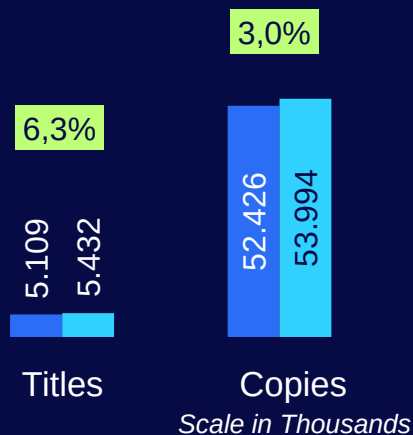
 2024

Religious Publishers

Printed Book

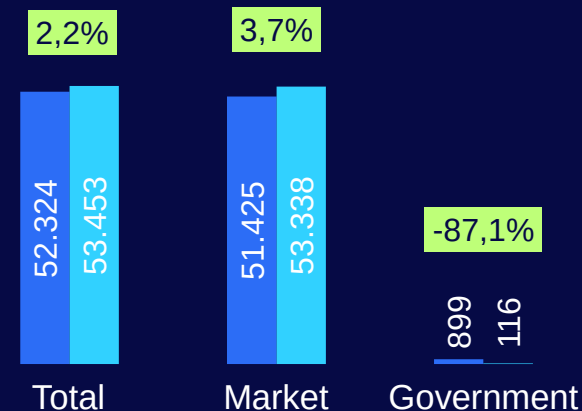


Production



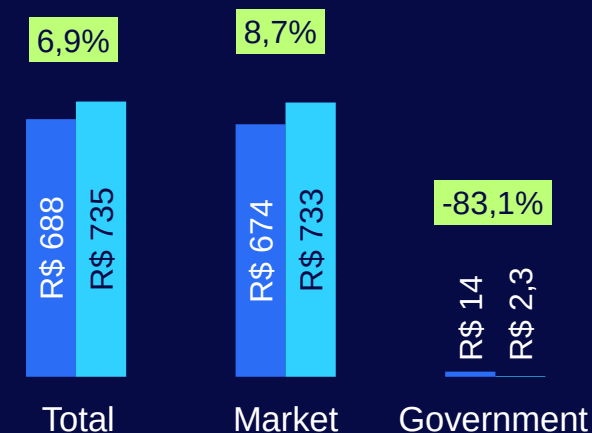
Sold Copies

Scale in Thousands



Revenue

Scale in Millions



■ 2023 ■ 2024 ■ Variação%

Average Market Price - Nominal



	2023	2024	VAR. %
	R\$ 13,11	R\$ 13,73	4,8

Revenue In Real Terms

Sales to The Market

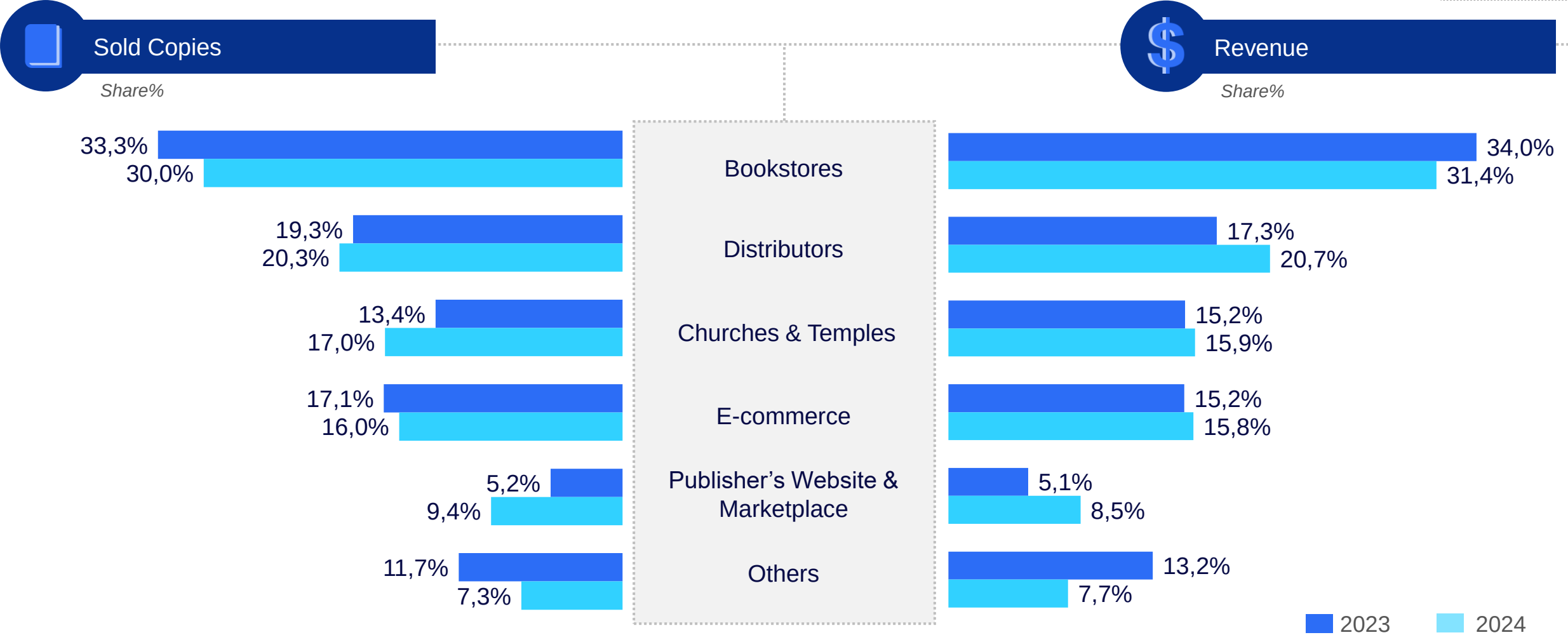
3,7%

Total Sales
Market + Government

2,0%

Channels

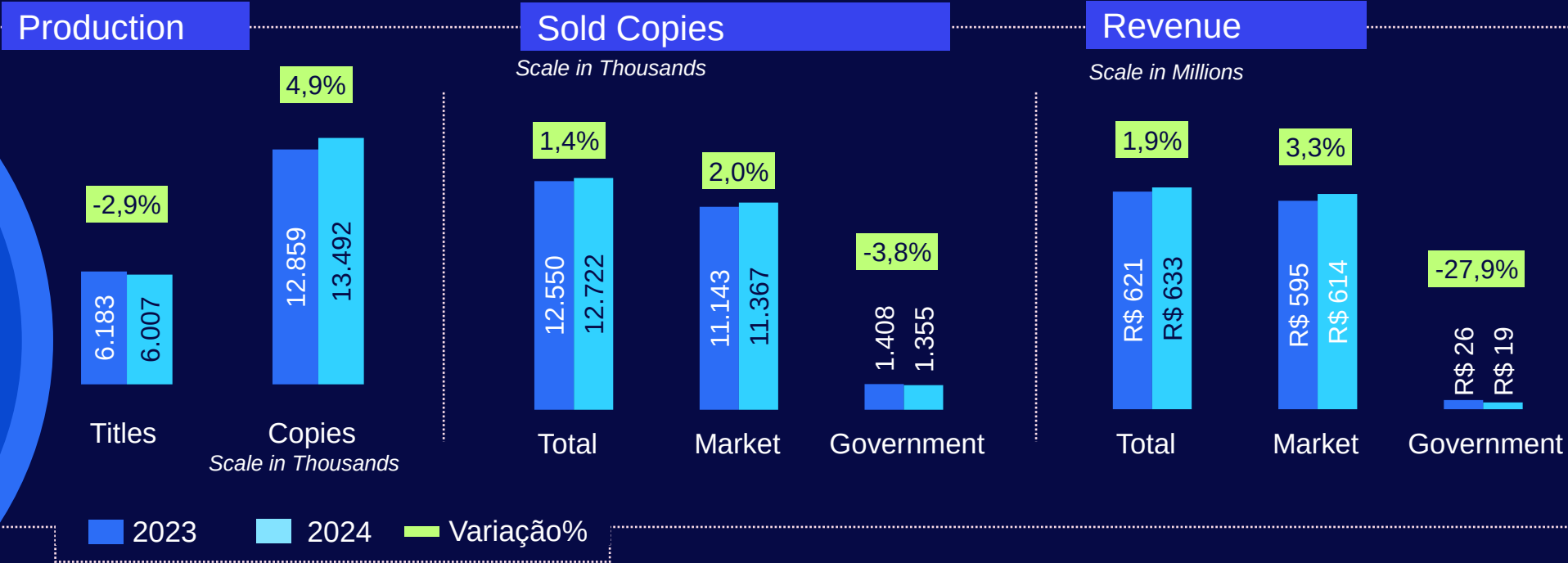
Religious Publishers



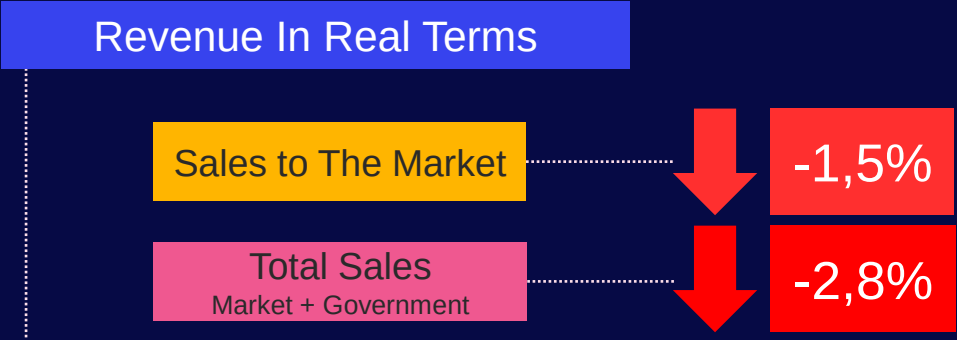
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Academic & Professional Publishers

Printed Book

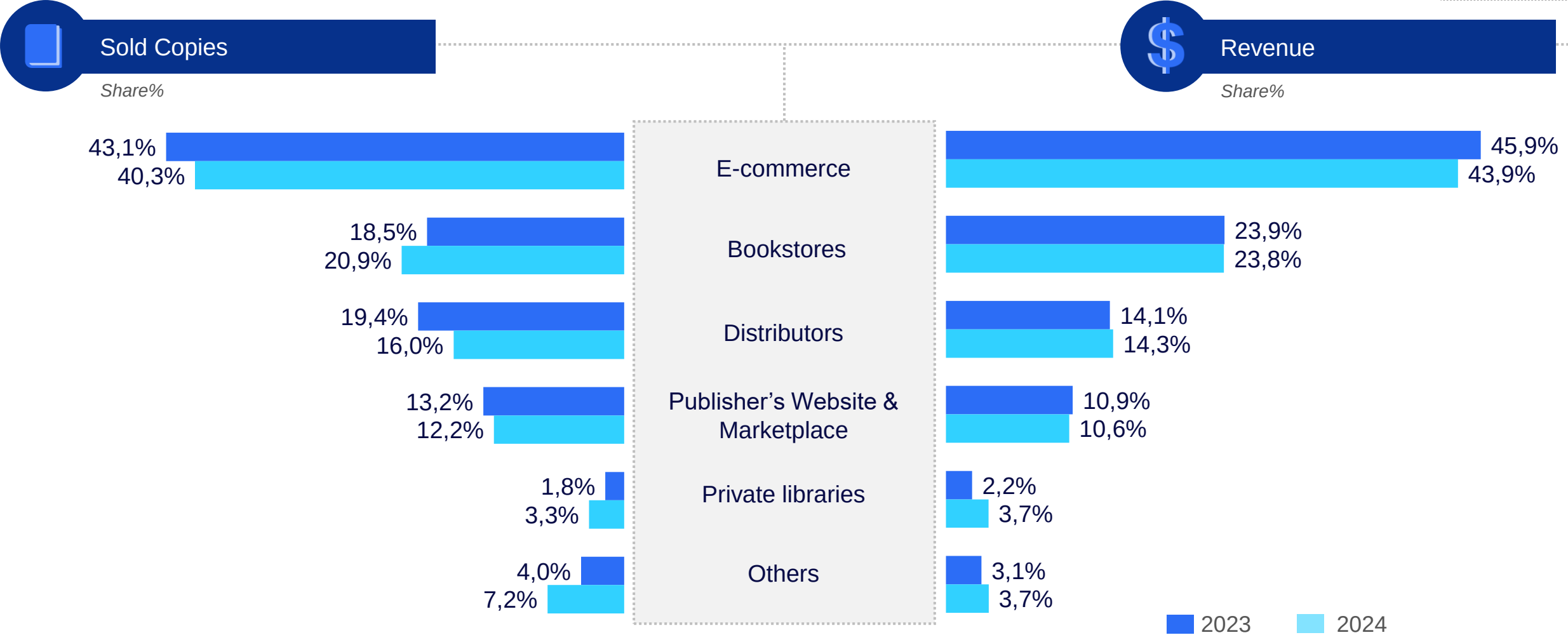


Average Market Price - Nominal			
\$	2023	2024	VAR. %
	R\$ 53,39	R\$ 54,03	1,2



Channels

Academic & Professional Publishers



PRINT VS DIGITAL

NielsenIQ BookData



Sales

Print vs Digital

Scale in Thousands

	2023	2024	Var%
PRINT*	R\$ 4.041.758	R\$ 4.190.836	3,7%
DIGITAL	R\$ 339.275	R\$ 412.458	21,6%
TOTAL	R\$ 4.381.033	R\$ 4.603.294	5,1

In Real Terms

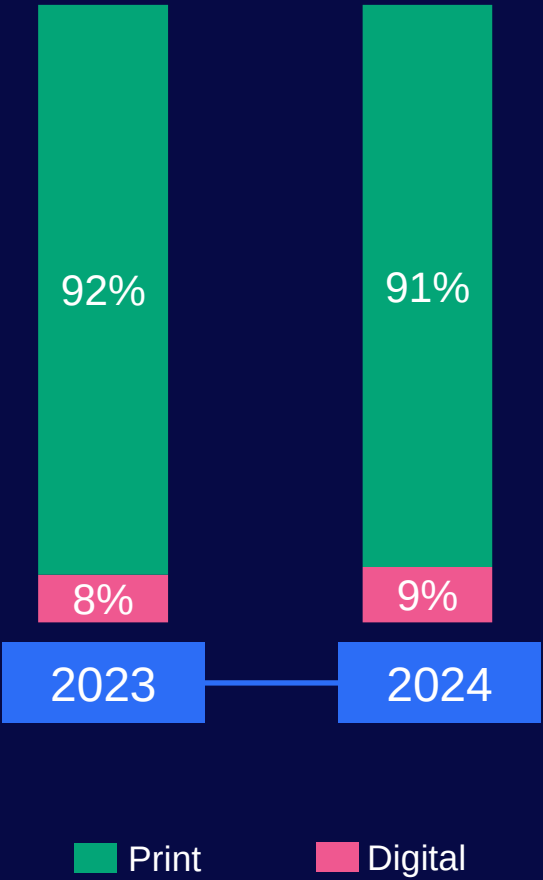
↑

0,2%

** For book prints, only market sales were considered.

Print vs Digital

Share 2023 x 2024





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