

# Global Book Market 2023

## Sold Units and Growth per Country

Nielsen  
BookData

GfK  
An NIQ  
Company  
Entertainment

### North America

- Mexico: 21.4 m | 5.6 %

### South America

- Brazil: 55.3 m | -5.7 %
- Colombia: 5.5 m | \* %

### Africa

- South Africa: 7.6 m | -7.7 %

### Asia

- India: 37.5 m | 3.5 %

### Europe

- Belgium/Flanders: 14.0 m | 2.2 %
- Belgium/Wallonia: 16.8 m | -5.9 %
- France: 324.5 m | -3.2 %
- Ireland: 13.1 m | -2.3 %
- Italy: 105.3 m | 0.9 %
- Netherlands: 40.2 m | 0.0 %
- Portugal: 13.2 m | 3.6 %
- Spain: 74.5 m | 0.6 %
- Switzerland: \*\* | -4.0 %
- UK: 198.6 m | -5.0 %

### Oceania

- Australia: 69.8 m | -1.7 %
- New Zealand: 6.1 m | -7.5 %

Based on physical point-of-sale data from January to December 2023.

\*Colombia: figures were collected for the first time in 2023, therefore no growth rates. \*\*Switzerland: figures to be published by SBVV in March.