

Market Overview of the French Book Market in 2017

France is a dynamic market, boasting 5,000 publishing houses, 3,000 of which are commercially active. Large companies with revenue exceeding one million euros are generally involved in all editorial categories and take advantage of strong distribution networks. In France, books make up 53% of the cultural market, followed by the creative arts, video and music. The biggest publishing houses are Hachette Livre, Editis, Madrigall, Lefevre – Sarrut, Media Participation, France Loisirs, La Martinière and Albin Michel.

The book market employs around 80,000 people:

- 15,000 in publishing houses
- 5,000 authors, translators and illustrators
- 3,000 in the publishing industry (stationaries)
- 30,000 in distribution
- 30,000 in bookstores

Key figures in 2015:

- Revenue of €2.667 billion (+0.6%)
- 106,760 books published (+8.6%)
- 436.7 million books sold (+3.5%)
- 44,185 new titles (+1.3%)

Market Segmentation :

Category	Turnover in 2015 (in Billion Euros)	Market Share (%)	Number of Books Sold in 2015 (in Million)
Literature	610.3	24%	105
Children & Youth Books	346.2	14%	90
Practical Books	340.2	13%	56.6
Education	290.7	11%	52.7
Comics	261.5	10%	44.0
Social Sciences	260.0	10%	18.5
News & Essays	110.8	4%	14.8
Fine Art Books	86.4	3%	7.6
Sciences, Technical Books	75.3	3%	4.6
Dictionaries & Encyclopedias	69.3	3%	6
Maps & Atlas	49.8	2%	23.3
Religion & Spirituality	33.7	1%	5.7

Source: Syndicat National de l'Édition, June 2016

Major Leading French Publishers in 2016:

1. **Hachette Livre** – Revenue 2015: €2,206 million
2. **Editis** - Revenue 2015: €721 million
3. **Madrigall** - Revenue 2015: €438 million
4. **Lefevre – Sarrut group** - Revenue 2015: €397 million
5. **Media Participation** – Revenue 2015: € 340 million

Distribution Process in France:

Unlike in other countries, the distribution process is managed by companies related to publishing houses. A distributor does not only facilitate the distribution needs of its parent company, but also that of other publishers. The net cost of distribution is estimated to be between 12 to 14% of net sales.

The major French publishing groups have their own distributors:

- Interforum for Editis
- Hachette Distribution for Hachette
- Sodis and Union Distribution for Madrigal
- Loglibris for Le Seuil / La Martinière
- MDS for Média-Participations.

Livre Paris Fair 2017:

The best way to export and license books in the French market would be to participate in the **Livre Paris fair**, a major book fair in France that will be held on March 23-27, 2017. The fair (dedicated to both B2B and B2C companies) is expected to attract 180,000 visitors and 4,500 authors. It will showcase 800 events and conferences.

www.salondulivreexpo.com

Price Barriers – Fixed Prices in France:

France is one of several countries in Europe that engages in price fixing for books. Anyone who publishes or imports a book in France is required to fix a price for the book's sale to the entire public. Discounts cannot be greater than 5% of the price set by the publisher. In France, books are subject to the Value Added Tax (VAT) reduced rate of 5.5% (standard VAT rate being 20%). One big difference between the Anglo-Saxon and the French book market lies in the fact that, in France, books are not considered to be a product, or an ordinary good of consumption, but a "*bien culturel*", a cultural good, and this is why books are considered a regulated, and not free, market.

Key Contacts & Sources

SNE (Le Syndicat National du Livre): www.sne.fr

BIEF (Le Bureau International de l'Édition Française): www.bief.org

Livres Hebdo: www.livrehebdo.com, www.electre.com

U.S. Commercial Service Paris Contact: Valerie.Ferriere@trade.gov