

The Panorama of the Greek Book Publishing Industry

**FRANCO-GREEK WORKSHOP FOR
LITERATURE AND NON-FICTION / SOCIAL
AND HUMAN SCIENCES PUBLISHERS**
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GENERAL OVERVIEW

BOOK PRODUCTION

(First edition and reprint, all book formats)

2019 → 11,800 books

2020 → 11,038 books

2021 → 13,552 books

2022 → 12,802 books

2023 → 12,351 books

P-BOOKS

Printed books cover 97% of the total production (2009-2022) of all types of books, 93,1% (2023)

Print-centric Industry

In the period 2009-2022, a total of 150,968 book titles were published, with an average of 10,783 titles per year.

Source:

OSDEL - THE GREEK COLLECTING SOCIETY OF LITERARY WORKS (2023, 2024). *Data on Greek book production and publishing activity 2009-2022 & 2023*

GENERAL OVERVIEW

2023

BOOK PRODUCTION PER THEMATIC CATEGORY

LITERATURE:

2020 → 3,203 books

2021 → 4,230 books

2022 → 4,030 books

2023 → 4,131 books

ACADEMIC-SCIENTIFIC:

2020 → 3,116 books

2021 → 3,805 books

2022 → 3,550 books

2023 → 2,931 books

CHILDREN'S & YA:

2020 → 1,898 books

2021 → 2,214 books

2022 → 2,610 books

2023 → 2,591 books

■ FICTION 54,8%

■ NON FICTION 45,2%

■ Literature 36,6%

■ Academic-Scientific 26,9%

■ Children's & YA 23%

TRANSLATED BOOKS

published in Greek

English, French & Spanish are in the top 3 of the translated titles for the period 2009-2023.

ENGLISH

2021 → 1,076 books

2022 → 1,137 books

2023 → 1,881 books

FRENCH

2021 → 198 books

2022 → 216 books

2023 → 308 books

SPANISH

2021 → 151 books

2022 → 128 books

2023 → 143 books

Translated titles (%)

2020 → 29,3%

2021 → 27,5%

2022 → 29,0%

2023 → 29,0%

Average Book Prices

(retail price in euros)

➤ The book remains an affordable cultural good

➤ 2019 → **15,63€**

➤ 2020 → **17,08€**

➤ 2021 → **16,97€**

➤ 2022 → **17,13€**

➤ 2023 → **17,10€**



E-Books

➤ For the period 2009-2023, the total production of e-book titles is 11,910.

➤ This production comes from 229+ publishers of all shapes and sizes.

2020 → 1,020 e-books

2021 → 1,251 e-books

2022 → 1,152 e-books

2023 → 977 e-books

➤ Percentage (% share) of e-books in the total book production of the corresponding year

2019 → 6.10%

2020 → 9.24%

2021 → 9.23%

2022 → 9.00%

2023 → 7.91%



AudioBooks

- In the period 2020-2023, a total of 1,214 audiobooks (digital audiobooks) were produced by 21+ publishers.
- 2021-2022 > entry of two main audiobook platforms (Bookvoice, Jukebooks)
- Audiobook business models:
 - downloading (purchasing)
 - access via subscription



BOOK PRODUCTION

Trends

- **"Self-Help books"** (Health, Relationships and Personal Growth)
- **Graphic Novels & Comic Books**
- **Biographies-autobiographies** (media, sports, music)
- **Children's & YA books**



Hellenic Foundation for Books & Culture

➤ National Book Policy

- Greeklit
- Thessaloniki International Book Fair
- Biblionet
- Reading programmes and campaigns
- Research

HFBC

Hellenic
Foundation for
Books and
Culture

GreekLit.

**Financing the translation of
Greek Literature & non-fiction
// GreekLit: Connecting Greek
books to the world**

**Greek translation program
GreekLit which was launched in
2021 with the aim to
disseminate Greek letters
internationally, promote the
dynamic Greek publishing sector
and showcase the work of Greek
authors abroad.**

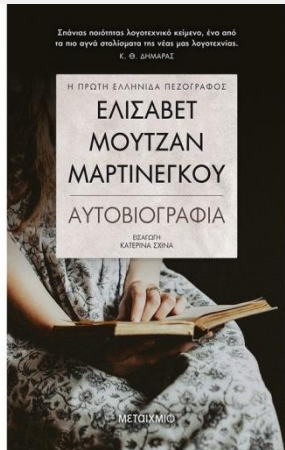
**Hellenic Ministry of Culture / HFBC -
Hellenic Foundation for Books & Culture**



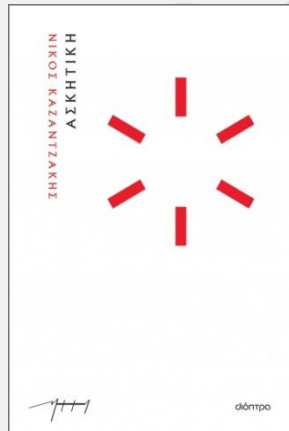
GreekLit.

- 39 books published abroad
(research until May 2024)
- (48 books in total)

- 19 translation languages
(research until May 2024)



Translator Lucille Arnoux
Éditions Cambourakis



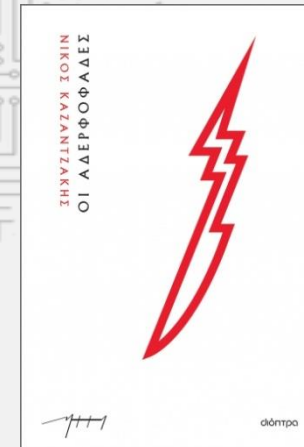
Translator René Bouchet
Éditions Cambourakis



Translator Nicolas Pallier
Éditions Cambourakis



Translator Nicolas Pallier
ASPHALTE EDITIONS



Translator René Bouchet
Éditions Cambourakis



Translator Fauvin Marie
Cecile
EDITIONS VIVIANE HAMY



Translator
Volkovitch Michel
Éditions Cambourakis

GreekLit.

➤ Book categories

- novel (23 titles)
- poetry (5 titles)
- short stories (4 titles)
- theatrical plays (2 titles)
- children's books (2 titles)

➤ 13 Greek publishing houses (main)

- Kedros (7 titles)
- Patakis (6 titles)
- Dioptra (5 titles)
- Kastaniotis (5 titles)
- Psychogios (4 titles)
- Metaichmio (2 titles)
- Agra (2 titles)
- Keimena (2 titles)



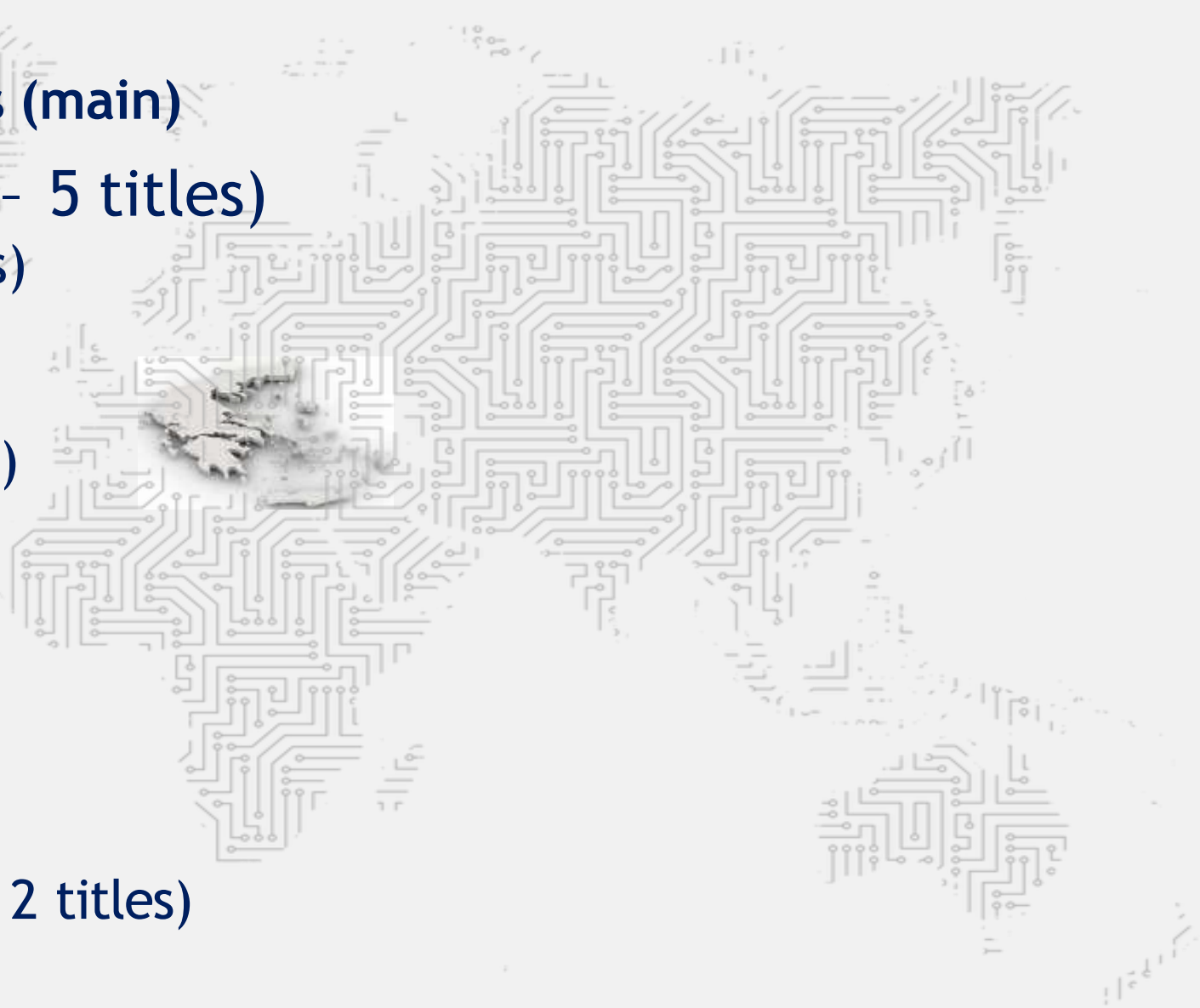
GreekLit.

➤ 31 international publishing houses (main)

- **Éditions Cambourakis** (France - 5 titles)
- **Edições Almedina** (Portugal - 2 titles)
- **Miruna Barcan** (Romania - 2 titles)
- **Sandorf** (Croatia - 2 titles)
- **Trotalibros Editorial** (Spain - 2 titles)

➤ 34 translators (main)

- **René Bouchet** (French - 2 titles)
- **Nicolas Pallier** (French - 2 titles)
- **Carlos Leite** (Portuguese - 2 titles)
- **Claudiu Sfrischi Laudat** (Romanian - 2 titles)
- **Hero Hokwerda** (Dutch - 2 titles)
- **Jan Henrik Swahn** (Swedish - 2 titles)



GREEK BOOK PUBLISHERS

863 active Greek book publishing companies (2022)

- These book publishing companies produce the majority of books in the Greek book market (92.2% → 2022).
- From 2005 onwards, approximately **800-1000 systematic & active publishers** of all sizes are identified.
- The activity of systematic publishing companies is found in Athens in percentages of more than 75%.

- **Small and Medium-sized enterprises** - the majority of the publishing sector
- **Mainly Consumer-Trade book publishers** with a focus on literature and with a dominant **business model of publishing printed books (paperback)**
- **Self-publishing companies**
 - A timeless feature of the Greek book publishing industry is "**bibliodiversity**", i.e. the significant publishing diversity through typographical and aesthetic differentiation/quality and the various thematic categories of books selected for publication.

Years	n=863	Total	(%)
2009	8.396	10.532	79,7%
2010	8.385	10.095	83,1%
2011	7.997	9.502	84,2%
2012	7.148	8.306	86,1%
2013	7.174	8.349	85,9%
2014	7.794	8.589	90,7%
2015	7.654	8.424	90,9%
2016	8.553	9.331	91,7%
2017	9.109	9.938	91,7%
2018	9.217	10.290	89,6%
2019	9.799	10.923	89,7%
2020	8.846	9.941	89,0%
2021	10.737	12.169	88,2%
2022	10.691	11.592	92,2%

Number of titles (all formats)
and share of book production
(%) of systematic book
publishers (n=863) compared
to all publishers (n=3268)
(2009-2022)

GREEK BOOK PUBLISHERS

*Feedback research of the 20th TBF and the
2nd International Professional Program*

(n=116 publishers-exhibitors / 76% publishers - 24% executives)

➤ **Basic thematic categories of the publishing activity**

- Greek literature (72%)
- Human-social-economic-political sciences with (59%)
- Foreign literature (translated in Greek - 53%)
- Children's-young adults' books (53%)
- Educational-academic books (39%)

➤ **Criteria for the selection of foreign titles to be published**

- genre that is popular in the Greek market (39 publishers-exhibitors)
- topical (31 publishers-exhibitors)
- awarded books (21 publishers-exhibitors)
- worldwide best sellers (18 publishers-exhibitors)
- titles, the translation of which is funded (11 publishers-exhibitors)
- other factors (e.g., quality, to match their publishing profile, to be important as far as the field is concerned, to be important for the publishers themselves as well as for the reading audience etc. - 37 publishers-exhibitors)

GREEK BOOK PUBLISHERS

*Feedback research of the 20th TBF and the
2nd International Professional Program*

(n=116 publishers-exhibitors / 76% publishers - 24% executives)

➤ When asked if they **have sold rights of their own titles abroad**, only 32% of the publishers-exhibitors answered positively.

➤ These titles mainly refer to the following thematic categories:

- adults' literature (fiction)
- children's-young adults' books
- essays
- historical books
- biographies

Institut Français de Grèce

- « **Jacqueline de Romilly** » supports the publication in Greek of works written in French (2011)
- « **Jacqueline de Romilly** » supports the publication in French of works written in Greek (2018)
- **Institut français Paris** – grants for buying rights

<https://www.ifg.gr/synergeies/vivlio/>

Institut Français de Grèce - Jacqueline de Romilly

- 2024 (15,000 €) support 10 projects
 - 12,500 € French to Greek (7 books for 7 different publishers)
 - 2,500 € Greek to French (2 books for 2 different publishers)
 - 250 titles in total

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