HELLENIC REPUBLIC
Ministry of Culture

HFBC HELLENIC FOUNDATION FOR BOOKS AND CULTURE

THE LANDSCAPE OF BOOK PUBLISHING AND BOOK POLICY IN GREECE

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edited by
PANAGIOTIS KAPOS
Vice President, HFBC
Dr of Communication, Media & Culture

GENERAL OVERVIEW
BOOK PRODUCTION

FIRST EDITION AND REPRINT, ALL BOOK FORMATS

2019 → 11,893 books
2020 → 11,135 books
2021 → 13,710 books
2022 → 13,443 books
2023 → 12,823 books
2024 → 12,588 books

P-BOOKS

Printed books cover 97% of the total production (2009-2022) of all types of books.

Printed books cover 94,6% (2024)

PER THEMATIC CATEGORY

LITERATURE
2020 → 3,191 books
2021 → 4,223 books
2022 → 4,027 books
2023 → 4,207 books
2024 → 4,133 books

ACADEMIC-SCIENTIFIC
2020 → 3,093 books
2021 → 3,789 books
2022 → 3,535 books
2023 → 3,046 books
2024 → 2,785 books

CHILDREN'S & YA
2020 → 1,906 books
2021 → 2,208 books
2022 → 2,616 books
2023 → 2,615 books
2024 → 2,769 books

2024

FICTION 52%
NON FICTION 48%
Literature 37%
Academic-Scientific 25%
Children's & YA 25%

GENERAL OVERVIEW
BOOK PRODUCTION

TRANSLATED BOOKS (published in Greek)

English, French, Spanish, German & Italian are in the top 5 of the translated titles for the period 2019-2024.

ENGLISH
2022 → 1,200 books
2023 → 1,943 books
2024 → 2,244 books

FRENCH
2022 → 219 books
2023 → 319 books
2024 → 390 books

SPANISH
2022 → 132 books
2023 → 152 books
2024 → 188 books

ITALIAN
2022 → 103 books
2023 → 128 books
2024 → 152 books

GERMAN
2022 → 136 books
2023 → 106 books
2024 → 114 books

Translated titles (%)

2020 → 29,3%
2021 → 27,4%
2022 → 29,1%
2023 → 29,4%
2024 → 31,6%

GENERAL OVERVIEW
BOOK PRODUCTION

AVERAGE BOOK PRICES (retail price in euros)

Average retail prices (in euros) for first editions, regardless of book type, for the years 2019–2024.

2019 → 15,67€
2020 → 17,10€
2021 → 16,97€
2022 → 17,16€
2023 → 17,16€
2024 → 17,63€

The book remains an affordable cultural good.

E-BOOKS

For the period 2009-2024, 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
2024 → 946 e-books

Percentage (% share) of e-books in the total book production: 7%.

The reading audience does not seem to embrace the e-book in Greece as a first choice for new titles.

E-book sales are estimated to constitute approximately 1% of the market.

AUDIOBOOKS

In the period **2021-2024**, a total of **1,606 audiobooks (digital audiobooks)** were produced **by 30+ publishers**.

Two major audiobook platforms entered the market during 2021–2022: Bookvoice and Jukebooks.

Audiobook business models:

- downloading (purchasing)
- access via subscription

GREEK BOOK PUBLISHING INDUSTRY

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%.

KEY CHARACTERISTICS (QUALITATIVE DATA)

- **Print-centric Industry**
- **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)
- 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.
- **Absence of mergers, strategic alliances and partnerships** to create economies of scale
- **Self-publishing / self-publishing services** (upward trend in the categories of poetry, fiction and children's/YA books)
- **The State as a buyer** (academic textbooks for undergraduate students — "Eudoxus" system)
- **Growth of e-commerce and social media marketing**
- **Trends (book production)**

— "Self-Help books" (Health, Relationships and Personal Growth)

— Graphic Novels & Comic Books

— Biographies-autobiographies (media, sports, music)

— Children's & YA books

HFBC

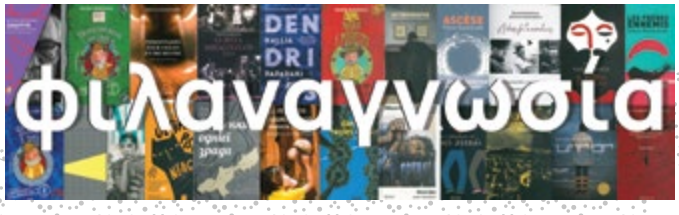
GreekLit.

Translation programme for Greek literature into other languages

TBF THESSALONIKI INTERNATIONAL BOOK FAIR

TBF was inaugurated in May 2004

HELLENIC FOUNDATION FOR BOOKS & CULTURE



Encouraging a love of reading among young people and the general public

βιβλιονet

THE GREEK BOOKS IN PRINT

The Greek Book Database was launched in 1998

HFBC HELLENIC FOUNDATION FOR BOOKS AND CULTURE

The Hellenic Foundation for Books and Culture (HFBC) was established in 2024 and it is supervised by the Ministry of Culture.

The aim of the foundation is to promote Greek literature in Greece and abroad and to highlight the book as an educational, cultural and entertainment medium.

HFBC is a member of European organizations and networks such as ENLIT (the European Network for Literary Translation) and EUNIC (EU National Institutes for Culture).

PILLARS OF STRATEGY

OUTREACH
Promotion and dissemination of Greek literature in Greece and abroad.

COOPERATION & COORDINATION
Sharing of resources, economies of scale, models of sustainable cooperation with public and private organizations, coordination of the Ministries concerned with regard to the implementations of actions relating to books, the publishing sector, libraries and the wider field of literature.

NETWORK
Networks based on books, reading, culture and the written word in Greece and abroad. HFBC as a communication and information dissemination hub for the Greek books ecosystem.

EMPOWERMENT
Supporting and developing the skills of professionals in the Greek book industry.

RESEARCH & DOCUMENTATION
Gathering and organising information, statistics and data on the field with a holistic perspective and scientific methodology, conducting research and preserving the legacy of Greek books.

READING CULTURE
Encouraging a love of reading among the younger generations and the general public, reading development in the era of printed and electronic books.

GreekLit.

The Ministry of Culture, as part of its policy to promote the Greek language abroad, launched the GreekLit programme in 2021 to subsidize the translation of titles in all categories of Greek book production into other languages.

The programme aims to support the dynamic Greek book production and the promotion of Greek authors abroad through translations and continuous updates on activities and news related to Greek literature.

The GreekLit programme is implemented by the Hellenic Foundation for Books and Culture (HFBC) with funds from the Recovery and Resilience Facility.

There are two types of grants available:

- Grants for the translation of an entire book or work: The programme funds up to 75% of the total cost.

- Grants for the translation of samples: available to Greek publishers, agents, writers and translators for promotional kits.

There are two application and assessment periods each year.

Application deadlines:
20 January
20 May

Who can apply:

- Non-profit and for-profit organisations and institutions
- Publishing houses
- Independent publishers
- Writers
- Playwrights
- Translators
- Literary agents

52 book titles published abroad (up to spring 2024)

Book categories

- novel
- poetry
- short stories
- theatrical plays
- children's books

38 authors
(Kazantzakis, Markaris, Ritsos, Kavvadias, Venezis, Samarakis, Chomenidis, Sotakis,Taktsis, Matesis, Embirikos, Alexandrou, Kambanellis…)

20 translation languages

48 translators

Greek publishing houses
(main participants)

- Kedros
- Patakis
- Dioptra
- Kastaniotis
- Psichogios
- Metaichmio
- Agra
- Keimena

THE GREEKLIT RESIDENCY PROGRAMME IN VITSA

The GreekLit Residency Programme in Vitsa (GRPV) provides a workspace and meeting place for translators who have an ongoing project within the GreekLit programme. The GRPV offers two annual sessions: one in June and another in October. Each residency lasts for two weeks, and five translators are selected for each session. The Residency Programme is located in Vitsa, one of the most prominent Zagori villages in Epirus (Northwestern Greece).

TBF THESSALONIKI INTERNATIONAL BOOK FAIR

HFBC is the organiser of the Thessaloniki International Book Fair (TBF).

TBF was inaugurated in May 2004 with the aim of putting Greece on the map of international book fairs.

It soon became a major hub for cultural and commercial exchanges between Europe, the Balkans, the Mediterranean and the Middle East. Today, it is one of the country's most important cultural institutions, enjoying international recognition.

TBF is a member of the International Book Fairs Forum and the European Book Fairs Network ALDUS UP.

TBF collaborates with institutions, organizations, embassies, educational institutes, co-organizing festivals, competitions, awards, thematic tributes, round tables, etc. within the framework of the fair. Among them are the Festival of Young Writers, the Translation Festival or the Young Book Designers Award.

Since 2023, TBF has developed a great initiative by introducing the professional programme.

TBF FELLOWSHIP PROGRAMME 2025 – FEEDBACK

Within the framework of the 21st Thessaloniki International Book Fair (TBF), research was conducted with a structured questionnaire that was distributed to the foreign book professionals–fellows who participated in the 3rd International Professional Programme through the TBF Fellowship programme 2025.

THESSALONIKI BOOK FAIR

The Thessaloniki Book Fair is a well-organized and inspiring event. It brings together a diverse range of voices from the publishing world and creates a great space for dialogue, networking, and discovering new opportunities. A truly valuable experience.
M.A. I ARGENTINA

A great event, very professional. And heartwarming to see all these children and young people coming to the book fair and enjoying participating in the programme.
K.K. I ESTONIA

It's an inspiring space for discussions about rights and discovering new voices.
P.P. I ITALY

It seems to be a growing event with a good balance between events for professionals and the audience.
A.M. I LATVIA

It offers many opportunities for B2B meetings, which is very fruitful for professionals of the book market.
I.A. I ROMANIA

I think having the fair open to the public over the weekend is brilliant.
J.P. I UK

GREEK BOOK MARKET

The Greek book market is vibrant and full of potential. It shows a strong commitment to literature and culture, with passionate professionals and a growing interest in international collaboration. There's definitely room for expansion, especially in rights exchange and visibility on the global stage.
M.A. I ARGENTINA

Very professional. The books are beautiful, and the choices made by the Greek publishers often depend on quality criteria.
L.P. I FRANCE

I found it very interesting to see the wide range of books and the diversity of topics. Especially the contemporary Greek fiction seems widely underestimated (for example in Germany) to me, there is a big potential for more translations. I was also surprised to see how many publishers there are, considering the Greek book market is not huge.
M.V. I GERMANY

I was very impressed with the diversity and quality of the book being published in Greece.
N.G. I INDIA

The Greek book market is dynamic and steadily evolving, with a strong emphasis on literary fiction, children's books, and educational publishing. Despite economic challenges in recent years, independent publishers and bookstores have shown remarkable resilience. Overall, it's a market with rich cultural heritage and promising potential for global partnerships.
P.P. I ITALY

I was surprised by how many active publishers there are. The quality of production is high.
A.N. I LATVIA

I was amazed by the quantity of interesting writers I had never heard of. I think there is a very lively and interesting literary scene, which was – at least to me – quite unknown.
J.C. I NETHERLANDS

PAVILION 14
ΕΛΙΒΙΠ
ΕΛΛΗΝΙΚΟ
ΙΔΡΥΜΑ
ΒΙΒΛΙΟΥ ΚΑΙ
ΠΟΛΙΤΙΣΜΟΥ

HALL 13

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Biblionet - https://biblionet.gr/

OSDEL– THE GREEK COLLECTING SOCIETY OF LITERARY WORKS
Bookpoint- https://bookpoint.gr

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Greece 2.0 NATIONAL RECOVERY AND RESILIENCE PLAN
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