



Livres  
Canada  
Books

# Working with Ukrainian Publishers

Webinar presented by Olena Odynoka (Ukrainian Book Institute) and Olesya Sheremok (Trade Commissioner Service)

14/03/2024

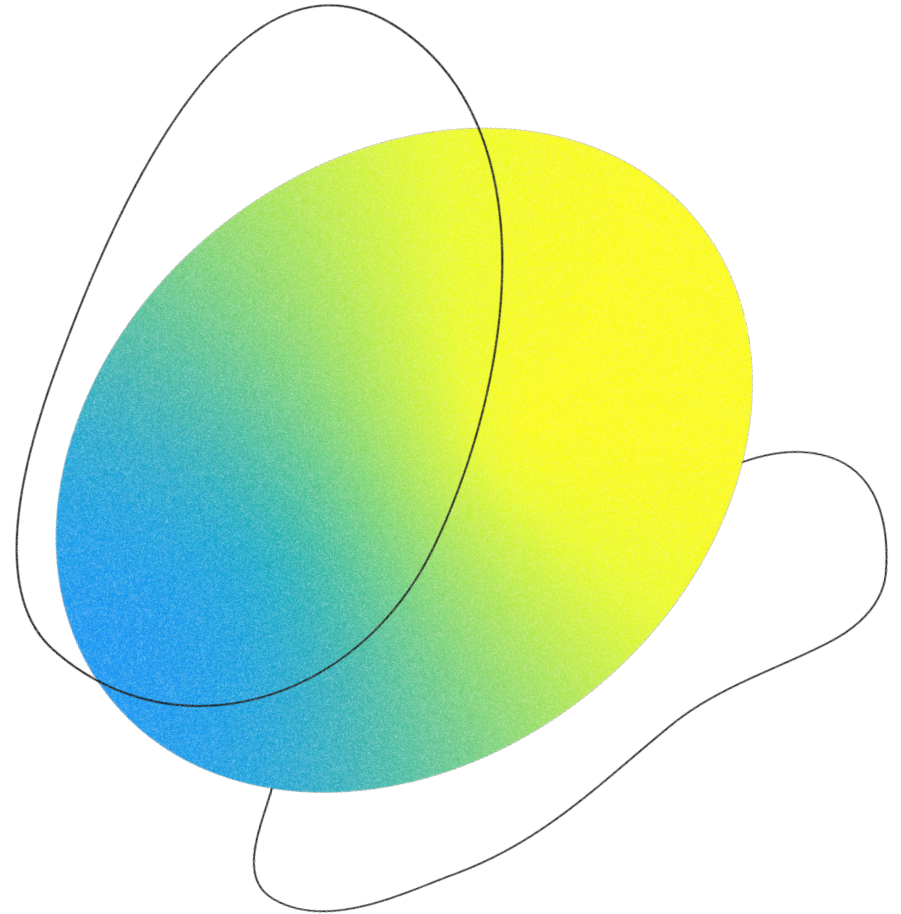


2020 - 2023

# Ukrainian Book Market

**Data on the Ukrainian book industry**

Webinar on the Ukrainian book market  
for Canadian publishers



# Ukraine today



- Full-scale invasion
- Daily missile attacks
- 20% of the territory is occupied
- Population (estimated): 32-36 million, of which 5-6 million live abroad
- The average monthly salary is ~500 euros
- The average cost of a new book is ~10 euros
- Share of spending on "cultural" goods 1.2% (2021)

# State support

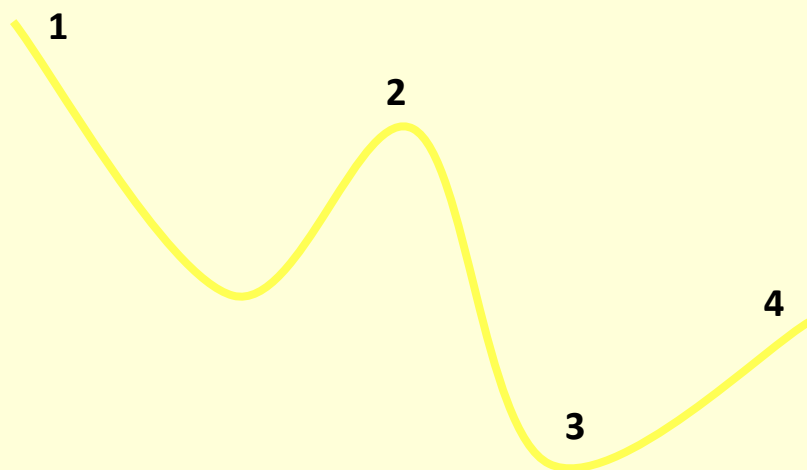


- 0% VAT on printed, electronic and audio books;
- "Anti-Covid support": grants of institutional support to publishers, monetary subsidy for the purchase of books by the population of the country;
- Prohibition of book import from Russia (after 2022)
- Subsidies to bookstores (to be activated after victory)
- Assistance for the purchase of books for certain categories (who have reached the age of majority; from 2024)
- Support for publishing new literary works (The UBI's contests for publishing books)

# Ukrainian Book Market



## Dynamics:



- 1-2. Covid-19 downturn and recovery in 2021
- 3. Collapse in 2022 due to Russian aggression
- 4. Gradual recovery in 2023

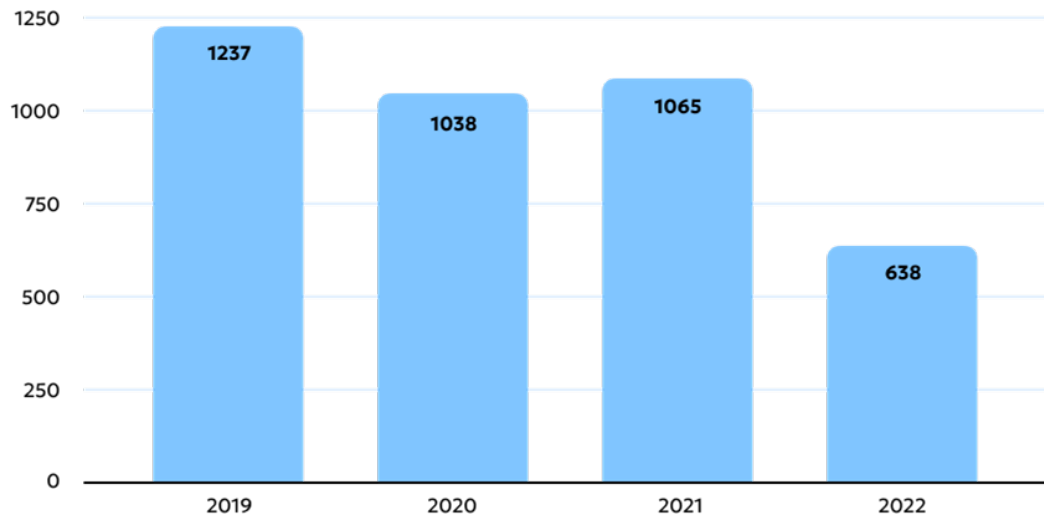
~ 300 — publishers

~ 600 — retailers (points of sales)

~ 50 — online book sellers

~ 60-80 mln EUR — market size

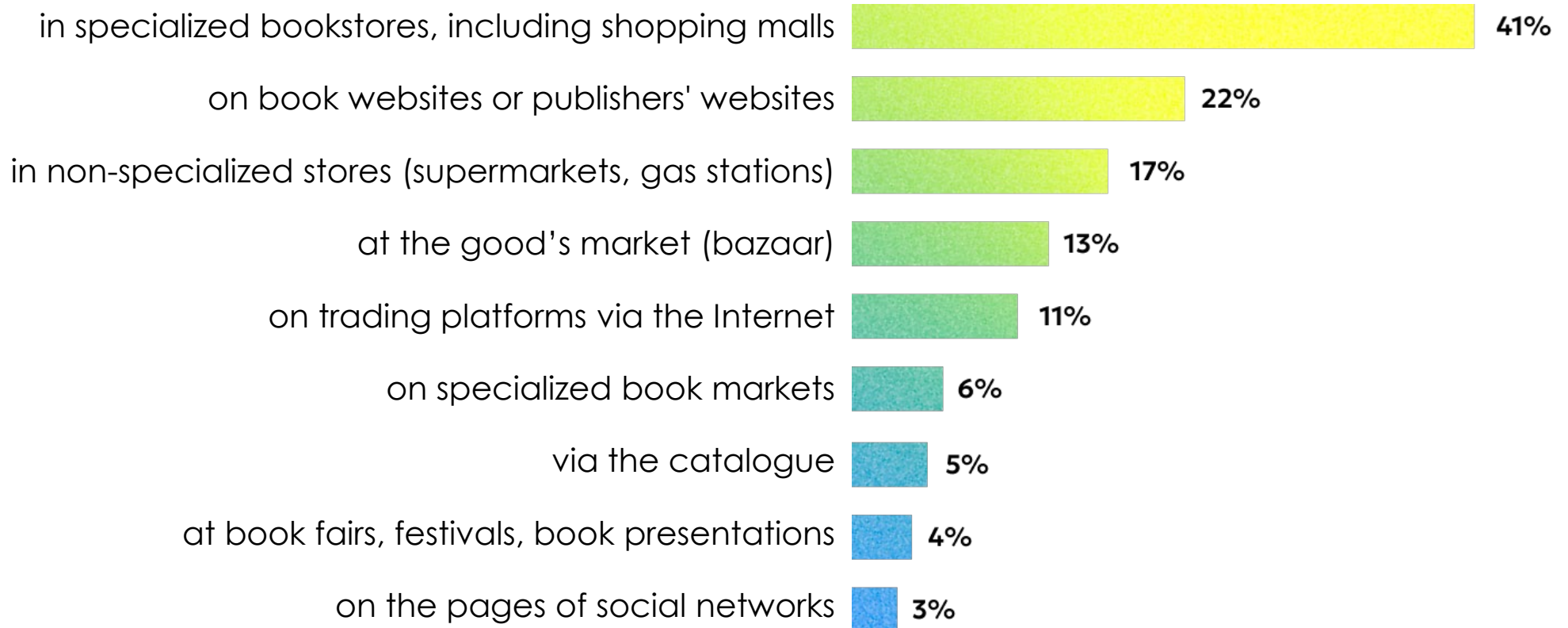
# The number of the publishers based on the submitted mandatory copy



The most correct indicator which is objective and based on a physical copy of the book.

The number of publishers differs from the previous slide as because here all editions are taken into account, even those that do not go to the market.

# Places of purchase of printed books



# Top 20 publishers rating for 2022



The total net income is 78 mln euro

1.	Book Leisure Club	11,52 %
2.	Ranok	9,66 %
3.	Stem-Osvita	7,76 %
4.	A-BA-BA-HA-LA-MA-HA	4,76 %
5.	Old Lion Publishing	4,60 %
6.	Pidruchnyky and Posibnyky	3,83 %
7.	Intelekt Ukraine	3,82 %
8.	Vivat	3,28 %
9.	Nash Format	3,20 %
10.	PET Publishing	2,69 %
11.	Pegas	2,40 %
12.	Pero	2,38 %
13.	Crystal Book	2,31 %
14.	Shkola	2,09 %
15.	Mahaon-Ukraine	1,83 %
16.	NK Bohdan	1,76 %
17.	Orion	1,41 %
18.	Ehmont Ukraine	1,34 %
19.	Artbooks	1,32 %
20.	Ridna Mova	1,30 %

The top twenty generate almost  $\frac{3}{4}$  of the total revenue.

All 285 publishing houses from the sampling collected ~78 million euros. This corresponds to the indicators of Cyprus and 8 times less than Poland.

According to the classification, all presented publishing houses (except Book Leisure Club) are small enterprises, not even medium ones. According to the criterion of net revenue is up to 8 million euros per year.

In the sampling there are 285 publishing houses, 162 of them have a revenue of less than 1 million EUR

The majority of the publishers (in quantity and revenue) are the publishers of children's books: educational and fiction.

Publishers of educational literature held their ground even without government support.



# National Bookchains

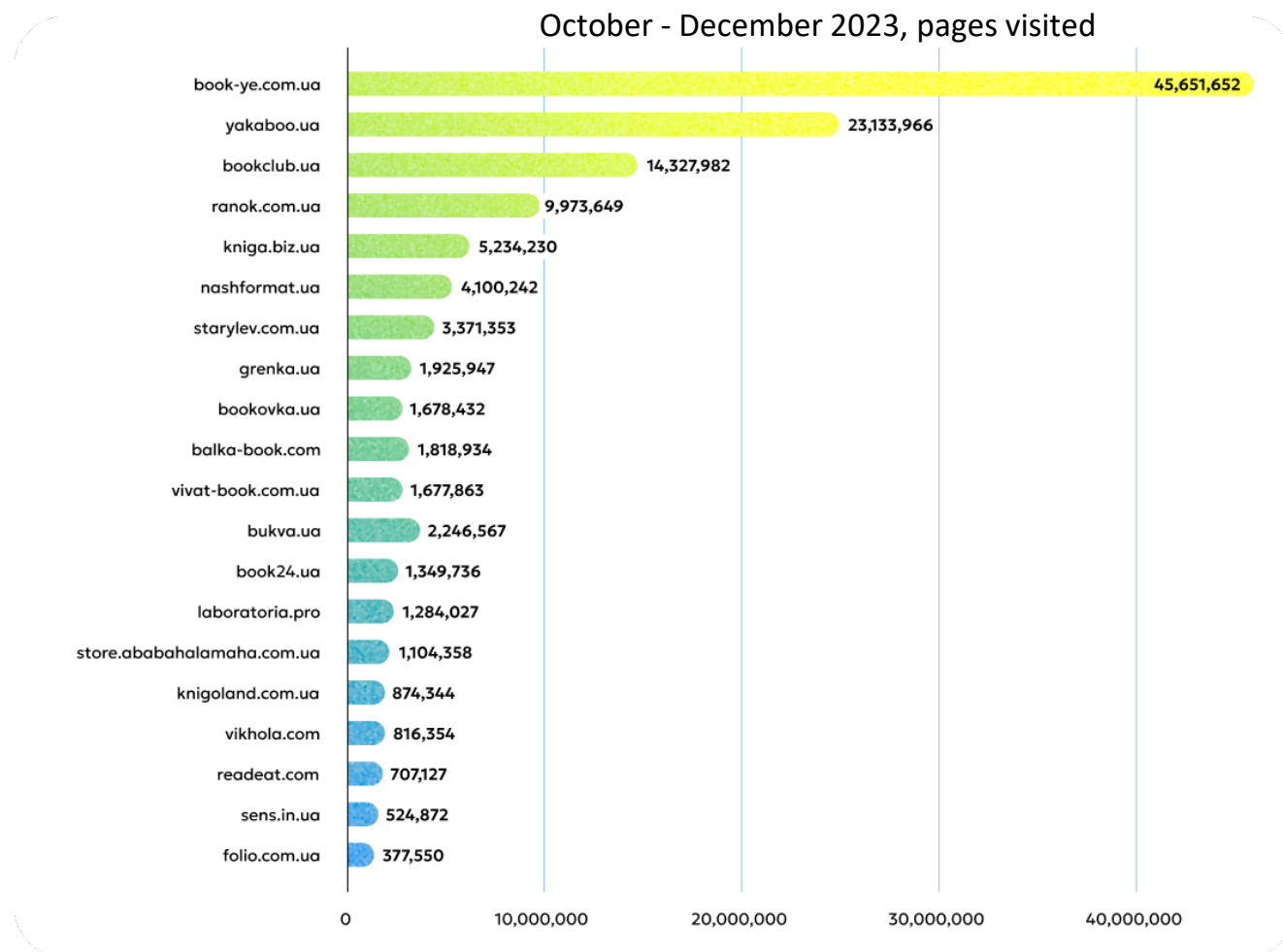


#	Name	Bookstores
1.	Knyharnia Ye	58
2.	KSD	46
3.	Knyholend	37
4.	Bukva	31
5.	Dim Knyhy	14
6.	Staroho Leva	11
7.	Vivat	7
8.	Bookling	5

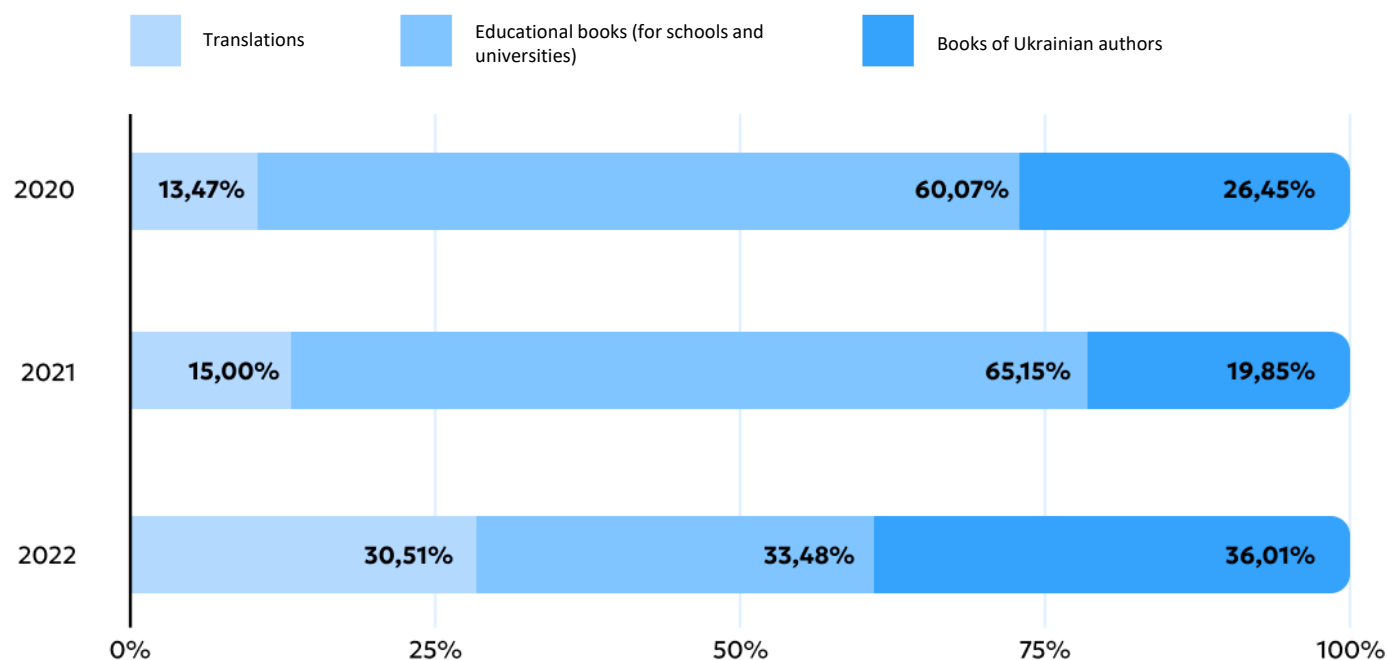
**2021-22 Total revenue 108 mln euro**  
(incl. 36 mln euro state government subsidy)



# The most popular internet booksellers



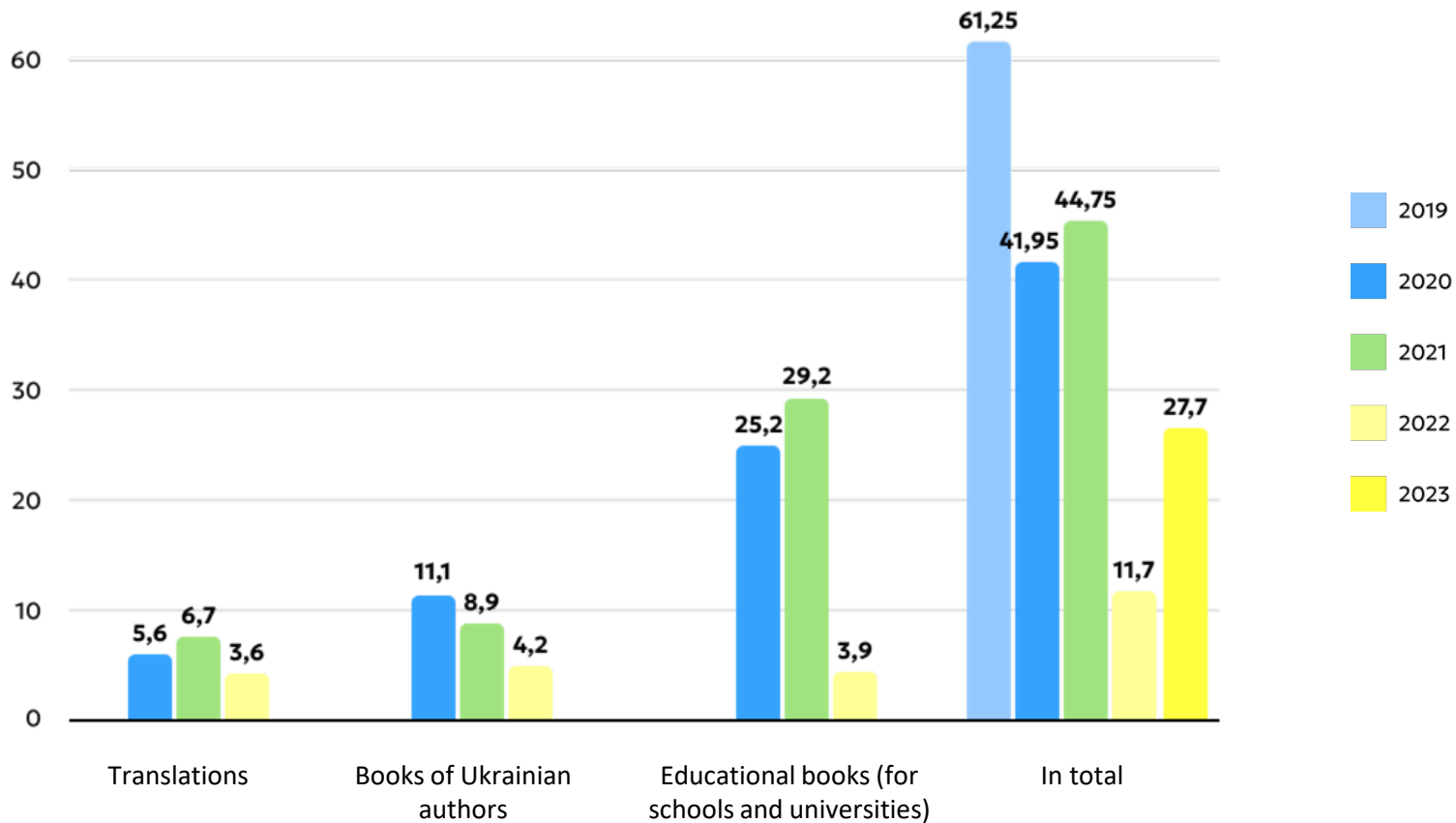
# The structure of book publishing, print runs



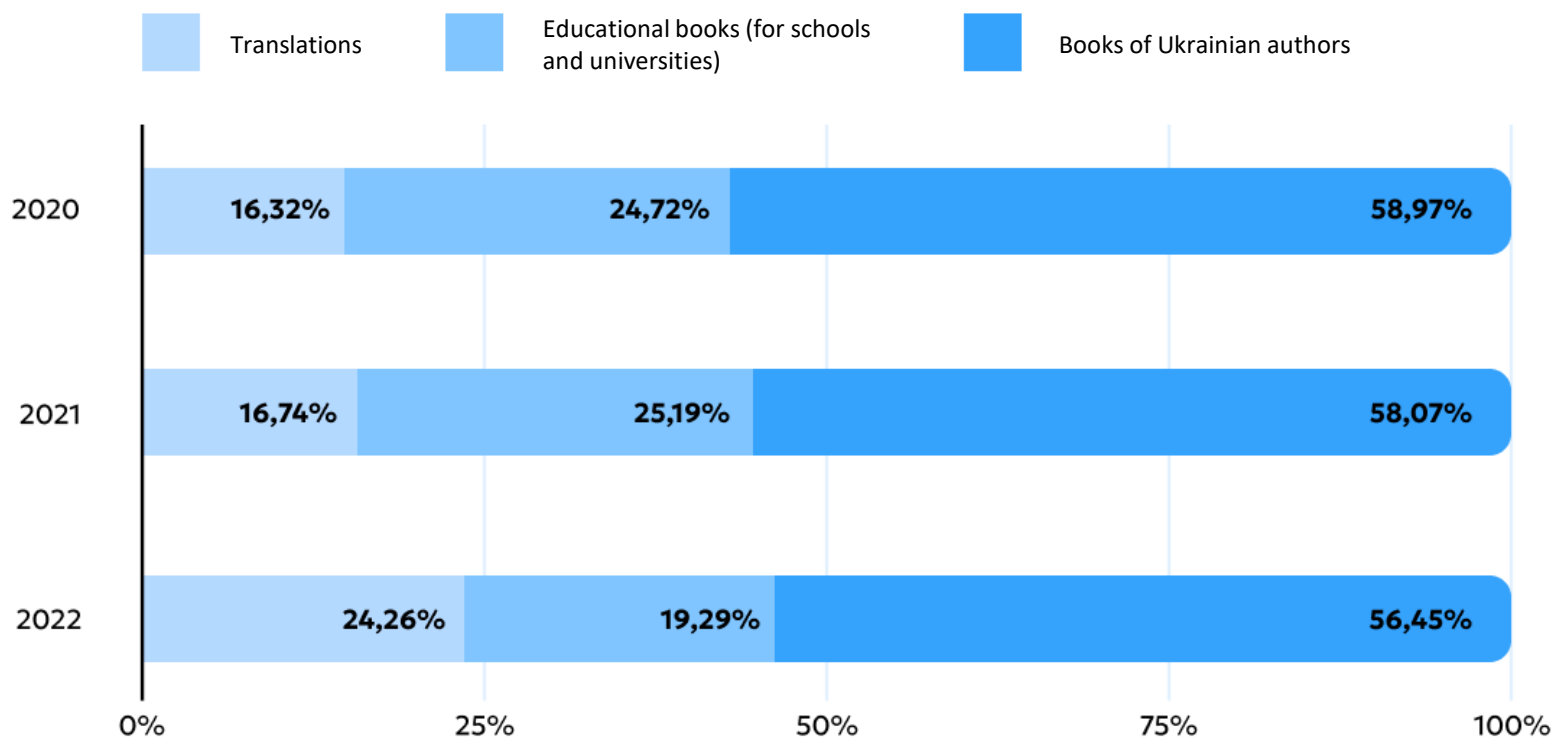
Educational literature prevailed in circulation by 2022.

The Book Chamber includes all publications with the Ministry of Education stamp as textbooks (not only textbooks themselves, but also manuals, workbooks and other similar methodological materials).

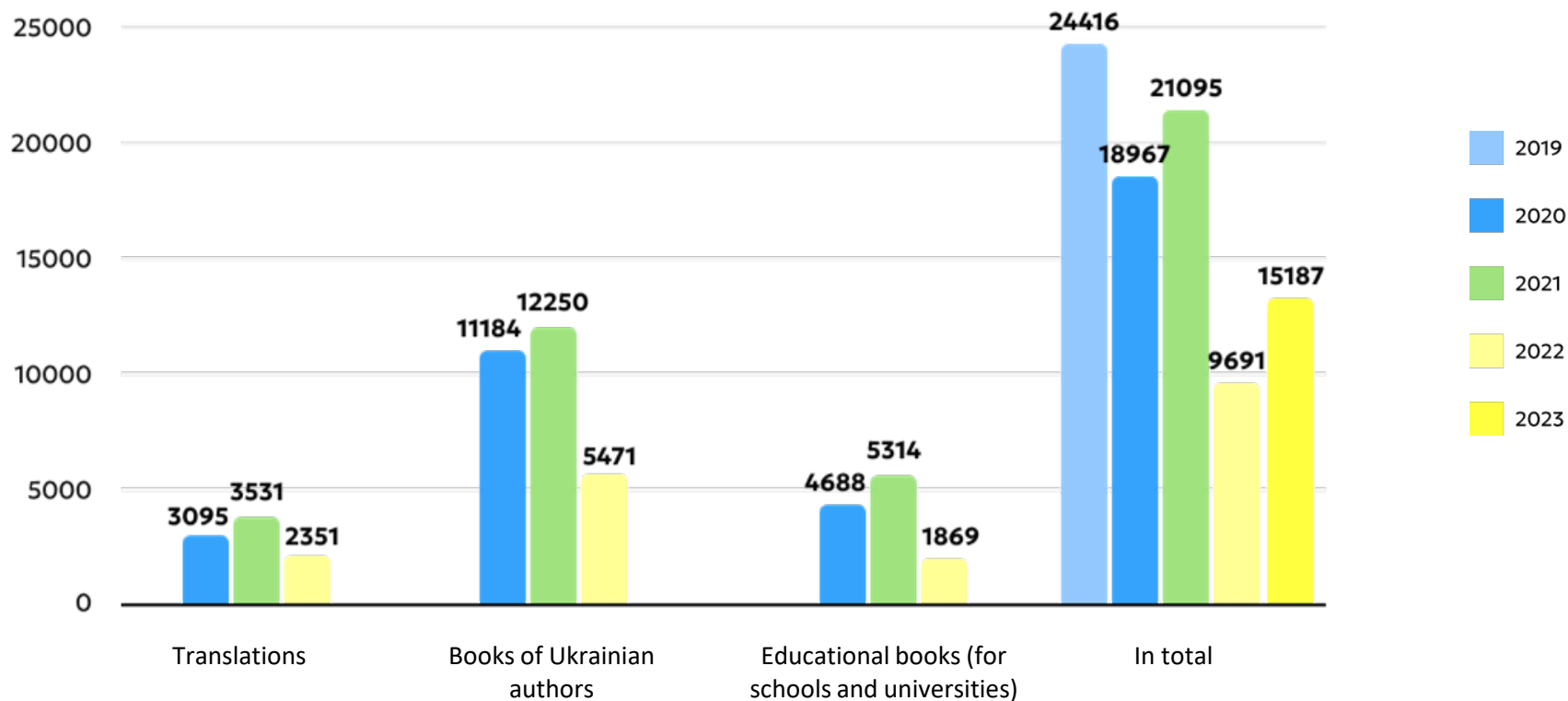
# Print runs of books, mln copies



# The structure of book publishing, titles



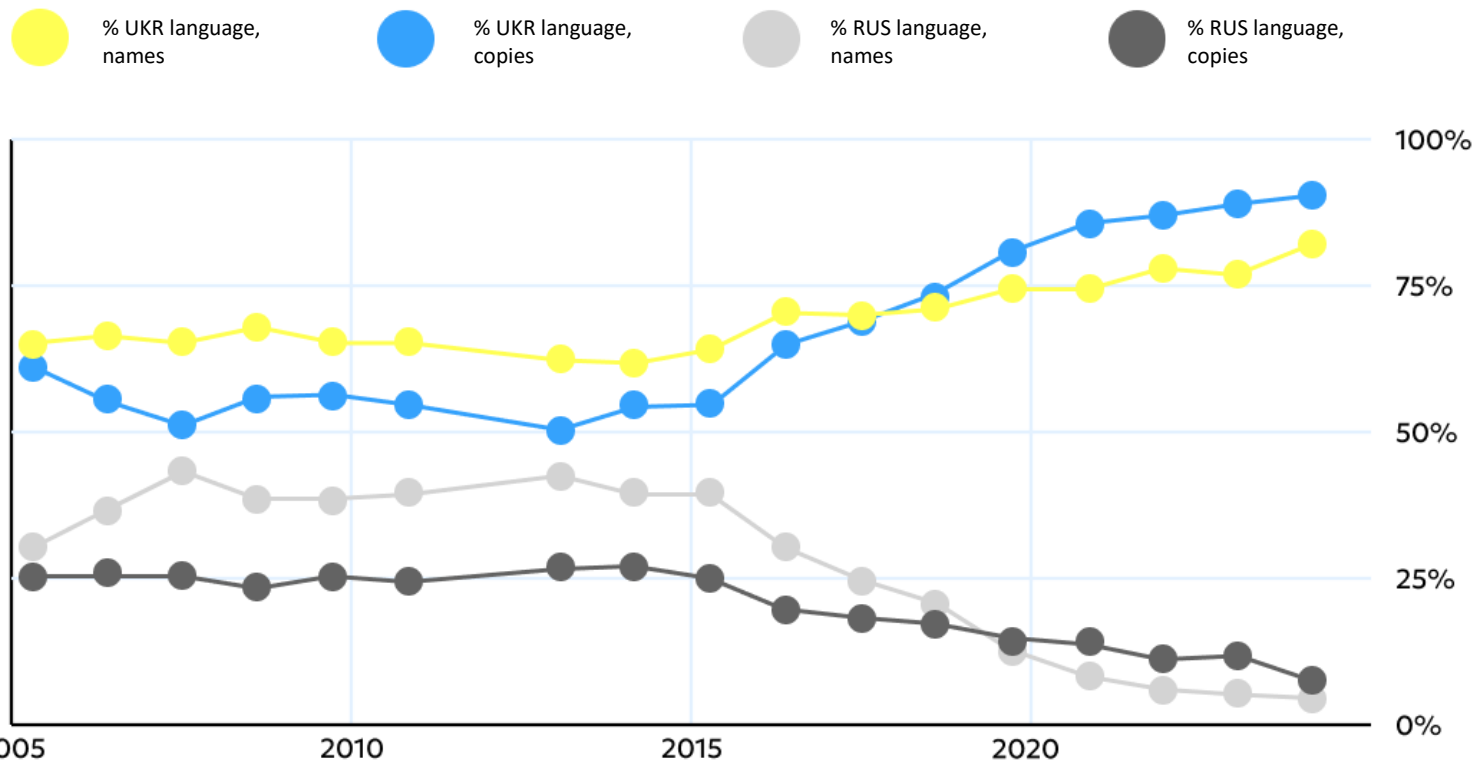
# Publishing, titles



# Shares of publications in Ukrainian and Russian languages



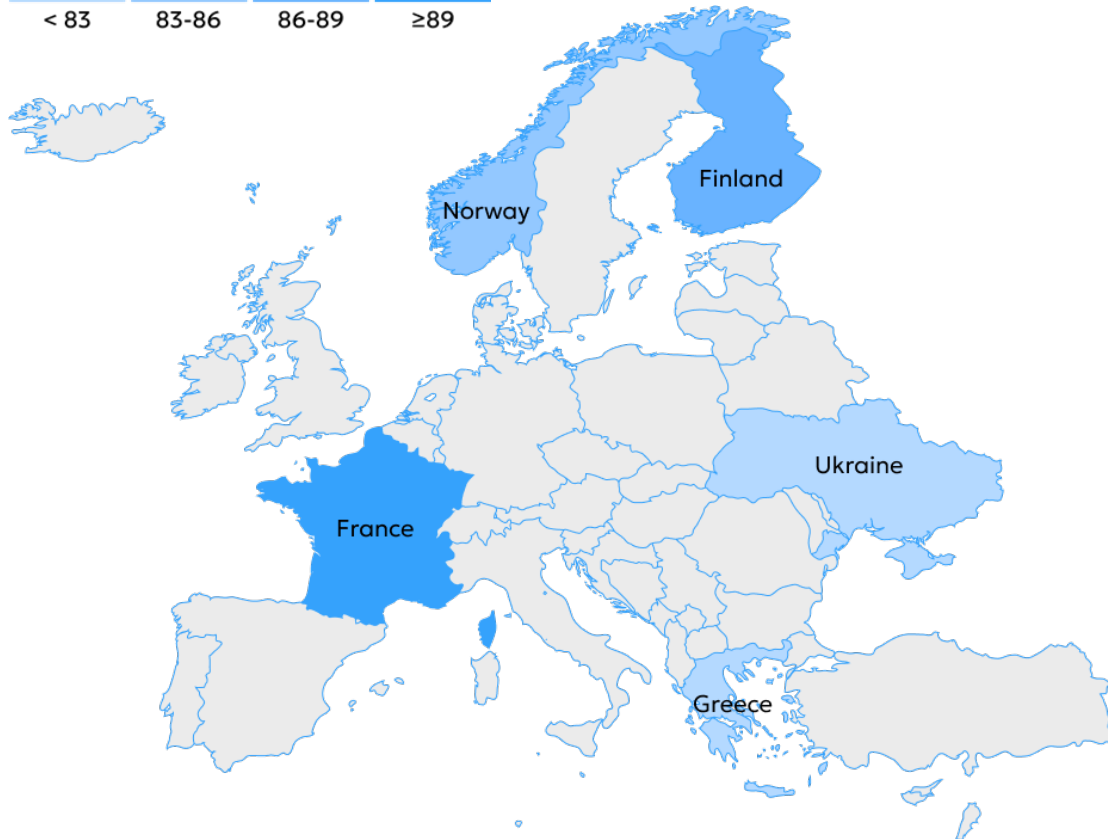
According to [the Book Chamber of Ukraine](#).



# Readers



Values



## Countries and Years of data collection:

France (2022), Finland (2022), Greece (2021), Ukraine (2023), Norway (2021).

## European Item Core Set for Reading Surveys (ERICs)

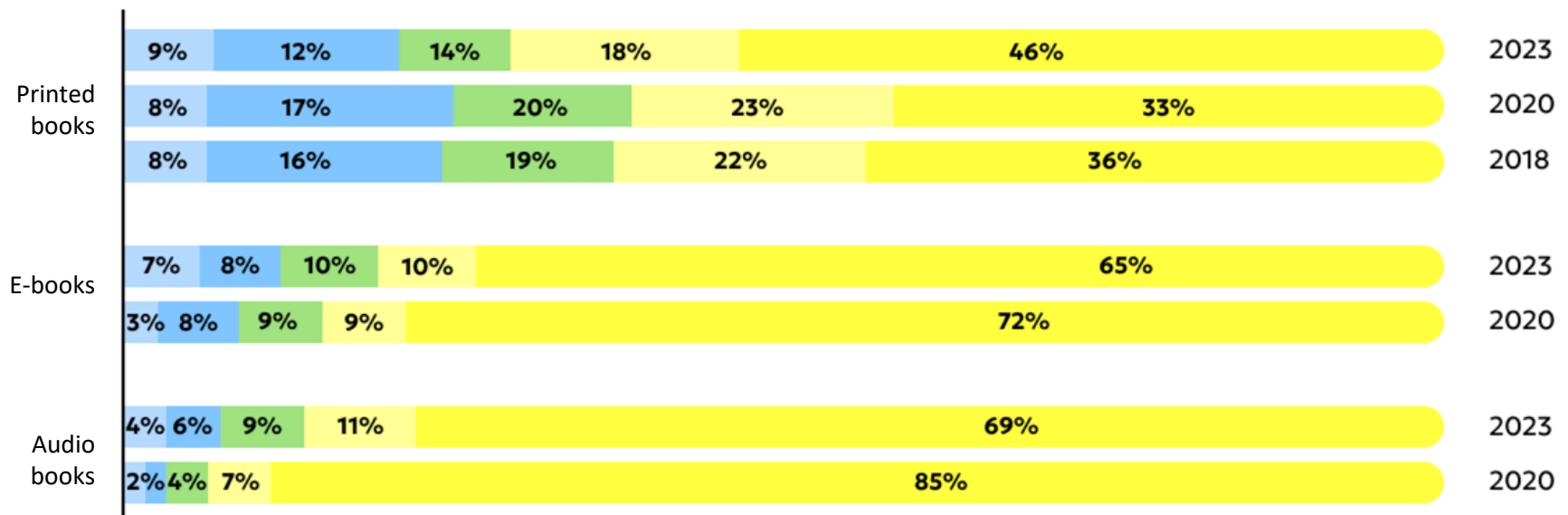
- France (2022) 89%
- Finland (2022) 86%
- Norway (2021) 83%
- **Ukraine (2023) 66%**
- Greece (2021) 65%



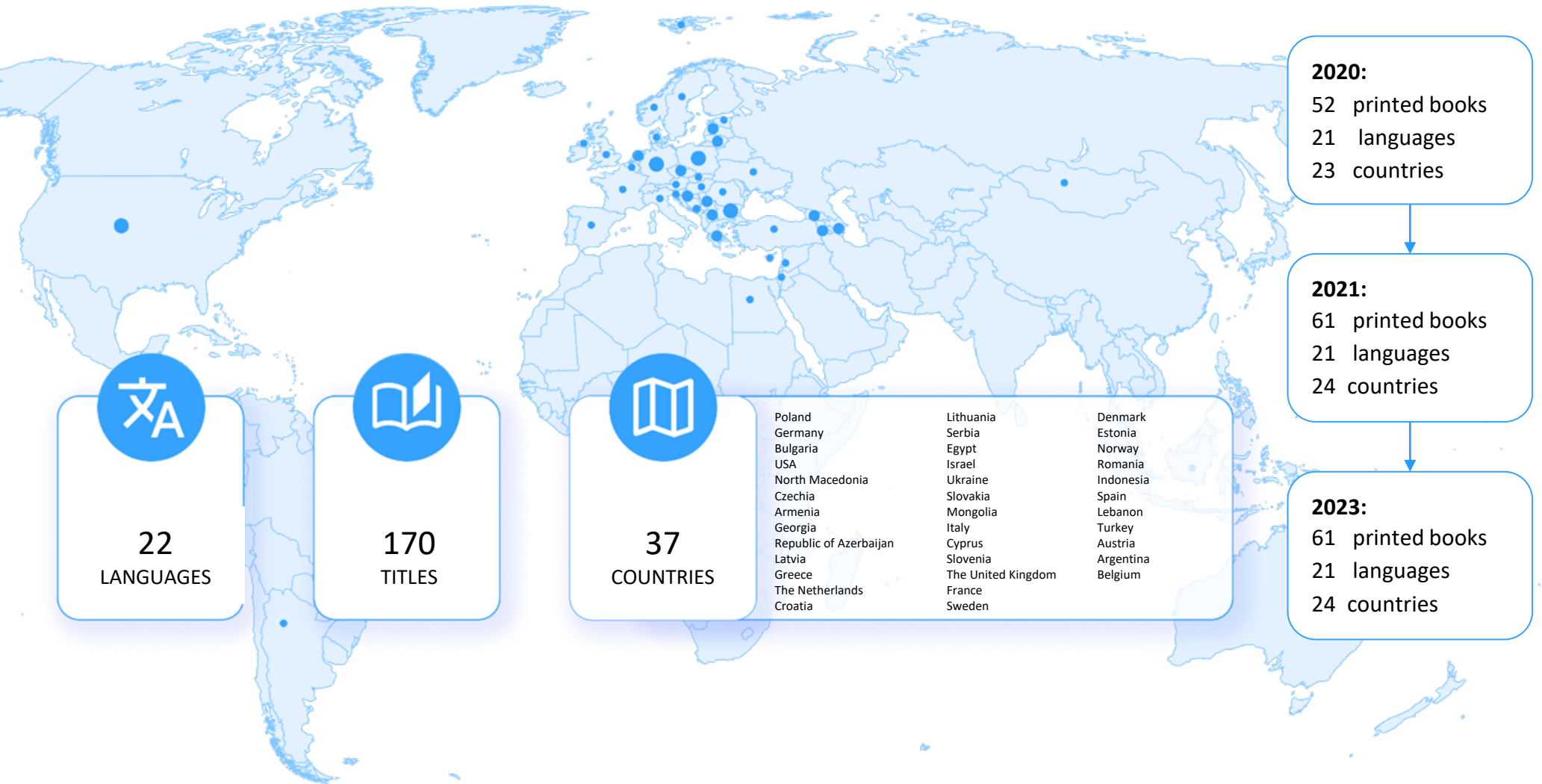
# Reading different types of books, 2023-2020-2018



■ Daily   
 ■ Several times a week   
 ■ Several times a month   
 ■ Several times a year (or less)   
 ■ Never



# Translate Ukraine: Translation Support Program



# Where to:



## buy rights of Ukrainian right holders (catalogs)

- [Frankfurt Rights Platform](#) (UBI Collection of Books from Ukraine)
- [Rights Catalogue](#) of The Ukrainian Publishers and Booksellers Association
- [Ukrainian Literature: Rights On!](#) by Chytomo

## meet Ukrainian publishers (Book Fairs, 2024)

### International Book Fairs

- Vilnius Book Fair
- London Book Fair
- Leipziger Buchmesse
- Bologna Children's Book Fair
- Warsaw International Book Fair
- Frankfurter Buchmesse

### Ukrainian Book Fairs

- Kyiv Book Arsenal (Kyiv, 30/05-2/06)
- Kyiv Book Fest (Kyiv, 6-8/09)
- Book Forum (Lviv, October 2024)

# Statistics of book publishing and the share of translations (including textbooks), 2022



	Titles		Print runs, mln	
<b>Total</b>	<b>9691</b>		<b>11,704</b>	
<b>Translations</b>	<b>2379</b>	<b>24,5%</b>	<b>3,620</b>	<b>31%</b>
<b>Fiction</b>	<b>2047</b>		<b>1,944</b>	
Translations (fiction)	588	27% of all titles in the category	1,162	60% of all titles in the category
Translations from English (fiction)	367	62% of translations	0,750	64% of translations
<b>Children's books</b>	<b>1105</b>		<b>2,458</b>	
Translations (Children's books)	518	47% of all titles in the category	1,262	51% of all titles in the category
Translations from English (Children's books)	249	48% of translations	0,629	49% of translations

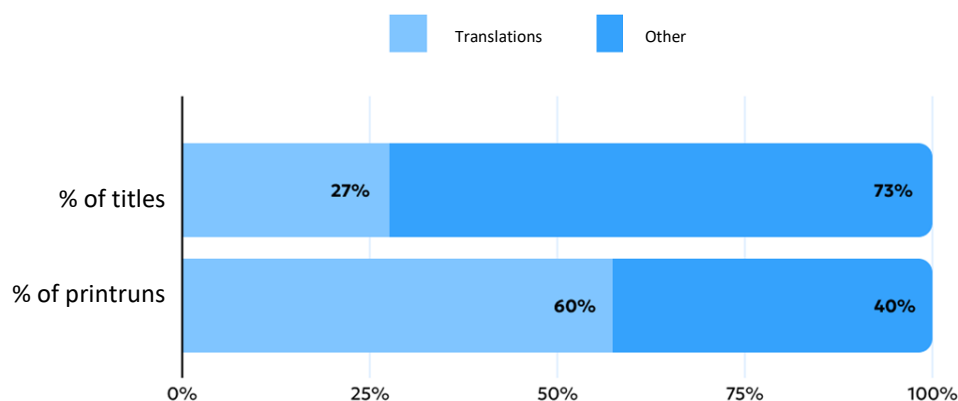
**2023:** ⅓ of all sales are books of foreign authors.  
2% of all sales are books in English.

Data provided by "Ye Bookstore".

# Statistics of book publishing and the share of translations (including textbooks), 2022

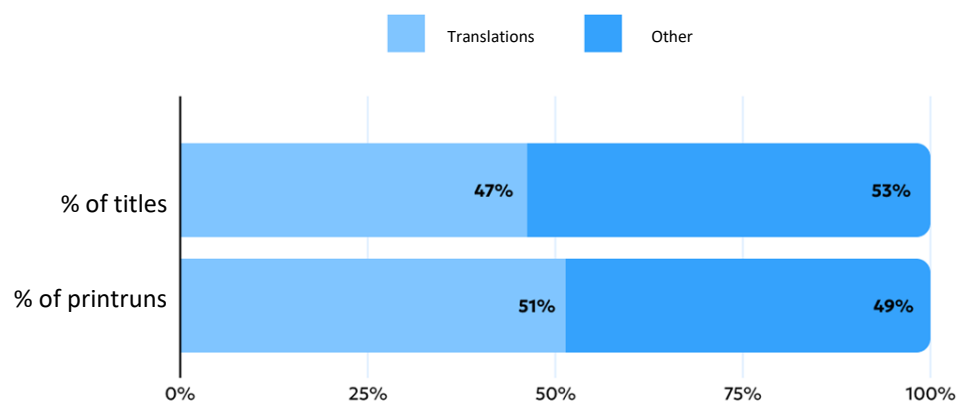


## Fiction, 2022



~63% translations from English

## Children's Literature, 2022



~50% translations from English

# Chytomo Survey on Purchasing Preference



Before the start of the full-scale invasion, Ukrainians bought every fifth book by a Ukrainian author, and in 2023 - every third.

The data of "Ye Bookstore"

**CHYTOMO**

# The most popular



## Ukrainian classics

The undisputed leader of the nomination is the Non-canonical canon series by Vikhola Publishing House.

The most successful books that simultaneously entered the top sellers of four out of six Ukrainian booksellers were:

- ***The City*** by Valerian Pidmohylny
- ***Notes of a Pug-Nosed Mephistopheles*** by Volodymyr Vynnychenko (Vikhola Publishing House)
- ***Tyholovy*** and ***Garden of Gethsemane*** by Ivan Bahrianyi (Publishing House A priori)
- These same books, as well as ***The Tale of the Sanatorium Zone*** by Mykola Khvylovy, are among the best sellers in Kyiv bookstores





# The most popular

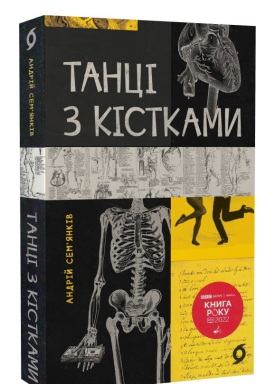


## Books by modern Ukrainian authors

The first place is taken by the book ***I See You Are Interested in the Dark*** by Illarion Pavliuk (Old Lion Publishing House). It interested buyers of all interviewed Kyiv bookstores and five out of six Ukrainian marketplaces.

Three more titles represented in the top sellers of the majority of respondents:

- ***The Ladder*** by Eugenia Kuznetsova (Old Lion Publishing House)
- ***The Colony. The New Dark Ages*** by Max Kidruk (Bearded Tamarin Publishing House)
- ***Dancing with bones*** by Andriy Semyankiv (Vikhola Publishing House)





# The most popular



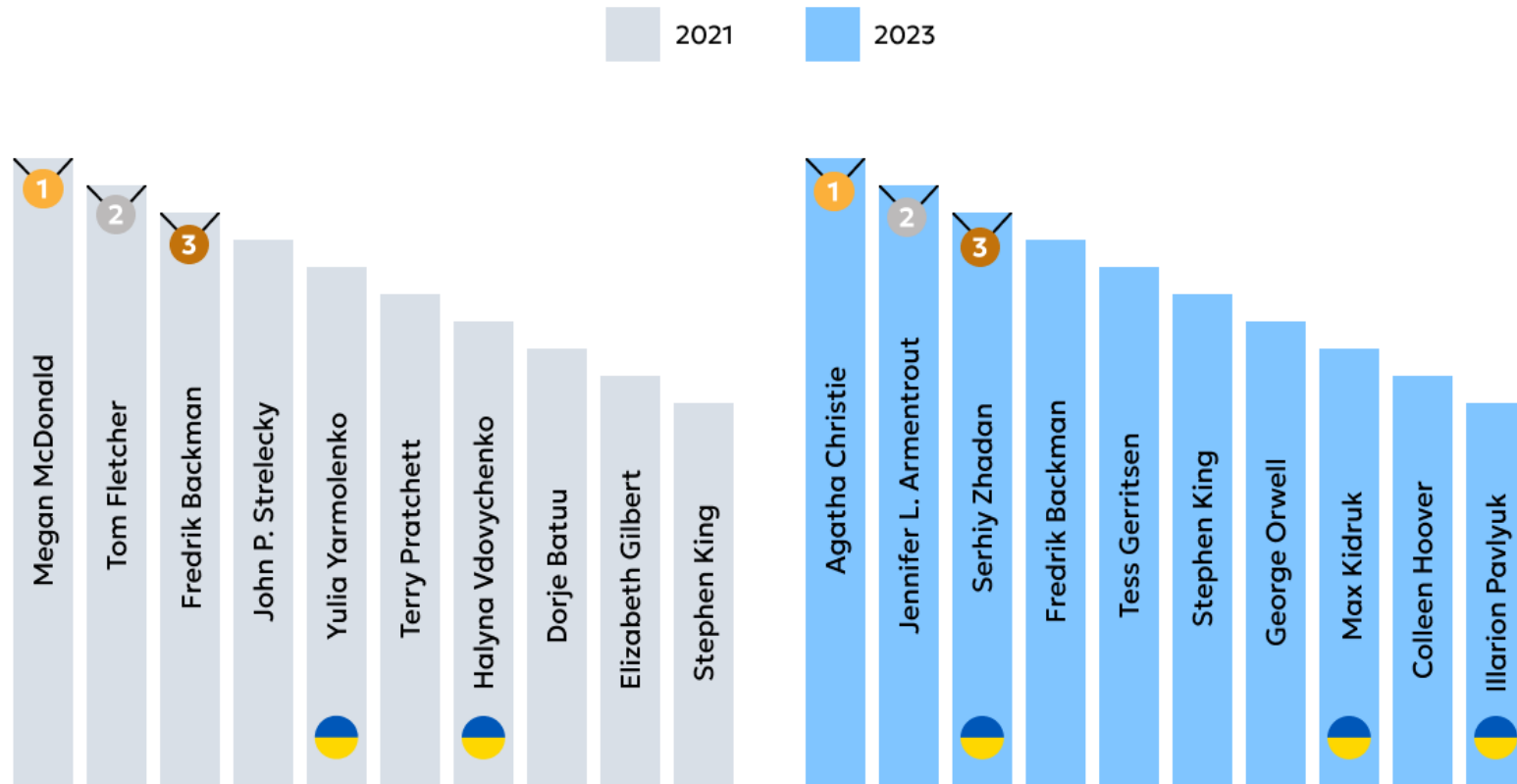
## Translations

The tastes of buyers of all Kyiv bookstores converged on the following books:

- ***Mossad. The most outstanding operations of Israeli intelligence*** by Michael Bar-Zohar and Nissim Mishal (Nash Format Publishing House)
- ***The Churchill Factor: How One Man Changed History*** by Boris Johnson (Vivat Publishing House)



# Top 10 Writers



Graphics adapted from



# The 10 Best Books of 2023



Graphics adapted from



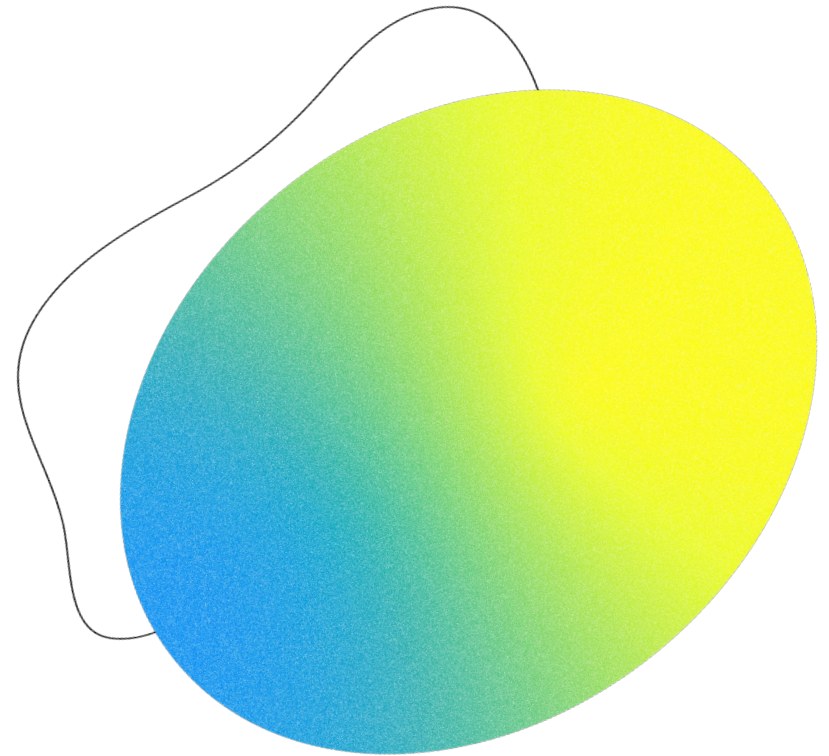
# The Ukrainian Book Institute



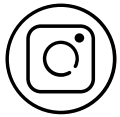
Address: 01015, Kyiv, Lavrska st. 9, building 20

Email: [ubi@ubi.org.ua](mailto:ubi@ubi.org.ua)

Site: <https://ubi.org.ua>



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[Instagram](#)

# Trade Commissioner Service, Embassy of Canada to Ukraine

1. Embassy of Canada to Ukraine and Trade Commissioner Service (TCS) - current update and operational capacity: resumed full operations in the summer of 2023.
2. “Arts and cultural industries” file – KYIV TCS focus on 2 subsectors: Books publishing, and Audiovisual co-production.
3. Key services offered by the Trade Commissioner Service:
  - Preparing Canadian companies for international markets
  - Providing an assessment of the company’s potential in a target market through the use of market intelligence and providing advice on market strategies
  - Finding qualified contacts
  - Resolving problems and business challenges.

# Trade Commissioner Service, Embassy of Canada to Ukraine

## 4. Ukraine country specific information:

- Current travel advisory – avoid all travel
- Situation remains volatile and context may change

-> contact TCS for updates.

Contact us:

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[KYIVTD@international.gc.ca](mailto:KYIVTD@international.gc.ca)



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# Q&A

**Please type your questions  
in the Q&A panel**

[livrescanadabooks.com](http://livrescanadabooks.com)



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# Thank you

Please fill out an evaluation

<https://www.surveymonkey.com/r/KXZN6R9>





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