



Overview of Chinese Children's Book Market

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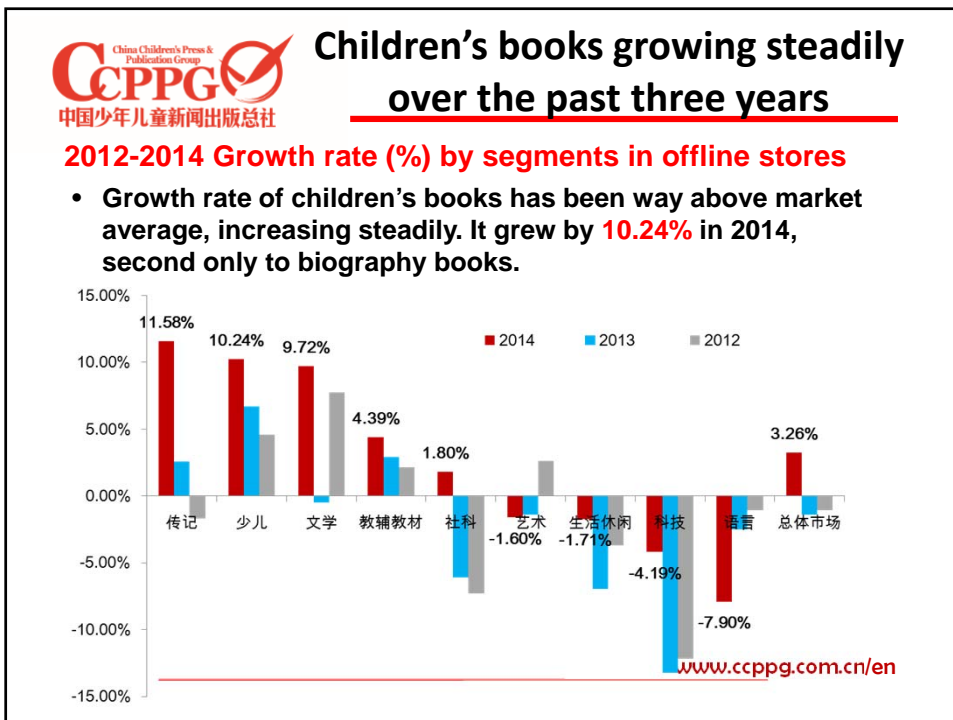
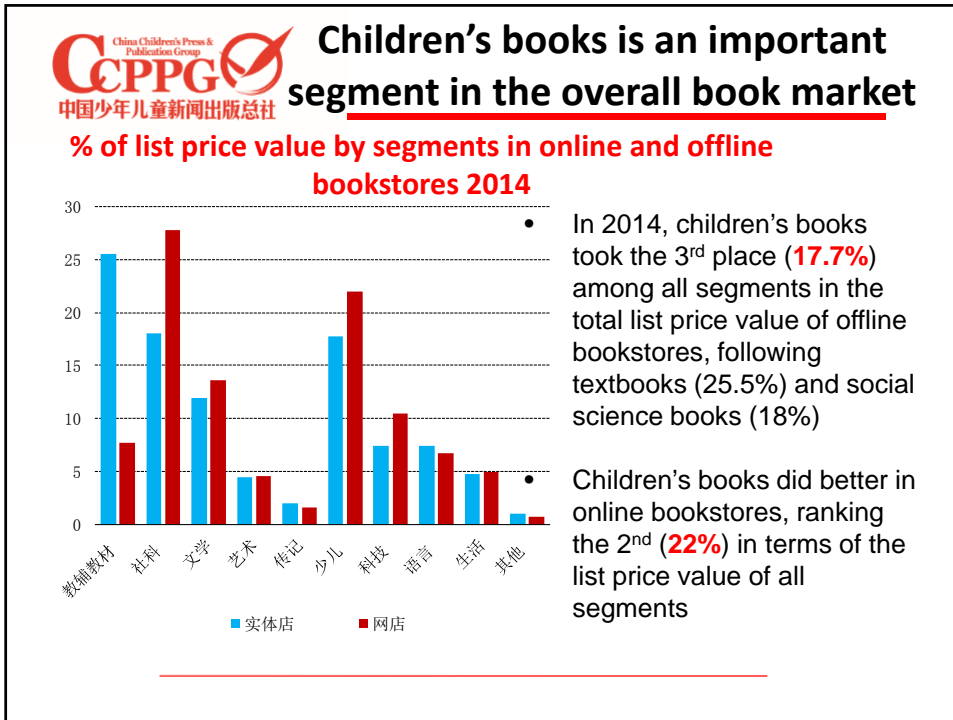


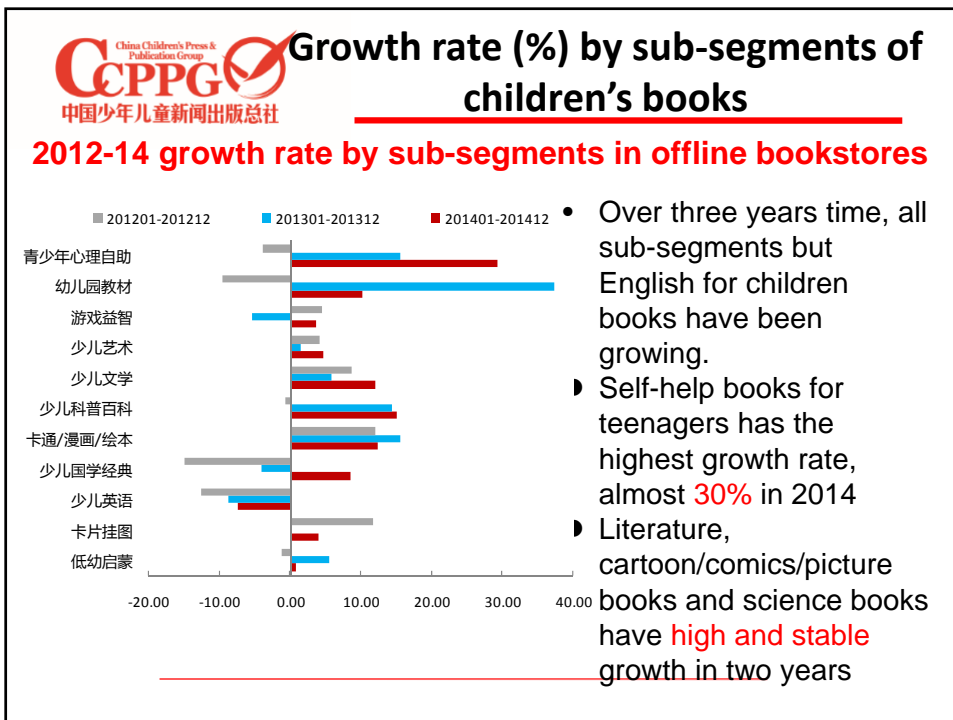
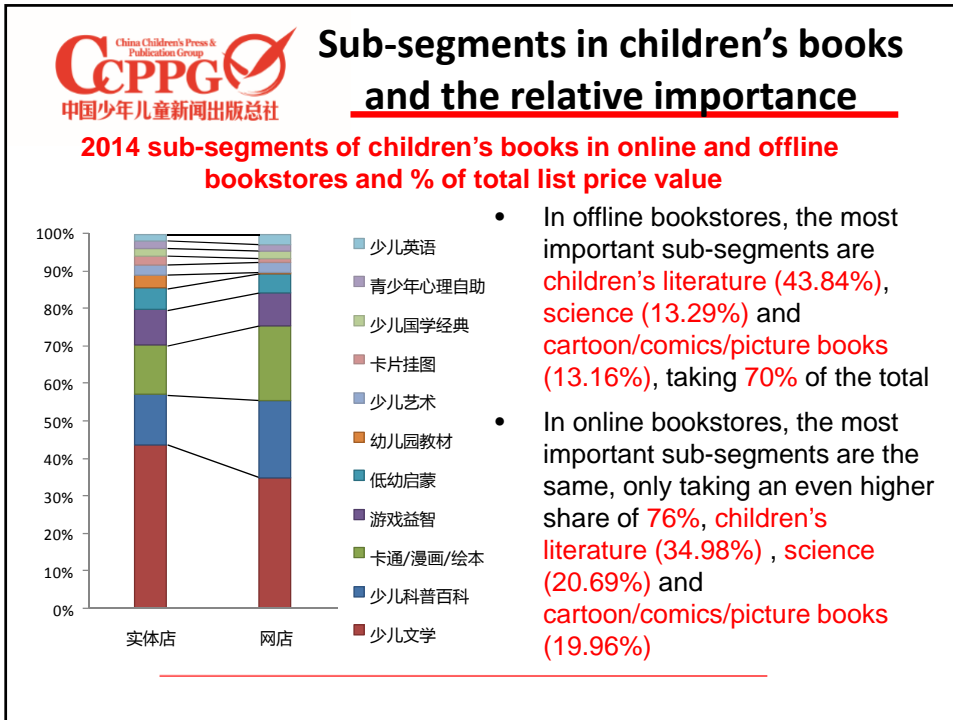
Part 1

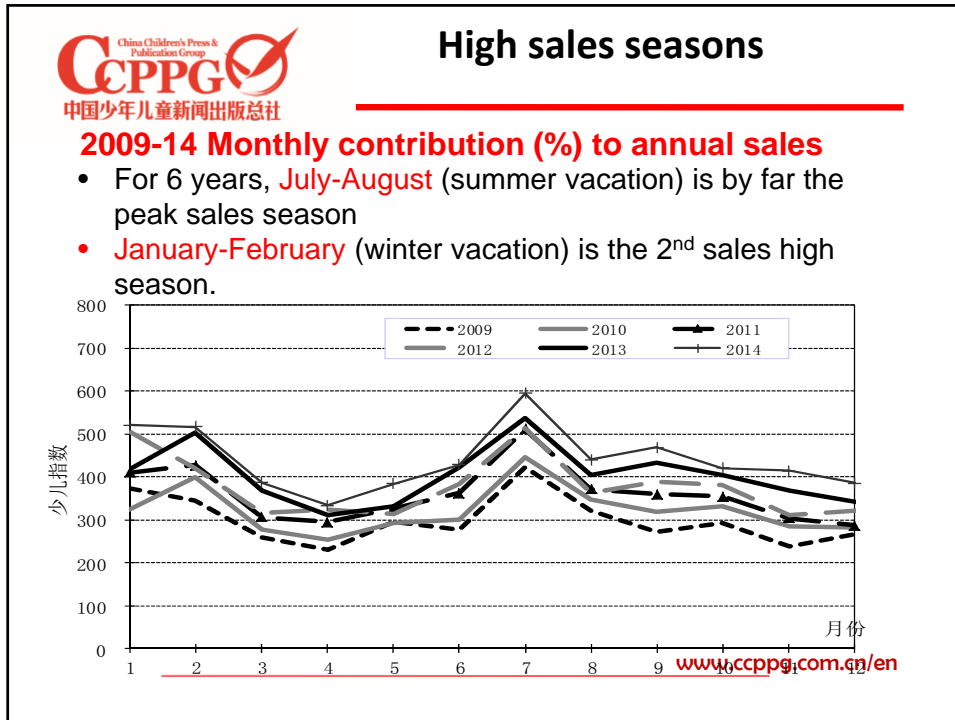
Trend and Status of the Retail Market of Children's Books in China


Source: data provided by Open Books

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China Children's Press & Publication Group
中国少年儿童新闻出版总社

Top-selling children's books

2014 Top 10 children's books in offline and online bookstores

- Top 10 are mostly Chinese originated books, with only 1 licensed book in offline stores and 3 licensed books in online stores
- Originated ones are all long-standing best-seller series by well-known authors

排名	新书时间	书名	排名	新书时间	书名
1	201311	墨多多谜境冒险系列-查理九世(21):沙海谜国	1	201111	胡小闹日记-爸妈不是我的佣人
2	199901	笑猫日记-从外星球来的孩子	2	201205	胡小闹日记-加油! 你不能输给自己
3	201404	墨多多谜境冒险系列-查理九世(22):所罗门王的魔戒	3	201111	胡小闹日记-我将来是个有钱人
4	201012	巴学园系列-窗边的小豆豆	4	201112	胡小闹日记-绝不老师和父母读书
5	201409	墨多多谜境冒险系列-查理九世(23):香巴拉,世界的尽头	5	201112	胡小闹日记-坏人都知道我有厉害
6	200909	动物小说大王沈石溪品藏书系-狼王梦	6	201205	胡小闹日记-妈妈, 我爱你!
7	201304	墨多多谜境冒险系列-查理九世(20):黑雾侏罗纪	7	201311	墨多多谜境冒险系列-查理九世(21):沙海谜国
8	199807	曹文轩纯美小说系列-草房子	8	200610	不一样的卡梅拉(1)-我想去看海
9	201301	墨多多谜境冒险系列-查理九世(17):外星怪兽	9	201012	巴学园系列-窗边的小豆豆
10	201101	墨多多谜境冒险系列-查理九世(1):黑贝街的亡灵	10	200809	不一样的卡梅拉(7)-我要找到朗朗

Part 2

Future trend of Chinese Children's Book Market

Huge market potential for children's books in China

In 2013, **457 millions** children's books and **409 millions** children's magazines were published. For a children's population of **367 million**, each child by average could only have **1.25** copies of books and **1.12** copies of magazines.

Globally, China ranked 68th in terms of the number of books each child had, not something to be proud of



Four important drivers for market growth

- Urbanization. The urbanization rate is **53.7%** and will become **60%** in 2020, with 100 million rural residents becoming urban dwellers
- National policy of “all people should read” and “building a society full of fragrance of books”
- **4%** GDP invested in education
- Pursue “quality-oriented education”, a shift from exam-oriented education system

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Thanks !

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