

SOUTH AFRICA

Information on South Africa's economy

Area:	1.22 m sq km
Population:	49.1 m (November 2009)
Illiteracy:	13.6 % (2009) - men: 16 %, women: 19 % (2006)
Languages:	11 official languages, main languages English, Afrikaans and Zulu (23 %). 45 % of the population speak English, although only 8.2 % have English as their native language.
Gross Domestic Product:	2007: 283 billion US\$, 2008: 291 billion US\$, 2009: 290 billion US\$ (forecast)
GDP per capita:	2007: 5,906 US\$, 2008: 6,036 US\$, 2009: 5,927 US\$ (forecast)
Economic growth 2008:	4.5% (forecast)
Rate of inflation:	2007: 7.2 %, 2008: 11.5 %, 2009: 7.2 % (forecast), 2010: 6.2 %
Unemployment:	2007: 24.2 %, 2008: 21.7 %, 2009: 24.0 % (forecast)

Large domestic sales market of its own and in addition, good infrastructural connections in other Sub-Saharan African countries; market expansion to a potential of 200 m consumers.

Highest Gini Factor - coefficient determining the levels of unequal income distribution - worldwide ((/2009).

Sources:

Gesellschaft für Außenwirtschaft und Standortmarketing der Bundesrepublik Deutschland 11/2009

Information on countries published by the Federal Foreign Office of the Republic of Germany 9/2009

AUSSTELLUNGS- UND MESSE GMBH DES BÖRSENVEREINS DES DEUTSCHEN BUCHHANDELS

www.buchmesse.de | www.book-fair.com | Reineckstrasse 3 60313 Frankfurt | Postfach 100116 60001 Frankfurt Germany

GESCHÄFTSFÜHRER: Juergen Boos | REGISTER: AG Ffm HRB 6882 | Ust-Id-Nr. DE 114 109 154

Article by Donwald Pressly in *Business Report South Africa* 9/2009

Book market data

General conditions for publishing companies and the book trade in South Africa

- Well developed financial, transport and distribution structures
- Growing middle class and a shift in spending power. The growing black middle class in particular is becoming a strong socio-economic force.
- 5.1 m internet users (2005)
- 45 m mobile phone users (2008), 4.4 m phone lines and network landlines (2008)
- 12.3 m schoolchildren
- 650,000 students
- Publications in all 11 of South Africa's languages. English and Afrikaans are the most important.
- Copy numbers: on average, sales of 500 to 1,000 copies of an English-language novel, about 2,500 of an edition in Afrikaans. A print-run of 5,000 copies for fiction titles is already considered good.
- South African bestseller 2009: John van de Ruit's novel "Spud - Learning to fly" which sold 64,000 copies. Also the biography of the former captain of the national rugby team, Mike Greenaway, "Captain in the Cauldron", with sales of 46,000.
- Close on 500,000 regular book buyers (about 1 % of the population).
- 51 % of South African households do not possess a single book.

Sources:

Nèlleke de Jager, publisher, Kwela Books and board member PASA, 10/2008

Nielsen BookScan South Africa 2009 Summary

Sales

Total sales for the South African **book market** amounted to 4,079 billion ZAR in 2008 (about 370 m euros), representing 0.15 % of South African GDP. This was made up of sales of:

Teaching resources: 2.066 billion ZAR

Academic books: 773 m ZAR

Fiction, non-fiction, children's and teen books: 1.240 billion ZAR

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In 2009, the South African **book trade** achieved a **sales turnover** of 1,569 billion ZAR (approx. 143 m euros) with the sale of 12,628,234 units.

Sources:

Annual Book Publishing Industry Survey Report 2008, 11/2009

Nielsen BookScan South Africa 2009 Summary

Title production (local, excluding imports)

Year	First editions	Reprints	Total
2006	4,374	9,122	13,496
2007	7,267	11,209	18,476
2008	5,090	9,588	14,678

Sources:

SA Book Industry Statistics, University of Pretoria, 2006

Annual Book Publishing Industry Survey Report 2007, 1/2009

Annual Book Publishing Industry Survey Report 2008, 11/2009

Fixed shop prices - no

Publishing companies recommend a price, the "RRP= Recommended Retail Price(s)". But the book trade is still free to choose its own pricing and discount levels.

Average book price

Year	Average price
2006	ZAR 109.62
2007	ZAR 112.62
2008	ZAR 118.56
2009	ZAR 124.25

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Sources:

Willem Struik, article in Bookmark 12/2009

Nielsen BookScan 2006/2007; Nielsen BookScan South Africa 2009 Summary

Copyright laws

Berne Convention: signature(s) 1928/1951/1975

National copyright law: Copyright Act 98 of 1978

Rights & licences

2008: 5 licences for German titles granted to SA.

Source: Buch und Buchhandel in Zahlen 2009, 7/2009

Imports/Exports

33 % local production, 67 % imports from Anglo-American sources.

No export data available for the book market.

Number of publishing companies

The South African publishers' association PASA has 178 members. Total number of active publishing companies in South Africa: 230 (estimated).

Number of book shops

518 (2008). The South African booksellers association SABA has 265 members.

Book fairs

The Cape Town Book Fair **CTBF** has existed since 2006. It is organised jointly by the Publishers' Association of South Africa and the Frankfurt Book Fair.

CTBF 2010: 30 July -2 August 2010

As at: February 2010