

# Book market 2020

## Slovak Republic



Population • 5.459.781  
Official language • Slovak

### Source:

Annual report on non-periodical publications, Ministry of Culture of the Slovak Republic 2019, 2020: [www.culture.gov.sk](http://www.culture.gov.sk), Report on the book fair 2019 - Association of Slovak Publishers and Booksellers): [zvks.sk](http://zvks.sk)  
Statistical data – Slovak National Library: [www.snk.sk/en](http://www.snk.sk/en)

## PUBLISHING ACTIVITY

In 2020, there were 1382 active publishing subjects (with at least one published book per year).

**In 2020, 10.032 non-periodical titles were published overall.** The total number of the published prints was 13.185.565 pieces. Out of the total number of non-periodical titles, books present 8.398 titles and brochures 1.634 titles. It is a mild decrease compared to 2019.

### Largest book publishers on count of reported titles (2019, 2020)

	Number of reported titles	Number of reported titles
	2019	2020
Ikar, a.s.	301	295
Albatros Media Slovakia, s.r.o.	271	174
Vydavateľstvo Slovart, s.r.o.	194	169
Svojtka & Co., s.r.o.	125	151
Veda, vydavateľstvo SAV	108	51
Wolters Kluwer SR, s.r.o.	92	70
Marenčin PT, spol. s r.o.	72	51

## TOTAL BOOK SALES

In 2020, a total of 6.177.545 copies of all published titles were sold, the number of sold e-books was 85.366 and the number of sold audio books 5.593.

According to statistical data, there was a revival of the Slovak book market, accompanied with a slight – 12 % – increase in the sales of printed books, e-books and audio books. During the pandemics, Internet sales flourished especially.

Official statistically accurate and complete data on the Slovak book-market sales is unavailable. After taking into account all available and obtained data relevant for the year 2020, the overall sales of the book market oscillates around 112 million. €.

### Book wholesale - distribution

There is a couple of big distribution companies with a wide portfolio of

publishers that are active on the market – Partner Technical, Ltd. (20%), Pumice, Ltd., and Albatros Media Slovakia; two big publishers – Ikar, a.s. (40 %) and Slovart, Ltd. with their own distribution; and also a couple of smaller subjects, distributing various book titles.

### Book retail

The total number of physical bookstores is around 300.

The bookstore Panta Rhei, Ltd. holds a dominant position with approximately 42% of the whole book market and 59 points of sale. The second strongest within retail has been Martinus, Ltd. for some time (26 points of sale). Independent bookstores present approximately 23% - 24% of the overall book turnover.

Internet bookstores are gaining a stronger position. The website martinus.sk is no doubt the most dominant, offering the widest range of products and promptly reacting to internet-sales news. At the moment, martinus.sk is the strongest seller of e-books. The sales in other Internet bookstores are increasing accordingly (pantarhei.sk, bux.sk, megaknihy.sk, knihyprekazdeho.sk, gorila.sk). Foreign-language literature bought abroad also has a significant share (amazon.com, bookdepository.com).

### Pricing system and GDP

The book market is not subject to a fixed price, so the retail prices vary.

The VAT rate on books has been subject to a couple of changes and today it is at 10%. Since 2020 the VAT rate is the same for newspapers, magazines and periodicals, too.

Publishers and booksellers admit that if a lower tax rate were applied to books, prices would not change significantly.

A higher margin would create more space for activities related to book sales, e.g. marketing, and books and reading promotion, for which most publishers lack money.

### Compulsory copies

On 21 July 2020, the amendment to the law on compulsory copies entered into force. It significantly lowered both the numbers of compulsory copies and libraries a publisher needs to send copies to. The amendment also simplified the situation for libraries, as they do not have to keep publications unrelated to their focus anymore.

## TRANSLATIONS

### Translations from foreign languages

In 2020, 2.829 non-periodical publications were published as translations from a foreign language. The number presents 28% of all non-periodical publications. Translations from English had the largest share (1.791 books), while German language (236 books) came in second, and French language third (174 books).

**28 % of the published non-periodical titles in the Slovak republic are translations**

### Translations of Slovak authors abroad

Literárne informačné centrum / The Slovak Literary Center founded the grant system SLOLIA in 1996. The main purpose of the subsidy system was to support the publication of translations from Slovak literature abroad.

To this date, 880 Slovak books in 33 foreign languages were published with

SLOLIA support.

The number of supported books in 2020 was 55.

The most prominently featured target languages between 1996 and 2019 were Czech (132 books), Hungarian (96 books), Serbian (72), Bulgarian (65), and German (64).

Website: [www.litcentrum.sk/institucia/slovia](http://www.litcentrum.sk/institucia/slovia)

### Direct state support for literature

A direct state support is represented by Fond na podporu umenia / The Arts Council, which provides funds to support artistic activities, culture and the creative industry, and also to create material means for their public presentation and propagation within the Slovak as well as international cultural and artistic context. The overall support of the Arts Council for literature in 2020 was 4.281.956 €, which is a 130 % increase compared to 2019.

Website: [www.fpu.sk](http://www.fpu.sk)

### Book exhibitions and festivals

BIBLIOTÉKA and PEDAGOGIKA

The Slovak bookfair BIBLIOTEKA is accompanied with the exhibition of education and didactic technique PEDAGOGY. It is held annually in November.

Website: [www.incheba.sk/veltrh-a-vystavy/biblioteka-2021/](http://www.incheba.sk/veltrh-a-vystavy/biblioteka-2021/)

FESTIVAL BRAK

Bratislava book festival was created in 2013. It aims to create space especially for small independent book creators and their books. Since the start, the exhibited books by small and medium-sized publishers can also be purchased on site.

[brakfestival.sk/](http://brakfestival.sk/)

## PROFESSIONAL ORGANIZATIONS

**Literárne informačné centrum (LIC) / The Slovak Literary Center**

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+421 2204 73 506

[booksfromslovakia@litcentrum.sk](mailto:booksfromslovakia@litcentrum.sk)  
[www.litcentrum.sk/en/](http://www.litcentrum.sk/en/)

**Združenie vydavateľov a kníhkupcov Slovenskej republiky / Association of Slovak publishers and booksellers**

Bojnická 10, 830 00 Bratislava  
+421 949 895 698

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[zvks.sk](http://zvks.sk)

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