

The Polish *Book Market*

2024

BOOK INSTITUTE



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The general state of the Polish publishing market

The volume of book sales in Poland at retail prices is almost 4 billion zlotys (around EUR 0.94 billion) per year. Meanwhile, the total turnover of the book market in Europe is EUR 37-40 billion (data from the Federation of European Publishers). Poland's share is therefore less than 3 per cent, while its share of the European population is 5 per cent.

In 2023 the value of the Polish book market totalled 3.09 bn zlotys in wholesale prices (at which publishers sell books to their distributors). Compared with 2022, the market grew by 0.8 per cent.

The market is highly concentrated. A group of almost 300 entities holds almost 97 per cent of it. Approximately 600-700 firms publish more than 10 books per annum. According to estimates produced by Biblioteka Analiz, approximately 300 firms achieved a turnover of or above 1 million zlotys (€ 215,000), and approximately 40 of them achieved a turnover exceeding 5 million € (23.5 million zlotys) in 2022. Most of the other registered publishers have only issued a very limited number of books and do not take part in the publishing market.

There are many factors to imply that the extremely demanding creative sector represented by the Polish book market has significant potential for growth. However, it is struggling with a relatively low level of readership and the strong role of prices as the primary tool for competition between market segments. It needs a consistent increase in the activity of institutional programmes and financial input from the state budget for the development of readership and support for the publishing sector.

The most important factors affecting the book industry's operations in 2023 and its financial performance were: increases in electricity prices, all-time low GDP growth, high inflation and uncertainty with regard to the geopolitical situation.

Market share in 2023

	Number in group	Market share in %
LARGE PUBLISHERS annual income > € 5 million	51	82.0
MEDIUM-SIZED PUBLISHERS annual income from € 215,000 to € 5 million	255	15.0
SMALL PUBLISHERS annual income < € 200,000, publishing at least two titles p.a.	Over 1,400	2.5
IRREGULAR PUBLISHERS producing occasional publications	Over 4,000	0.5

Biblioteka Analiz

A number of internal market factors are also hampering the potential for growth. The most critical of these include: overexploitation of the sale price of books to the end user as a basic tool for promotion and marketing, unequal commercial margins and sales wars between individual distribution channels, and also the low profitability of entities in the retail sector that results from this policy.

Since autumn 2021 the publishing market has been in one of its biggest crises. Significant increases in the cost of paper have pushed up the price of books.

In 2022, there was a significant increase in the cost of printing materials and also the actual printing, which has contributed to an increase in the cost of producing books. The sharp increase in paper and printing costs forced a change in the retail prices of the books produced and, in some cases, led to the cancellation of planned books. The higher prices only partially offset the increase in production costs.

In addition, the current high exchange rate increases the cost of acquiring rights to publish foreign books.

The situation is further exacerbated by high inflation. Economic uncertainty is so far translating into more cautious consumer spending.

Income from book sales

	2019	2020	2021	2022	2023
INCOME from book sales at publishers' market prices (in zloty million)	2,340	2,550	3,009	3,063	3,089
PERCENTAGE GROWTH	4%	9%	18%	1.6%	0.8%
INCOME IN € MILLION	532	553	638	658	723

Biblioteka Analiz

In 2023 employment in the publishing sector remained steady at a total of 4,670 employees.

Income from book sales by category (%)

	2019	2020	2021	2022	2023
TRADE (CONSUMER) BOOKS	18.0	21.1	21.7	21.8	24.4
CHILDREN'S / YOUNG ADULT BOOKS	16.0	20.0	23.2	24.4	25.0
SCHOOL TEXTBOOKS	25.0	25.2	24.9	25.0	23.9
ACADEMIC AND PROFESSIONAL BOOKS	28.3	22.4	21.1	19.7	17.9
ILLUSTRATED BOOKS	5.7	4.5	4.3	4.3	4.1
RELIGIOUS BOOKS	3.8	3.6	3.6	3.6	3.5
OTHER (including musical scores and maps)	1.2	1.2	1.2	1.2	1.2

Biblioteka Analiz

The last few years have seen the growth of the commercial book sector, including (broadly understood) belles-lettres. In recent years, the commercial book sector has developed, including (broadly understood) fiction. The number and value of sales of books for teenagers and children has grown dynamically. The value of non-fiction sales has also increased by several percentage points.

Book production (number of titles)

2019	2020	2021	2022	2023
36,138	30,391	33,957	32,408	33,893

Polish Publishing in Figures 2023, National Library

The average print run decreased in 2023 by 2.6 per cent, from 2,080 to 2,025 copies.

From year to year there is strong growth in the popularity of self-publishing, now that book publishing has become accessible to the wider public in terms of both cost and technical requirements.

Belles-lettres (number of titles)

	2019		2020		2021		2022		2023	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
PUBLISHED TITLES	6,814	2,717	6,747	3,098	7,512	2,809	7,633	3,315	9,400	3,357

Polish Publishing in Figures 2023, National Library

The range of publications is ever wider and more diverse. There is no lack of foreign literature, and domestic literature also enjoys a very strong position.

Original books and translations (total)

	2019		2020		2021		2022		2023	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated	Original	Translated
PUBLISHED TITLES	23,279	7,068	22,890	6,855	23,541	6,643	21,887	7,148	22,187	8,752
BELLES-LETTRES for adults	3,758	3,056	3,988	2,549	4,687	2,619	4,559	2,840	5,217	3,967

Polish Publishing in Figures 2023, National Library

The bestselling book of 2023 was *Chłopki: opowieść o naszych babkach* (Peasant Women: The Story of our Grandmothers) by Joanna Kuciel-Frydryszak (published by Marginesy). Sales of this title exceeded 500,000 (in print and e-book versions).

The 2023 bestseller lists were dominated by books for young people, primarily in the YA and New Adult genres. Undoubtedly, the publishing hit of the year was the *Rodzina Monet* (The Monet Family) series by Weronika Anna Marczak (published by You&YA, an imprint of Muza). Sales of each volume in the YA genre exceeded 100,000 copies.

The Nike award is considered to be one of the most important literary prizes. It has an impact on book sales. In 2023, *Ten się śmieje kto ma zęby* (Only Those with Teeth Can Smile), a novel by Zyta Rudzka won the main prize, and *Gdynia obiecana* (Promised Gdynia), non-fiction by Grzegorz Piątek won the readers' prize), allowing both books to become bestsellers in 2023.

In the “Polish belles-lettres” category, the bestselling titles in 2023 include: *Dawno temu w Warszawie* (Long ago in Warsaw) by Jakub Żulczyk, *Nie mylić z miłością* (Don't Mistake It for Love) by Katarzyna Nosowska, *Sydonia: Słowo się rzekło* (Sidonia. The Word Has Been Spoken) by Elżbieta Cherezińska, *Widmo Brockenu* (The Spectre of Brocken), *Langer* (Langer) and *Zarzut* (The Charge) by Remigiusz Mróz.

Original books and translations (total)

Retail price	2019	2020	2021	2022	2023
ZLOTYS	44.03	44.52	45.07	51.7	57.5
EURO	9.62	9.24	9.49	11.14	13.1

Biblioteka Analiz

Books in Poland are subject to a 5 per cent VAT rate. Publishers are calling on the government to restore the zero rate and make books more affordable. They point to the ever-increasing cost of producing books, which is leading to a high increase in their prices, reduced print-runs and a decline in sales.

The last few years have seen a steady rise in retail prices, resulting from a marked tendency to offer high discounts in retail sales, including the sale of new publications being issued for the first time. In Poland there is no fixed price for books.

Cover prices are artificially inflated because of the almost inevitable discounts that are very quickly applied at retail outlets.

Alarmed by the damage being done to the book market, bookseller and publisher organizations actively lobbied for the introduction of a legal framework for the uniform pricing of books.

A draft law was prepared that envisaged the introduction of fixed prices for books, modelled on laws that exist in France and Germany. The draft was debated in the Sejm (the Polish parliament), but did not gain approval. The situation was stalled for several years. In the autumn of 2023, following the election of the new government, negotiations were resumed, and a promising meeting was held between representatives of the book industry and of the government. The talks on book market regulation are now expected to continue.

Poland's 10 largest book publishers

NOWA ERA / nowaera.pl

WOLTERS KLUWER POLSKA / wolterskluwer.pl

WYDAWNICTWA SZKOLNE I PEDAGOGICZNE / wsip.com.pl

DRESSLER / dressler.com.pl

GRUPA MAC / mac.pl

PEARSON CENTRAL EUROPE / pearson.pl

C.H. BECK / beck.com.pl

GRUPA ZNAK / wydawnictwoznak.pl

MACMILLAN POLSKA / macmillan.pl

GRUPA WYDAWNICZA FOKSAL / gwfoksal.pl

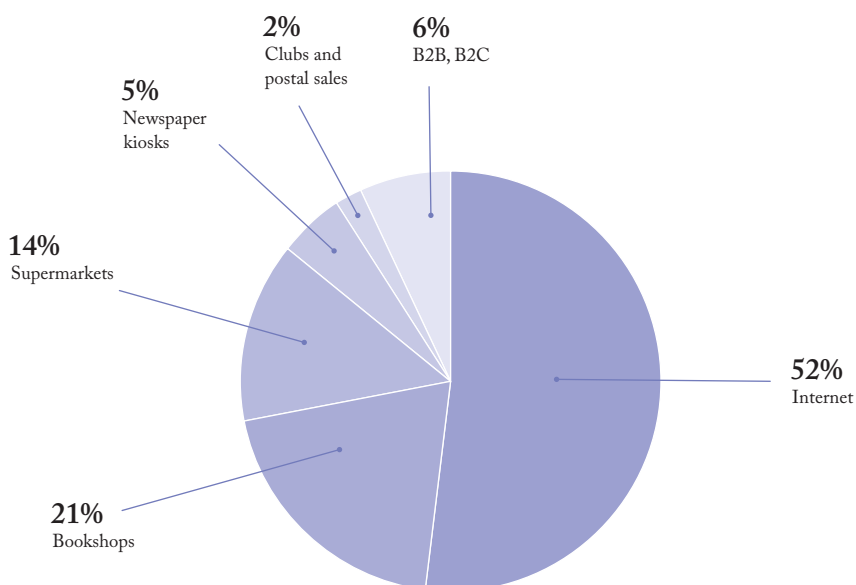
Biblioteka Analiz

In 2023 the share of the five largest publishing entities on the market (Nowa Era, Wolters Kluwer, WSiP, Dressler and Grupa MAC) totalled 44 per cent. A year earlier the figure was 42 per cent.

Distribution

Wholesalers have a large, approximately 46 per cent share of the market. The total number of wholesalers is falling. The biggest firms with national scope are Ateneum, Platon, Dressler Dublin, Azymut, and Edu Książka.

Distribution market share



There is dynamic growth in online sales, the value of which is rising above all at the cost of sales at physical outlets, especially independent bookshops, which since 2014 have been deprived of the opportunity to distribute a major part of their stock of school textbooks.

However, online sales are mainly driving competition on the basis of price, offering discounts on new publications equal to as much as 35-40 per cent of the retail price. More than 50 per cent of books are sold online.

Stable sales are also being generated by newspaper kiosks and shops, which offer titles from the bestselling genres of romance and crime fiction, in cheaper, pocket-sized editions, and other top-selling books. Sales in the supermarket sector have dropped slightly, primarily thanks to the commercial activity of discount chains, and are driven by a combination of an attractive range of topics (popular fiction, non-fiction, manuals, educational books, children's books) at lower prices than the mainstream, on average 25-35 per cent lower. The largest contribution is being shown by the Portuguese firm Jeronimo Martens' Biedronka chain, whose permanent product range is now supported by cyclical promotional campaigns devoted to individual types of publication available on the market. The chain has recorded its best results in sales of publications for children, self-help books, bestselling fiction and non-fiction. In 2023, Biedronka sold 12 million books (i.e. slightly more than one of the largest online bookstores, Taniaksiazka.pl), of which 8 million were books for children and youth.

A new phenomenon is the sale of books at sales points where they were not previously on offer, e.g. at post offices. The Polish Post Office is filling gaps in the publishing market in many places where there are no competing shops representing the book industry. The Polish Post Office has more than 7,500 sites, including post office branches and agencies in very small towns and villages. In 2021 these outlets sold around 3 million books.

Publishers are looking for new ways to reach customers, and many have decided to sell outside the mainstream market. Publishing houses are counting on their own online stores and on B2B and B2C channels (e.g. sales at book fairs, markets, specialized conferences such as educational, scientific, historical).

Traditional bookselling is suffering a decline in comparison with other sales outlets.

Bookshops

The number of independent bookshops is steadily decreasing as a result of various factors. As well as a general decline of interest in books, economic factors such as high rents for premises, strong competition from large retail firms (not just bookshop chains but also supermarkets) are having a notable effect, as are the price wars initiated by the largest market players. The decline increased distinctly in 2020, when online sales increased.

Number of bookshops

2019	2020	2021	2022	2023
1,914	1,815	1,748	1,705	1,691

National Bookshop Database, obk.pik.org.pl

The Polish Book Chamber is carrying out a long-term project to develop a National Bookshop Database, financed by the Polish Book Institute. At the end of 2023 1,691 bookshops were registered on the database.

The present crisis on the retail market has forced many independent bookshops to set up online stores and to expand their product lines to include stationery.

The pandemic and now the effects of the war in Ukraine and the rapid rise in inflation have had an impact on the number of independent bookshops, which has fallen dramatically, and on the growing role of online bookstores, chain bookshops and other distribution outlets such as supermarkets, discount stores and post offices.

Independent, small bookstores are unable to compete with online stores in terms of price.

Exclusive sales are also a problem for small bookstores. On the day of its release, a book sold in this way is only on sale at branches of the largest bookstore chain and cannot be sold at other outlets until a later date. This limits competitiveness.

Family-owned bookstores are disappearing because the younger generation of owners does not believe it makes economic sense to keep them going.

Wholesale discounts average approximately 42-55 per cent. Bookshop chains work at discounts ranging from 42-50 per cent, yet in some instances direct cooperation is burdened by extra costs. Independent bookshops work at a discount of 27-35 per cent in the case of so-called colour books, and 15-20 per cent for textbooks. Booksellers supplied directly by publishers buy at a discount of up to 35-47 per cent (apart from large bookselling chains such as Empik), on top of which the publisher may offer a higher discount in exchange for an increase in the sales of their books and greater commitment to promoting their titles. In addition, where there is direct cooperation between the publishers and the leading chains, the discount on the cover price for the retail bookseller can be as high as 60 per cent.

Main bookselling chains

Empik / empik.com

Empik is one of the best-known Polish brands. It has been on the market for 75 years. Is also Poland's biggest bookselling chain and omnichannel leader, which now has more than 325 physical stores, the Empik.com online store and mobile app.

Empik is rapidly developing its own marketplace (Empikplace) with offers from thousands of third-party retailers. The company is expanding its Empik Premium subscription service, which lowers costs for customers by providing free delivery, seasonal offers and permanent discounts on a wide range of products. Empik also owns the app Empik Go, which makes it easy to select and use e-books, audiobooks and podcasts, including Empik Go originals.

Empik has also launched a platform for self-publishers. Self-publishers can upload their books to Empik.com and Empik Go as e-books, audiobooks or physical books

(via print-on-demand). In the future, selected titles will be sold at Empik's physical bookstores. In 2023, nearly 2,000 e-titles were uploaded to the Empik self-publishing platform.

Świat Książki / swiatksiazki.pl

This is one of the most rapidly developing bookshop chains. The owner of the chain is a company called Dressler, which in 2013 acquired 36 bookshops from Weltbild. In the years that followed it opened further stores; at the end of 2023 it had 105 outlets. The new bookshops are situated in shopping centres as well as on the main commercial streets in their localities. Every year Świat Książki's bookshops are given high marks for the best customer service in the bookselling industry on the Daymakerindex survey measuring customer experience. The company also runs its own online bookshop, Swiatksiazki.pl. Its customers can collect their orders free of charge from the chain's bookshops. The chain's marketing policy involves two rotating promotional campaigns, one offering "A second book at half price" and the other "3 for the price of 2".

Książnica Polska / ksiaznica.pl

This firm operates mainly in north-eastern Poland where it runs retail operations and owns 54 bookshops, as well as an online bookshop called Ksiaznica.pl. The company performs 1.2 million transactions annually and is visited by 5 million customers. For several years the company has been developing a partnership programme aimed at independent bookshops, which in exchange for a percentage of income offers to modernise the shops, supplement their product range, guarantee their orders and support their marketing and promotional activities.

Online book sales

Online book sales have noted a steady rise in value in recent years. Online bookshops offer not only new titles, but also a large selection of books from publishers' backlists, which are harder to find and often not available in physical bookshops. At the same time, e-commerce in books is the arena for the fiercest price competition, which has an extremely strong effect on the entire book retail sector and the general state of the publishing industry in Poland.

One of the major trends typifying retail book sales in Poland is the rapid and progressive migration of customers from the physical sales sector (traditional bookshops) to online bookshops. At the same time, customers whose purchasing decisions continue to be guided primarily by price do not show loyalty to any particular website, but migrate between the various firms, choosing the best offers as and when they arise, based on the cost and conditions of delivery as well as the price of the book.

Publishers, too, are developing their own e-bookstores, which gives them a source of direct revenue and the opportunity to sell off their backlist. According to a survey entitled "E-commerce in Poland 2023. Gemius for E-commerce Poland", which describes the online sales market, the best-known brand involved in online book sales is Empik (66 per cent), followed by the Allegro platform (25 per cent) and Taniaksiazka.pl (9 per cent). Further mentioned were: Amazon.pl, Swiatksiazki.pl, Bonito.pl and Gandalf.pl.

Online bookshops that package and deliver books abroad

Allegro.pl
Bonito.pl
Czytam.pl
Empik.com
Amazon.pl
Taniaksiazka.pl
Swiatksiazki.pl

[Allegro.pl](#)

This is Poland's leading auction website and online platform for the book trade. The number of active buyers exceeded 20 million, including more than 5 million on platforms outside Poland.

In autumn 2020 the company launched on the Warsaw stock exchange. Many market analysts now regard the Allegro.pl service as the country's biggest online bookseller too. However, its sales involve not just the primary market (new books) but also the secondary one (used books).

The Polish e-commerce giant sold more than 24 million copies in 2023, marking a 120 per cent increase over five years. The selection of books on offer has been growing steadily – from 13 million listings in 2019 to 20 million. Several thousand companies sell through the marketplace service, while sales of most of the aforementioned 24 million copies are generated by large professional retailers.

[Amazon.pl](#)

The Polish version of Amazon officially launched at the beginning of March 2021. The American giant's debut in Poland had been expected for several years – in autumn 2017 Amazon Germany had started operating in Poland. Since spring 2021 users have been able to buy and sell on the Polish version of the platform.

Amazon is developing gradually and methodically, analysing the situation in the market. According to Mediapanel research, Amazon had 6.7 million active users at the end of 2023. Amazon launched in Poland with an offer of around 100 million products. It now offers 400 million products divided into 30 categories. The most popular product categories among Polish customers are electronics and books.

[Bonito.pl](#)

This is one of the biggest Polish online bookshops, which has been in operation since 2006. It offers a range of 270,000 products. In addition to books, these include toys, records, puzzles, games and school supplies, children's items and electronics. It has the fastest growth in gross income, from 2 million zlotys in 2009 to 190 million in 2023. The company owes its growth to its aggressive pricing policy and the large range of services that it provides.

Its customers can receive their orders via the Polish postal service and courier firms, as well as 35 company delivery points located in 6 cities w nawiasie.

[TaniaKsiazka.pl](#)

This is one of the most dynamically developing e-commerce companies, operating in north-eastern Poland. In its 18 years of activity this e-store has changed from a small family firm based in one little room into a thriving bookshop with income of over 230 million zlotys (€ 54 million). It has more than 400,000 products (books and games, toys, electronic products and stationery) on offer. The bookstore is constantly expanding its network of collection points for online orders. The company has pickup points for online orders. There are currently 20 of them across Poland, including 12 under the TaniaKsiazka.pl brand.

[Tantis.pl](#)

This online bookshop has been operating since 2007. In the beginning it specialised exclusively in the sale of books, including textbooks. Currently, it also offers toys and stationery. In 2023 it processed nearly 2,5 million orders, with a turnover of 210 million zlotys (€ 49 million).

E-books

The share of digital publishing sales is estimated at 15.5 per cent of the total market value expressed as revenue at publishers' selling prices. Subsequent waves of the COVID-19 pandemic in 2021 helped to sustain increased interest in e-reading; platforms selling e-books recorded a significant growth in sales. Increasing activity by publishers and a change in the habits of readers, who now have a bolder attitude to e-books, are having major significance for e-readership.

Towards the end of 2019 there was a long-awaited reduction in the rate of VAT on e-books, from 23 to 5 per cent. However, the overwhelming majority of publishers have not changed the prices of their e-books, which has allowed them to achieve greater income from digital products and encouraged them to broaden their range and to invest in new e-book catalogues.

According to research by the National Library, e-books and audiobooks do not compete with traditional printed paper books, but are supplementary to them. Readers choose the form in which they wish to receive a publication according to their current needs and preferences.

New publications with the highest sales potential are issued in three formats simultaneously: paper, e-book and audiobook. Most publishers have adopted the principle that all new publications are issued as e-books (as long as the licence allows for it, and not including illustrated publications), whereas on average 1 in 9 titles is also issued as an audiobook.

The digital book market in Poland should be estimated at 600-700 million zlotys (€ 140-160 million).

Publishing houses recording the highest value for digital product sales noted a rise in income of as much as 200 per cent from 2022 to 2023. The biggest e-material providers are Empik (Empik.com, Empik Go), Legimi, Publio.pl (which belongs to Agora), Woblink (part of the Znak group), Ebookpoint.pl (part of the Helion group), Nexto.pl, (an e-Kiosk digital press distributor) and Ibuk.pl (part of the PWN group).

Subscriptions

The digital book market is witnessing a steady development of subscription business models. Growing activity by publishers and changes in readers' habits are having a positive effect on e-reading.

A sales model for digital books through subscriptions has been gaining ground in Poland since 2012. This form of distribution is an alternative to the traditional model, through which the reader becomes the owner of the digital book via a sales transaction. By contrast, the subscription model provides temporary access to the relevant title in exchange for a fixed payment (e.g. for 30 days). Since 2020 there has been a dynamic change, with more and more Poles taking out subscriptions.

The leader in this sector is a platform called Legimi, which since 2015 has also sold e-books in a package together with an e-reader for one zloty, within a subscription model that provides access to a database of more than 250,000 titles (e-books and audiobooks). The service is also available from Poland's biggest mobile phone operators (Orange, T-Mobile and Play). A similar service providing e-books and audiobooks on subscription is also now offered by Empik Go. In Poland the distribution of e-books via subscription models (e.g. Legimi, Empik, Ebookpoint) to institutional customers, above all public libraries, is also gradually but consistently growing.

Audiobooks

Growth in this sector of the book market in recent years is the result of dynamic competition between four companies in the audiobook online segment (Audioteka, Empik, Storytel and BookBeat) in their efforts to add new titles to their range.

Audioteka, a platform and an app offering audio products, was founded in Poland in 2008. It is a leader in audiobook sales in Poland, the Czech Republic, Lithuania and Slovakia. It offers individual titles, its own productions, podcasts, and also the option to subscribe. It offers a total of more than 20,000 titles.

Audioteka successfully produces so-called super productions (audio recordings with famous actors, sound effects and original music), original audio content and podcasts. It even has its own recording studios. The company is owned by Wirtualna Polska Holding S.A.

The publishing industry is growing thanks to streaming, according to the Empik Group, which boasted an 11 per cent increase in digital content on the Empik Go app in 2023. The company is focused on building competitiveness based on producing its own audio series and radio plays. One of the fastest growing branches in the digital content market is podcasts. In 2023 alone, the number of podcasts available via the Empik Go app grew by 20 per cent, expanding the catalogue of audio content to 90,000 titles.

The Storytel platform has been active in Poland for eight years, using the classic subscription model. Another noteworthy project launched in 2017 by Storytel Polska is Storytel Original, which aims to produce original 10-part audio serials.

The BookBeat app has been operating in Poland since 2020. In 2023, the number of subscribers on the Polish market exceeded 100,000. Poles account for more than 10 per cent of BookBeat's total number of subscribers.

Top literary publishers

Albatros / wydawnictwoalbatros.com

(181 published titles)

Albatros was founded in 1994 by Andrzej Kuryłowicz, a passionate book lover. This company is known as a “bestseller factory”. It publishes contemporary fiction and non-fiction, predominantly in translation from English, French and Spanish. It mainly publishes foreign bestselling authors such as Harlan Coben, Nicholas Sparks, Stephen King, Graham Masterton, Ken Follett, Guillaume Musso, B.A. Paris, Lucinda Riley, Mario Puzo, Frederick Forsyth, Ian McEwan, Marc Levy, and Nobel Prize winners Kazuo Ishiguro, Doris Lessing and Toni Morrison.

Czarne / czarne.com.pl

(149 published titles)

Founded in 1996, Czarne publishes books by award-winning authors from dozens of different countries (fiction and non-fiction) and is a leading reportage and travel writing publisher. Its authors include Andrzej Stasiuk, Krzysztof Varga, Serhiy Zhadan, Yurii Andrukhovych, Herta Müller, Paul Theroux, Jean Hatzfeld, Paweł Smoleński, Svetlana Alexievich, Lidia Ostałowska, Liao Yiwu, Colin Thubron, Karl-Markus Gauss, Martin Pollack and Annie Ernaux.

Grupa Wydawnicza Foksal / gwfoksal.pl

(297 published titles)

This group was formed in 2012 from the merger of three publishing houses: W.A.B. (fiction, non-fiction and YA), Buchmann (self-help and lifestyle) and Wilga (children's literature). In recent years, the group has expanded its range by establishing new imprints, including Uroboros (fantasy books). Its list includes many well-known foreign authors (like Han Kang, Elfriede Jelinek, Michel Houellebecq) and Polish authors (including Zyta Rudzka, Witold Szablowski and Zygmunt Miłoszewski).

Marginesy / marginesy.com.pl

(157 published titles)

Marginesy was founded in 2008. It joined Bonnier AB Group, a Swedish media company, in 2013. It specializes in publishing illustrated autobiographies and biographies, and Polish and foreign novels. Marginesy operates in Poland alongside its sister companies which include Jaguar (YA books), Luna (commercial books), and Kropka (children's books), as well as the audiobook distributor, BookBeat.

Muza / muza.com.pl

(155 published titles)

Founded in 1989, this firm publishes fiction and essays, and is a major buyer of foreign rights. It publishes a large number of leading foreign authors including Roberto Bolaño, Haruki Murakami, Carlos Ruiz Zafón, Daniel Silva, Vladimir Nabokov, Gabriel García Márquez and Arturo Pérez-Reverte. Muza also publishes the work of bestselling crime writer Katarzyna Bonda. It launched the You&YA imprint in early 2022, and its books already include bestsellers.

Prószyński Media / proszynski.pl

(195 published titles)

This firm has been active since 1990 and has successfully launched a large number of new authors of popular Polish literature. It also publishes some of the best-known science fiction, crime fiction and non-fiction, as well as popular science books. Its authors include Virginia C. Andrews, Orson Scott Card, Diana Chamberlain, Jeffery Deaver, Ursula K. Le Guin, John Irving, Henry James, Dennis Lehane, Stephen King, Jodi Picoult, Terry Pratchett, Nora Roberts, John Steinbeck, Amy Tan and Anaïs Nin. The company's publication list includes crime novels by Katarzyna Puzyńska and the Arab series by Tanya Valko.

Rebis / rebis.com.pl

(210 published titles)

This publishing firm has achieved success by continuously expanding its range. Fiction accounts for about 60 per cent of its output, but in recent years it has published an increasing amount of non-fiction, self-help books and popular science. Rebis has been consistently building its position as one of the leading players in the history book sector. Like other publishers of fiction, it produces most of its books in extensive series. Its authors include Salman Rushdie, Amos Oz, José Saramago, Frank Herbert, Elizabeth Gilbert, Robin Cook, Graham Masterton, Jay Asher, Carla Montero, Bernard Minier and Mons Kallentoft.

Sonia Draga / soniadraga.pl

(168 published titles)

This company has been on the publishing market since 2000. Its list mainly consists of a broad range of literary novels (novels of manners, historical fiction, historical romance, crime and thrillers), and it also publishes non-fiction. It owns several imprints including Non Stop Comics (graphic novels), Post Factum (non-fiction), Debit (children's books) and Młody Book! (young adult books). It has built its market position on the long-term success of the biggest bestsellers of the past decade, including the novels of Dan Brown and E.L. James's erotic series. Its authors include Charlotte Link, Chris Carter, Lisa Gardner and James Ellroy. It also offers ambitious, award-winning literature, by authors such as Elena Ferrante, Jonathan Franzen, Patrick Modiano, Jeffrey Eugenides, Hans Fallada and Javier Marías.

Świat Książki / wydawnictwoswiatksiazki.pl

(139 published titles)

Founded in 1994 by the Bertelsmann media corporation, Świat Książki was later incorporated into the German group Weltbild. It now belongs to Dressler Dublin. It publishes books by some of the most popular Polish authors (Manuela Gretkowska, Jakub Żulczyk, Łukasz Orbitowski), but its entire list has a much wider range, covering different genres in fiction and non-fiction. It publishes the work of authors including Julian Barnes, Paul Bowles, Oriana Fallaci and Carlos Fuentes. This firm's most popular books in recent years have been novels by Paula Hawkins, Jojo Moyes, Kristin Hannah and Virginia C. Andrews.

Wydawnictwo Literackie / wydawnictwoliterackie.pl

(124 published titles)

Founded in 1953, this company is associated with the international publishing firm Libella. It publishes many leading Polish authors and promotes new titles by foreign and Polish writers including Stanisław Lem, Witold Gombrowicz, Jacek Dukaj and Ignacy Karpowicz. As well as serious literature it also publishes history books, popular science

books, young adult literature, children's literature, thrillers, crime novels and women's romantic fiction. Wydawnictwo Literackie's authors include winners of all Poland's top literary prizes, such as the NIKE Literary Award, the Kościelski Foundation Prize, the Janusz Zajdel Polish Fandom Prize, the "Polityka" Passport, the Gdynia Literary Prize and many others. It also publishes the work of Olga Tokarczuk, who won the 2018 Nobel Prize in Literature.

Wydawnictwo Poznańskie / wydawnictwopoznanskie.pl

(113 published titles)

The history of Wydawnictwo Poznańskie dates back to 1956. The publishing house has four imprints: Wydawnictwo Poznańskie (fiction, history, non-fiction), Czwarta Strona (crime fiction), We need YA (young adult literature) and Zygzaki (children's literature). It publishes award-winning authors including Annie Proulx, Douglas Stuart, Bernardine Evaristo and Elif Shafak. Czwarta Strona publishes books by Remigiusz Mróz, currently the most popular writer in Poland. Readers also enjoy its Scandinavian series and reportage series, both of which have been appearing for many years.

Znak / wydawnictwoznak.pl

(425 published titles)

Founded in 1959, this company publishes literary fiction and non-fiction, as well as children's literature. It publishes some of Poland's most famous authors, including Czesław Miłosz, Wisława Szymborska, Wiesław Myśliwski, Paweł Huelle, Magdalena Tulli and Małgorzata Szejnert. It has published books by writers including Joseph Brodsky, J.M. Coetzee, Mario Vargas Llosa and Samuel Beckett. Its bestselling novelists include Wiesław Myśliwski, Zadie Smith, Eduardo Mendoza and Marek Krajewski. It has several different imprints, including Znak Literanova (fiction), Znak Emotikon (children's books), Znak Horyzont (history books), Znak Koncept (non-fiction, self-help, cookery), and Znak Jednym Słowem (fiction, non-fiction, cookery). It has established a separate publishing house called Wydawnictwo Otwarte.

Zysk i S-ka / zysk.com.pl

(183 published titles)

This company makes about 80 per cent of its income from adult fiction. It also promotes Polish writers, including Małgorzata Kalicińska, Elżbieta Cherezińska and Jacek Pałkiewicz. It is one of the leading publishers of fantasy on the Polish market. Its foreign authors include George R.R. Martin, Chimamanda Ngozi Adichie and Peter Ackroyd. About 30 per cent of its entire range of publications are popular or specialised science books, by authors including Stephen Hawking, Allan Bloom, Saul Bellow, Francis Fukuyama, Alvin Toffler, Edward O. Wilson, Roger Penrose, Carl Sagan and John Gribbin.

Polish Literature Abroad

The tradition for translation of Polish literature into foreign languages goes back to the sixteenth century. In that era the works of Poland's Renaissance poets were translated. In the seventeenth and eighteenth centuries some classic Polish novels enjoyed popular success abroad.

Translations from classic Polish literature include the works of Henryk Sienkiewicz (5,042 whole books and 138 works in anthologies), Adam Mickiewicz (666 and 261 respectively), Władysław Reymont (609 and 90 respectively), Józef Ignacy Krasiński (401 and 46 respectively), Bolesław Prus (363 and 97 respectively), and Stanisław Ignacy Witkiewicz (161 and 48 respectively).

Of the modern authors, the most frequently translated include Stanisław Lem (1,747 translations of whole books and 142 works in anthologies), Andrzej Sapkowski (1,342 books), Ryszard Kapuściński (721), Witold Gombrowicz (672 and 78 respectively), Czesław Miłosz (580 and 278 respectively), Olga Tokarczuk (531), Janusz Korczak (522), Wisława Szymborska (436 and 263 respectively), Sławomir Mrożek (413 and 150 respectively), Bruno Schulz (253 and 75 respectively), Zbigniew Herbert (241 and

206 respectively), Jarosław Iwaszkiewicz (234 and 268 respectively), Tadeusz Różewicz (212 and 275 respectively), Karol Wojtyła (173), Andrzej Stasiuk (171), Tadeusz Konwicki (146), and Hanna Krall (121).

The most popular authors by the number of languages into which their works have been translated are Wisława Szymborska (54 languages), Czesław Miłosz (53), Janusz Korczak (51), Tadeusz Różewicz (49), Olga Tokarczuk (49), Zbigniew Herbert (48), Jarosław Iwaszkiewicz (46), Stanisław Lem (45), Sławomir Mrożek (45), Jerzy Andrzejewski (42), Ryszard Kapuściński (42), Bruno Schulz (41), Witold Gombrowicz (40), Karol Wojtyła (37), Andrzej Sapkowski (36), Adam Zagajewski (35), Andrzej Stasiuk (31), Marek Hłasko (29), Andrzej Szczypiorski (29), Tadeusz Konwicki (28), Paweł Huelle (25), and Antoni Libera (24).

In the period from 2014 to 2023 the largest number of translations of Polish literature were into Russian (867), English (798), followed by Ukrainian (571), Spanish (563), German (529), Chinese (453), Czech (431), French (45), Italian (349), and Slovak (301). In recent years Polish books for children and young adults have become increasingly popular around the world and have been translated into 48 languages. Of the modern authors, the most frequently translated include Aleksandra and Daniel Mizieliński (299 books and 45 in cooperation with other authors), Przemysław Wechterowicz (102), Piotr Socha (94), Iwona Chmielewska (71), and Grzegorz Kasdepke (71).

Foreign Literature in Poland

Foreign publications account for a large share of the market. In 2023, of a total of 33,893 published titles, translated books accounted for 26 per cent (8,752).

Translations published in 2023

ORIGINAL LANGUAGE	TITLES	INCLUDING BELLES-LETTRES FOR ADULTS
English	5,164	2,011
Japanese	921	899
French	776	472
German	428	78
Italian	309	66
Spanish	203	71
Russian	121	68
Swedish	118	51
Ukrainian	45	31
Norwegian	41	16

Polish Publishing in Figures 2023, National Library

Literary Awards

Conrad Award / conradfestival.pl

The Conrad Award is Poland's most important award for first-time authors of fiction. Qualifying books will have been published in the previous year. The award is sponsored by the Mayor of Kraków and is a joint initiative of the Tygodnik Powszechny Foundation and the Kraków Festival Office (KBF), which is in charge of Kraków's status as a UNESCO City of Literature. The winner is awarded 30,000 zlotys and a month-long residency in Kraków sponsored by KBF.

- 2023** *Białe noce* (*White Nights*) by Urszula Honek
2022 *Miasto bajka* (Fairy Tale City) by Paulina Siegień
2021 *Bestiariusz nowohucki* (The Bestiary of Nowa Huta) by Elżbieta Łapczyńska
2020 *Pustostany* (Empty Houses) by Dorota Kotas
2019 *Psy ras drobnych* (Dogs of Miniature Breeds) by Olga Hund
-

Gdynia Literary Prize / nagrodaliterackagdynia.pl

An annual award initiated in 2006 by the Mayor of the City of Gdynia. Presented in four categories (novel or short story, poetry, essay, translation) to the best literary works published within the last year. The award is worth 50,000 zlotys (in each category).

- 2024** **Fiction** – *Idzie tu wielki chłopak* (Here Comes a Big Boy) by Grzegorz Bogdał
 Poetry – *jest taki konik* (there's a pony) by Wojciech Kopeć
 Essay – *Neofuturzy i futuści. Kryptohistorie polskiej awangardy* (Neo-Futurists and Futurists. Crypto-Histories of the Polish Avant-Garde) by Marta Baron-Milian
 Translation – Iwona Zimnicka for *Drugie imię. Septologia 1-2* (*The Other Name: Septology I-II*) by Jon Fosse
2023 **Fiction** – *Zaklinanie węży w gorące wieczory* (Snake Charming on Sultry Evenings) by Małgorzata Żarów
 Poetry – *Mountain View* by Marcin Czerkasow

Essay – *Gdynia obiecana. Miasto, modernizm, modernizacja 1920–1939*

(Promised Gdynia: The City, Modernism, Modernisation 1920–1939)

by Grzegorz Piątek

Translation – Jerzy Koch for *Mój mały zwierzątko* (*My Heavenly Favourite*)

by Lucas Rijneveld

2022 Fiction – *Mysliwice, Mysliwice* by Krzysztof Bartnicki

Poetry – *gift. z Podlasia* (gift. from Podlasie) by Justyna Kulikowska

Essay – *Stanisław Lem. Wypędzony z wysokiego zamku. Biografia* (Stanisław

Lem: Banished from the High Castle: A Biography) by Agnieszka Gajewska

Translation – Maciej Świerkocki for *Ulysses*, a Polish translation of *Ulysses*

by James Joyce

The ANGELUS Central European Literary Award / angelus.com.pl

This prize, founded by Wrocław City Council, is given to the author of the best Central European work of fiction to be published in Polish each year. It is one of Poland's biggest literary prizes, worth 150,000 zlotys.

2023 Saša Stanišić for *Skąd* (*Where You Come From*), translated by Małgorzata Gralińska

2022 Edward Pasewicz for *Pulverkopf*

2021 Kateryna Babkina for *Nikt tak nie tańczył, jak mój dziadek* (*My Grandfather Danced the Best*), translated by Bohdan Zadura

2020 Goran Vojnović for *Moja Jugosławia* (*Yugoslavia, My Fatherland*), translated by Joanna Pomorska

2019 Georgi Gospodinov for *Fizyka smutku* (*The Physics of Sorrow*), translated by Magdalena Pytlak

The High Calibre Award / festiwal.portalkryminalny.pl

Established in 2004, this is a prize for the best crime novel or thriller published by a Polish author in the preceding year. It is awarded at the International Crime Fiction Festival held in Wrocław.

- 2024 *Czarny poniedziałek* (Black Monday) by Agnieszka Graca
2023 *Krzywda* (Harm) by Marek Stelar
2022 *Żadnych bogów, żadnych panów* (No Gods, No Lords) by Grzegorz Dziędzić
2021 *Wiosna zaginionych* (Spring of the Missing) by Anna Kańtoch
2020 *Roztopy* (Thaw) by Jędrzej Pasierski
-

The Janusz A. Zajdel Polish Fandom Prize / zajdel.art.pl

An annual award for fantasy literature. The prize is awarded by fans of fantasy to the authors of the best Polish titles in two categories: novels and short stories.

- 2023 Novel – *Lagrange. Listy z Ziemi* (Lagrange: Letters from Earth) by Istvan Vizvary
Short story – *Świerszcze w soli* (Crickets in Salt) by Agnieszka Hałas
2022 Novel – *Agla. Alef* by Radek Rak
Short story – *Na granicy* (On the Border) by Michał Cholewa
2021 Novel – *Płomień* (Flame) by Magdalena Salik
Short story – *Ucieczka* (Escape) by Michał Cholewa
-

The Kościelski Foundation Prize / koscielscy.org

Awarded annually since 1962. Based in Geneva, the Kościelski Foundation is one of the oldest Polish cultural institutions. The prize is given to writers under the age of 40, for their entire output to date or for a specific work.

- 2024 Aleksandra Tarnowska
2023 Urszula Honek
2022 Bartosz Sadulski
2021 Jan Baron
2020 Małgorzata Rejmer
-

The NIKE Literary Award / nike.org.pl

A prestigious prize for the best Polish book of the year. It involves a three-stage competition: at the first stage (May) the jury nominates 20 titles, at the second (September) a shortlist of seven finalists is announced, and then the winner is chosen from this group. The prize is usually awarded in October. The author of the winning book is given a NIKE statuette sculpted by Gustaw Zemła and a prize of 100,000 zlotys. First awarded in 1997, the NIKE prize has mainly been won by novelists.

- 2024 *Raptularz* (Journal) by Urszula Koziół
 - 2023 *Ten się śmieje, kto ma zęby* (Only Those with Teeth Can Smile) by Zyta Rudzka
 - 2022 *Mondo cane* by Jerzy Jarniewicz
 - 2021 *Kajś. Opowieść o Górnym Śląsku* (Kajś: The Story of Upper Silesia) by Zbigniew Rokita
 - 2020 *Baśń o wężowym sercu* (The Tale of the Serpent's Heart) by Radek Rak
-

The “Polityka” Passport / polityka.pl

A prize established in 1993 by the weekly newspaper Polityka for artists in six categories: literature, film, theatre, classical music, popular music and the visual arts. Since 2002 there has also been a special prize for achievements in disseminating Polish culture.

Literature

- 2024 Jacek Świdziński
 - 2023 Grzegorz Piątek
 - 2022 Łukasz Barys
 - 2021 Mira Marcinów
 - 2020 Dominika Słowik
-

The Ryszard Kapuściński Prize for literary reportage / kulturalna.warszawa.pl/kapuscinski

This prize was established by Warsaw City Council in 2010. It aims to distinguish and promote the best works of reportage that address important modern issues, that prompt debate and deepen our knowledge of foreign cultures. It also aims to pay tribute to Ryszard Kapuściński, a Warsaw resident for more than 60 years. A prize of 100,000 zlotys is awarded to the author of the year's best work of reportage, and a prize of 20,000 zlotys goes to the translator of the year's best foreign work of reportage to be published in Polish.

- 2024** *To nie jest Miami* (*This Is Not Miami*) by Fernanda Melchor, translated by Tomasz Pindel
- 2023** *Głusza* (Deafness) by Anna Goc
- 2022** *Potosí. Góra, która zjada ludzi* (Potosí: The Mountain that Eats Men) by Ander Izagirre, translated by Jerzy Wołk-Łaniewski
- 2021** *Nomadland. W drodze za pracą* (*Nomadland: Surviving America in the Twenty-First Century*) by Jessica Bruder, translated by Martyna Tomczak
- 2020** *Strup. Hiszpania rozdrapuje rany* (Scab: Spain Scratches Its Wounds) by Katarzyna Kobylarczyk
-

The Silesius Wrocław Prize for Poetry / silesius.wroclaw.pl

An award for the best works of Polish poetry and their authors. The prize was founded by Wrocław City Council, and since 2008 has been awarded annually in three categories: for the entire body of a poet's work, for book of the year, and for debut of the year. The prize consists of a statuette and a cheque for: 100,000 zlotys for the entire body of work, 50,000 zlotys for the book of the year, and 15,000 zlotys for the debut of the year.

- 2024** Entire body of work – Marzanna Bogumiła Kielar
- 2023** Entire body of work – Joanna Mueller
Book of the year – *Lata praktyki* (Years of Practice) by Piotr Sommer
Debut of the year – *Halal* by Ivan Davydenko
- 2022** Entire body of work – Marcin Sendecki

- Book of the year** – *Krematoria I / Krematoria II* (Crematoria I / Crematoria II) by Krzysztof Siwczyk
- Debut of the year** – *Polski wrap* (Polish Wrap) by Marta Stachniałek
- 2021 Entire body of work** – Ryszard Krynicki
- Book of the year** – *Zakaz rozmów z osobami nieobecnymi fizycznie* (No Conversations Allowed with Physically Absent Persons) by Kamila Janiak
- Debut of the year** – *Parkingi podziemne jako miasta spotkań* (Underground Car Parks as Meeting Points) by Aleksander Trojanowski
-

The Witold Gombrowicz Literary Award / nagrodagombrowicza.pl

Sponsored by the Mayor of Radom, this prize was established in 2015. It is awarded to a debut, defined as an author's first or second work of literary fiction in the Polish language. The winner is given a cash prize of 40,000 zlotys.

- 2024** Grzegorz Bogdał for *Idzie tu wielki chłopak* (Here Comes a Big Boy)
- 2023** Jakub Nowak for *To przez ten wiatr* (Down to the Wind)
- 2022** Barbara Woźniak for *Niejedno* (Not One Thing)
- 2021** Aleksandra Lipczak for *Lajla znaczy noc* (Laila Means Night)
- 2020** Barbara Sadurska for *Mapa* (The Map)
-

Wisława Szymborska Award / nagrodaszymborskiej.pl

An international prize awarded by the Wisława Szymborska Foundation for the best volume of poetry published in the Polish language in the preceding year (including collections written in Polish and translated into it). The award was founded at the bequest of Wisława Szymborska, who won the 1996 Nobel Prize in Literature. Offering prize money of 100,000 zlotys. The prize for foreign poetry in translation includes an additional 50,000 zlotys awarded to the translator.

- 2024** *Poradnik dla niedawno zmarłych* (A Handbook for the Recently Deceased) by Magdalena Bielska
- 2023** *Ręka pszczelarza* (The Beekeeper's Hand) by Tomasz Różycki

- 2022 *Mer de Glace* by Małgorzata Lebda
2021 *Rośliny mięsożerne* (Carnivorous Plants) by Genowefa Jakubowska-Fijałkowska
2020 *Animalia* by Anna Adamowicz

Readership

According to a recent survey by the National Library, 43 per cent of Poles read at least one book in 2023. This is an increase of 9 percentage points compared to a year earlier, and the best result in a decade. Unfortunately, it is still lower than in 2004 (58 per cent).

Still nearly 60 per cent of adult Poles are not interested in reading.

	2019	2020	2021	2022	2023
READERS (%)	39	42	38	34	43
BUYERS (%)	40	45	40	36	48

National Library

The most frequently read books were crime fiction (28 per cent) and literary fiction (22 per cent), as well as biographies, memoirs and historical books about the 20th century (17 per cent).

Sources of books

Source of books read	Percentage of readers who named a book from the given source
Purchase (also via internet)	48
Gift	29
Borrowed from friends or family	29
Library	20
Home book collection	16

National Library

The most frequently read authors in 2023 were: Remigiusz Mróz, Stephen King, Henryk Sienkiewicz, Harlan Coben, Katarzyna Bonda, J. K. Rowling, Agatha Christie, Joseph Murphy, Andrzej Sapkowski and Adam Mickiewicz.

Libraries

The number of libraries in Poland is systematically decreasing. According to data from the Central Office of Statistics, in 2023 there were 7,570 public libraries in operation (about 0.9 per cent fewer than in 2022), which ran 871 departments for children and young adults and 751 branch libraries (about 6.7 per cent fewer than in 2022).

According to the Educational Information System there are also 19,784 school libraries. In addition, there are almost 1,480 church libraries and 139 prison libraries in operation in Poland. Altogether there are about 29,000 outlets providing library services.

Public Libraries

The book collections at public libraries totalled 124.3 million volumes in 2023, which means approximately 330 volumes for every 100 citizens. 5.3 million users were recorded (about 4 per cent more than in 2022). There was an average of 4,159 citizens for every public library. The average borrowing rate was 18.4 library books per user in the course of the year.

Library activity

	2019	2020	2021	2022	2023
PUBLIC LIBRARIES	7,881	7,782	7,693	7,638	7,570
BRANCH LIBRARIES	995	867	842	805	751
USERS (MILLION)	6.0	4.9	4.8	5.1	5.3
BOOK LOANS PER MILLION VOLUMES	102.7	77.5	89.1	94.5	97.9

Central Statistical Office

Compared to the previous year, the number of users increased 5.2 per cent and book loans increased by 3.6 per cent. Most libraries (65 per cent) operated in the countryside. The largest group of users were in the 25 to 44 age group, who are the most professionally active.

Purchases for public libraries

(number of volumes per 100 citizens)

2019	2020	2021	2022	2023
9.5	9.6	9.2	9.35	8.8

Central Statistical Office

The number of persons employed at public libraries totalled about 22,000.

Access to collections (electronic books and journals, databases and other electronic collections) was offered by 2,824 libraries. Public libraries have websites where they provide, among others, content, e-books and links to materials from other libraries or network services.

A special service has been launched called Szukamksiążki.pl, which is designed to help readers find particular books and the nearest library where they can borrow them. At present, 27 million copies of books are available from 2,558 libraries.

Poland's public libraries are mainly funded by local council budgets. In addition, within the scope of a programme run by the Ministry of Culture and National Heritage dedicated to the purchase of new publications for public libraries, which is part of the state-funded National Reading Development Programme 2.0, libraries receive financial support to increase their collections. In 2023 a sum of 29 million zlotys was assigned to the purchase of new publications, and 2,040 libraries took part in the programme.

Grants and subsidies

Since 2016 the Ministry of Culture and National Heritage in cooperation with the Ministry of National Education has run the long-term National Reading Development Programme (NPRCz). The budget for the current edition, known as NPRCz 2.0, for the years 2021–2025, totals 635 million zlotys (€ 135 million). The priorities of the Programme are as follows:

Priority 1: Improving the offer of public libraries.

In 2023, 3.19 million items were bought, including more than 3.1 million printed books, more than 92,000 audiobooks and e-books, around 9,000 periodicals and 800 sheet music and cartographic publications, representing 8.8 items per 100 citizens. Expenditure on the purchase of books for public libraries in 2023 totalled 90 million zlotys (including subsidies – 29 million zlotys). Expenditure on the purchase of books per user in 2023 amounted to 17 zlotys.

Priority 2: Investing in public library infrastructure.

The strategic goal is to transform community libraries in towns of up to 50,000 inhabitants into modern centres offering access to knowledge and culture. Under this programme 228.5 million zlotys (€ 50 million) has been assigned to the renovation, rebuilding, expansion, new construction and equipping of public libraries.

Priority 3: Purchasing new publications for pre-school facilities, and schools, and educational libraries.

In 2023, for funds totalling almost 29 million zlotys, 1.22 million books, audiobooks and e-books were purchased.

Priority 4: Grant programme for libraries and the promotion of reading.

The main objective of this programme is to develop the libraries' ability to function as institutions that bring the local community together, and as places where local citizens

can undertake new activities, spend their leisure time or participate in cultural events. It is being implemented by the National Centre for Culture Poland.

Other grant programmes for the Polish book sector:

- **The “Kraszewski” programme** provides funding to libraries with the lowest income to support the purchase of modern computer equipment (2.5 million zlotys in 2023);
- **The “Literature” programme** provides funding to publishers, to support book publishing (4 million zlotys);
- **The “Promotion of Readership” programme** provides funding to the organisers of literary events (6 million zlotys);
- **The “Partnership for the Book” programme** provides funding to bookstores and libraries to support professional training and the development of promotional skills (4.8 million zlotys);
- **The “Certificate for Small Bookshops” programme** provides funding to small independent bookshops. The maximum grant available is € 9,400, and it can be used for promotion, operating costs, the purchase of equipment, necessary licences and bookshop equipment (4 million zlotys).

Since 2007, in cooperation with district public libraries, the Polish Book Institute has been running a Book Discussion Club programme. It is aimed at people who like to read and discuss books, and to discover new authors and literary genres. The number of clubs operating in Poland has grown from 299 in 2007 to 1,902 at the end of 2023. Of these, 642 are for children and young adults and 1,260 are for adults. In 2023, 19,949 volumes were bought for the purpose of these clubs. The subsidy provided to them in 2023 totalled 2 million zlotys.

For Poland’s libraries the Institute has also developed the new MAK+ system for cataloguing their collections, enabling them to carry out all sorts of operations to do with cataloguing and lending.

All these programmes are run or administered by the Polish Book Institute.

Book Fairs

Literary fairs and festivals are very popular in Poland. In total, there are around 90 annual events. The book fairs in Warsaw and Kraków have been competing for supremacy in this sphere for many years.

Other significant events with wider than regional scope include: Poznań Book Fair, Białystok Book Fair, Katowice Book Fair, Wrocław Good Books Fair, the Catholic Publishers' Fair, the Historical Book Fair and the Vivaldi Book and Media Fair.

Previous editions:

The Warsaw Book Fair / targiksiazkiwarszawa.pl

Over the years, this event has changed organisers, location and name. In 2023, it returned to its original name, the International Book Fair. It was held from 23 to 26 May in front of the Palace of Culture and Science, as well as inside the building. Nearly 600 exhibitors took part. Italy was the guest of honour, and Austria, China, France, Spain, Japan, South Korea, Germany, Norway, Romania, Slovakia, Ukraine, the United Kingdom and Free Belarus were also represented among the exhibitors.

The fair was visited by more than 120,000 people, including a large number of children and young adults.

International Book Fair in Kraków / ksiazka.krakow.pl

The 26th International Book Fair in Kraków took place from 23 to 26 October. It was attended by 470 exhibitors, more than 52,000 visitors and almost 800 authors. The event also featured industry meetings for professionals involved in the book market. The fair is organized by Targi w Krakowie and is held at the International Trade Fair and Congress Centre EXPO Krakow.

The fair hosts the award ceremony for the Jan Długosz Award for works in the field of humanities.

Paradoxically, the Kraków fair has had problems in the past coping with a very high number of visitors on Saturday and Sunday, so this year the organiser limited the number of admissions on those days.

Major International Literary Festivals

NAME	PROFILE	CITY	WEBSITE
Big Book Festival	fiction	Warsaw	bigbookfestival.pl
Bruno Schulz Festival	fiction, essay	Wrocław	brunoschulz.dybook.pl
Children's Literature Festival	children's literature	Gdańsk, Kraków	fidd.pl
Conrad Festival	fiction, essay	Kraków	conradfestival.pl
Crime Writing Festival	crime, mystery, thriller	Wrocław	festiwal.portalkryminalny.pl
Capital of the Polish Language Festival	literature	Szczebrzeszyn, Zamość	stolicajezykapolskiego.pl
Found in Translation Festival	literature and translation	Gdańsk	odnalezionewtlumaczeniu.pl
Mountains of Literature Festival	literature	Nowa Ruda, Kłodzko, Wałbrzych	fundacjaolgitokarczuk.org/festiwal-gory-literatury/2024/
International Festival of Comics and Games in Łódź	comics	Łódź	komiksfestiwal.com
Pyrkon Fan Convention	fiction	Poznań	pyrkon.pl
Sopot by the Book Festival	focus country	Sopot	literackisopot.pl
On the Road Festival	literary reportage	several cities	festiwalpodroдзе.pl

Miłosz Festival	poetry	Kraków	miloszfestival.pl
Non-Fiction Festival	literary reportage	Gdynia	nonfiction.pl
Looking East	literature	Buda Ruska	patrzacnawschod.pl
Zakopane Literary Festival	literature	Zakopane	literackifestiwal.zakopane.eu

The Polish Book Institute

The Polish Book Institute is a national institution established by the Polish Ministry of Culture. It has been running in Kraków since January 2004. The Institute's basic aims are to influence the reading public and to popularise books and reading within Poland, as well as to promote Polish literature worldwide.

These aims are accomplished by:

- promoting Polish books and their authors;
- increasing the number of translations from Polish into foreign languages with the help of the ©POLAND Translation Programme (for publishers) and Sample Translations ©POLAND (for translators);
- making information on Polish books and the Polish publishing market accessible to foreign consumers;
- organisation of collective stands for Polish publishers at foreign book fairs;
- organisation of literary programmes to promote Polish books at international book fairs;
- organisation of appearances by Polish writers at literary festivals, and within the scope of programmes designed to promote Polish culture;
- organising study visits for translators and foreign publishers.

The Polish Book Institute is also the publisher of cultural journals covering mainly literature and theatre (*Akcent*, *Dialog*, *Literatura na świecie*, *Nowe Książki*, *Odra*, *Teatr*, *Teatr Lalek*, *Topos* and *Twórczość*).

Selected Polish Book Institute programmes

The ©POLAND Translation Programme

The Polish Book Institute provides financial support for publishers aiming to publish works of Polish literature in foreign-language translations.

Since 1999, the ©POLAND Translation Programme has provided more than 3,000 grants for translations into 50 different languages published in 74 countries. The average grant was worth approximately € 3,300.

The Polish Book Institute can help cover the costs of publishing the following types of works:

- literature – prose, poetry and drama;
- works in the humanities (with particular regard for books devoted to the culture and literature of Poland);
- literary non-fiction (literary reportage, biographies, memoirs, essays);
- literature for children and young adults;
- graphic novels.

The financial contribution of the Polish Book Institute is designed to support the following publication costs:

- translation;
- copyright license;
- printing.

Sample Translations ©Poland

The aim of this programme is to encourage translators to present Polish books to foreign publishers.

The programme can cover up to 20 pages of the translation. The translator must have published a minimum of one translation in book form before making an application.

Full information on our programmes, including a list of grants awarded to date and a funding application form can be found on the Polish Book Institute's website: www.bookinstitute.pl.

The Transatlantyk Prize

Awarded annually by the Polish Book Institute since 2005 to outstanding ambassadors of Polish literature abroad. Its aim is to promote Polish literature on the world market and to provide a focal point for translators of Polish literature and its promoters (publishers, literary critics, academics and organisers of cultural events). The prize is worth € 10,000.

Recent winners:

- 2024 Vera Verdiani and Abel Murcia
 - 2023 Hatif Janabi
 - 2022 Silvano De Fanti
 - 2021 Tokimasa Sekiguchi
 - 2020 Ewa Thompson
-

The Found in Translation Award

Awarded annually for the best translation of Polish literature into English. The winner receives a prize of 16,000 zlotys and a month's residence in Krakow. The Polish Book Institute awards this prize in cooperation with the Institutes of Polish Culture in London and New York.

Recent winners:

- 2024 Alissa Valles for *Firebird, a collection of poems* by Zuzanna Ginczanka
- 2023 Anna Zaranko for *The Peasants* by Władysław Reymont
- 2022 Jennifer Croft for *The Books of Jacob* by Olga Tokarczuk
- 2021 Ewa Małachowska-Pasek and Megan Thomas for *The Career of Nicodemus Dyzma* by Tadeusz Dołęga-Mostowicz
- 2020 Anna Zaranko for *The Memoir of an Anti-Hero* by Kornel Filipowicz

The Translators' College

This programme provides study visits for translators of Polish literature. During their residency, which takes place in Kraków or Warsaw, the translators are provided with suitable conditions for their work and assistance with their translations. The college has been active since 2006. By 2024 more than 150 translators from 39 countries had already taken part.

The World Congress of Translators of Polish Literature

This event has been organised every four years since 2005. Around 250 translators from all over the world attend meetings with writers, critics and academics. The Congress provides an opportunity to find out more about Polish literature, meet colleagues from other countries and exchange information, ideas and opinions.

Seminars for Foreign Publishers

Since 2006 the Polish Book Institute has invited groups of publishers from various countries to Kraków to show them what Polish literature has to offer. During the study visit, they attend meetings with writers, publishers and critics to encourage them to publish Polish literature.



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Useful links

Biblioteka Narodowa / bn.org.pl

The National Library

The National Library of Poland is the country's central library and one of its most important cultural institutions. Its mission is to protect the national heritage preserved in the form of handwritten, printed, electronic, recorded sound and audiovisual documents. The primary task of the National Library is to acquire, store and permanently archive Polish intellectual output, including the works of citizens living in Poland, the most important foreign works, and publications related to Poland and published abroad.

The ISBN database (e-isbn.pl) includes information on all the registered publishing companies in Poland. The National Library prepares annual reports on readership and libraries in Poland.

Cyfrowa Biblioteka Narodowa Polona / polona.pl

Polona National Digital Library

Polona was created for all libraries and internet users. Its mission is to provide wide and easy access to the National Library's digital collections, including the most important works of literature and scientific materials, historical documents, journals, graphics, photography, musical scores and maps. Its main aim is to present Poland's cultural heritage, its ancient traditions and achievements, and also to show the wide range of the National Library's collections. At present, Polona is one of the world's most modern digital libraries and also the largest of its kind in Poland. At the end of 2023 its resources included almost 4 million digital publications. Resources can be viewed in the mPolona app.

Narodowy Uniwersalny Katalog Centralny / nukat.edu.pl

The Union Catalogue of Polish Research Library Collections – NUKAT

The NUKAT catalogue includes 5,359,195 descriptions of books, periodicals and e-books, as well as sound recordings, musical scores, cartographic and iconographic documents, and films collected from 174 cooperating academic and scientific libraries.

Polska Izba Książki / pik.org.pl

The Polish Book Chamber

Polska Izba Książki, established in 1990, is a commercial self-governing institution uniting publishers and bookshops, book warehouses and printing houses, as well as all other enterprises related to the book market. At present it has 159 associated members.

Stowarzyszenie Tłumaczy Literatury / stl.org.pl

Polish Literary Translators Association

STL brings together translators of fiction, non-fiction and audiovisual works. It aims to integrate the community of literary translators in Poland, protect their interests and support their development. It also campaigns for the promotion of literature and reading in general, for high standards in the publishing industry, and for raising language awareness.

Unia Literacka / unialiteracka.pl

The Literary Union

The Literary Union is a professional association for literary authors, established in 2018 by its founding members, including Sylwia Chutnik, Jacek Dehnel, Barbara Klicka, Grzegorz Kasdepke, Dorota Masłowska, Zygmunt Miłoszewski, Olga Tokarczuk,

Marcin Szczygielski and Ewa Winnicka – authors working within genres including fiction, non-fiction, poetry and children’s books.

The Union takes care of the interests of the entire writing community by focusing on establishing a systemic and institutional framework to support professional authors, as well as lobbying for legislative changes to their benefit.

Culture.pl

Culture.pl is the flagship brand of the Adam Mickiewicz Institute – a state-funded cultural institution that exists to promote Poland and Polish culture worldwide. Featuring over 40,000 articles in Polish, English and Ukrainian, Culture.pl covers the best of Polish literature, design, visual arts, music, film and more, with over 6 million visitors a year across 80 countries.

Elektroniczna Biblioteka / ebib.pl

Electronic Library

The Polish Librarians Association website – the first stop for any librarian. The majority of EBIB’s partners are academic, public, educational and school libraries.

Lubimyczytać / lubimczytac.pl

We like to read

Lubimczytac.pl is the largest book-related website in Poland aimed at the general reading public. With over 1.2 million subscribers, more than 32 million ratings and reviews, it provides an open forum for the discussion of numerous topics related to literature. It organises the country’s most popular public vote, the “Lubimyczytać. pl Book of the Year”, in which readers cast an annual average of 200,000 votes. Its subscribers also have the opportunity to review and rank any book they have read,

find book-related news and buy publications. Lubimyczytac.pl has been gaining in popularity and appreciation among both cultural and commercial consumers.

Biblioteka Analiz / biblioteka-analiz.pl, rynek-ksiazki.pl

Library of Analyses

Biblioteka Analiz brings together a range of data on various sectors of the Polish book market. At present it is the biggest source of data on the Polish book market. It is also the largest and best-known consulting firm operating in this branch. Its rynek-ksiazki.pl website includes historical information about the key players on the Polish book market.

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