

Egypt Book Services Market, By Genre (Academics, Fiction, Science, History, Biography, Articles, Religion, Utility Books, Others), By Language (Arabic, English, Foreign (German, Spanish, French)), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-03-28 | 88 pages | TechSci Research

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Report description:

Egypt Book Services Market was valued at USD 234.36 Million in 2024 and is expected to reach USD 276.59 Million by 2030 with a CAGR of 2.8% during the forecast period. The Egypt book services market is experiencing steady growth, driven by increasing literacy rates, a growing student population, digitalization of educational content, and rising consumer interest in diverse reading materials. The market is segmented by genre into academics, fiction, science, history, biography, articles, religion, utility books, and others, with academic books dominating due to strong demand from schools and universities. Fiction and religious books also hold significant market shares, reflecting cultural and personal reading preferences. By language, Arabic remains the dominant segment, given its official status and cultural relevance, while English books are gaining traction due to globalization, expatriate communities, and the demand for international curricula in private schools. Additionally, foreign-language books, including German, Spanish, and French, cater to niche readers and academic institutions. The market's growth is further fueled by government initiatives promoting education, the expansion of digital and e-learning platforms, and the increasing availability of books through online retail channels.

Key Market Drivers

Increasing Literacy and Educational Reforms

One of the primary drivers of the Egypt book services market is the government's continued focus on improving literacy rates and strengthening the education sector. Egypt has a large and growing student population, with significant investments in schools, universities, and vocational training programs. The expansion of higher education and the growing demand for academic books, reference materials, and textbooks contribute significantly to market growth. Additionally, government-led initiatives such as the "Education 2.0" reform plan aim to modernize the curriculum and integrate new teaching methodologies, increasing the demand

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for updated and high-quality educational content. Public and private universities, as well as international schools adopting foreign curricula, further drive the demand for English-language academic books, boosting overall market revenue. As of 2022, Egypt's adult literacy rate stood at 74.5%, marking a 3.33% increase from 2017. This upward trend underscores ongoing efforts to improve literacy among the adult population. In 2022, male literacy was reported at 79.99%, while female literacy was 68.95%. This indicates a gender gap that continues to be a focal point in educational initiatives.

Key Market Challenges

Book Piracy and Copyright Violations

One of the biggest challenges facing the Egypt book services market is widespread book piracy and weak enforcement of intellectual property rights. Unauthorized reproductions of books, both in print and digital formats, are readily available at significantly lower prices, reducing the sales and profitability of legitimate publishers, bookstores, and authors. The prevalence of pirated textbooks in academic institutions further exacerbates the issue, as students often opt for cheaper illegal copies rather than purchasing original editions. Additionally, the rise of online piracy, where e-books are illegally shared and downloaded through various websites and social media platforms, further undermines legal sales. Without stricter regulations and enforcement mechanisms, publishers struggle to protect their content, leading to reduced incentives for investment in high-quality publications.

Key Market Trends

Increasing Role of Social Media and Book Influencers

Social media platforms, including Instagram, YouTube, TikTok, and Facebook, have become powerful tools for book marketing and discovery. The rise of "Bookstagram" and "BookTok" communities, where influencers share reviews, recommendations, and literary discussions, has significantly influenced consumer reading habits. Egyptian and Arabic-speaking book influencers have amassed large followings, creating a digital word-of-mouth effect that drives book sales and shapes literary trends. Publishers and authors are leveraging social media campaigns, online book clubs, and interactive content to engage with readers and boost visibility. Additionally, virtual author events, live Q&A sessions, and digital book signings are becoming popular ways to connect with audiences beyond traditional bookstores. This trend has particularly benefited independent authors and self-published books, allowing them to reach wider audiences with minimal marketing budgets.

Key Market Players

- [] The Anglo Egyptian Bookshop
- [] Diwan
- [] AUC Press
- [] Aboudi Bookstore
- [] Adam Bookshop
- [] Bookbuz
- [] Berkelouw Books
- [] Jamalon
- [] International Language Bookshop
- [] Al Kotob Khan

Report Scope:

In this report, the Egypt Book Services market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- [] Egypt Book Services Market, By Genre:
 - o Academics
 - o Fiction
 - o Science
 - o History
 - o Biography
 - o Articles
 - o Religion

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- o Utility Books

- o Others

-□Egypt Book Services Market, By Language:

- o Arabic

- o English

- o Foreign (German, Spanish, French)

-□Egypt Book Services Market, By Region:

- o Cairo

- o Alexandria

- o Giza

- o Qalyubia

- o Port Said

- o Suez

- o Rest of Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Egypt Book Services market.

Available Customizations:

Egypt Book Services market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

-□Detailed analysis and profiling of additional market players (up to five).

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