

The Polish *Book Market*

2025



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 PLN 4.5 billion (around €1 billion) per year. Meanwhile, the total turnover of the book market in Europe is €37–40 billion (data from the Federation of European Publishers). Poland’s share is therefore less than 3 per cent, while its inhabitants make up 5 per cent of the European population.

In 2024 the value of the Polish book market totalled PLN 3.13 billion in wholesale prices (at which publishers sell books to their distributors). Compared with 2023, the market grew by 1.3 per cent.

The market is highly concentrated: a group of almost 300 entities holds close to 97 per cent of it. Approximately 600–700 houses publish more than 10 books per annum. According to estimates produced by Biblioteka Analiz, approximately 300 companies achieved a turnover of or above PLN 1 million (€215,000), of which around 50 had

	Number in group	Market share in %
LARGE PUBLISHERS annual income > €5 million	49	82.0
MEDIUM-SIZED PUBLISHERS annual income from €235,000 to €5 million	257	15.0
SMALL PUBLISHERS annual income < €230,000, 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 turnover exceeding €5 million (PLN 21.5 million) in 2024. Most of the other registered publishers have only issued a very limited number of books and do not take part in the publishing market.

Many factors indicate significant potential for growth in the extremely demanding creative sector represented by the Polish book market. A consistent increase in the activity of institutional programmes and financial input from the state budget for the development of readership and support to the publishing sector are required for this potential to be realised.

The most important factors affecting the book industry's operations in 2024 and its financial performance were: increases in electricity prices; high inflation; increases in operating costs, including wage pressure, services, and transportation; and uncertainty with regard to the geopolitical situation.

A number of internal market factors are also hampering the potential for growth. The most critical of these include: overexploitation of sales as a basic tool for promotion and marketing (the cover price is essentially irrelevant – following release, books are sold at a minimum discount of 25 per cent), unequal commercial margins and sales wars between individual distribution channels, resulting in low profitability of entities in the retail sector.

The general increase in prices and services in 2024 had a negative impact on consumers' purchasing power. Nevertheless, turnover on the book market increased slightly as compared to the previous year.

The sale of second-hand books in Poland is growing, driven by the increasing popularity of online platforms such as Allegro and OLX, and large e-bookstores such as Empik introducing their own services for the purchase of used copies. This trend is motivated by economic (lower prices) and environmental (waste reduction) factors. The secondary market has a significant impact on the sale of school textbooks.

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. Empik, one of Poland's largest book retailers, has launched its own platform modelled on Amazon's service. Over 6,500 users have registered since the launch of the Empik Selfpublishing platform in 2023. According to estimates by

Biblioteka Analiz, self-publishing still accounts for less than 1 per cent of the Polish publishing industry, but it has potential for growth.

Following the huge sales success of Joanna Kuciel-Frydryszak's non-fiction book *Chłopki: opowieść o naszych babkach* (*Peasants: The Story of our Grandmothers*), which quickly became one of the most frequently purchased and discussed titles in recent years (at least 650,000 copies sold), a broad debate arose in the public sphere on the subject of writers' remuneration – its amount, calculation rules, and the disproportion between authors' incomes and publishers' profits.

The opportunities and threats posed by the use of AI in the book industry is another hot topic. Industry organisations are trying to develop sector-specific self-regulation guidelines on how AI can be used and how to prevent the book market from being regulated by rules imposed by big tech companies.

Income from book sales

	2020	2021	2022	2023	2024
INCOME from book sales at publishers' market prices (in PLN million)	2,550	3,009	3,063	3,089	3,130
PERCENTAGE GROWTH	9%	18%	1.6%	0.8%	1.3%
INCOME IN € MILLION	553	638	658	723	737

Biblioteka Analiz

In 2024 employment in the publishing sector remained steady at a total of 4,670 employees.

Income from book sales by category (%)

	2020	2021	2022	2023	2024
TRADE (CONSUMER) BOOKS	21.1	21.7	21.8	24.4	27.6
CHILDREN'S / YOUNG ADULT BOOKS	20.0	23.2	24.4	25.0	25.2
SCHOOL TEXTBOOKS	25.2	24.9	25.0	23.9	19.9
ACADEMIC AND PROFESSIONAL BOOKS	22.4	21.1	19.7	17.9	17.6
ILLUSTRATED BOOKS	4.5	4.3	4.3	4.1	4.9
RELIGIOUS BOOKS	3.6	3.6	3.6	3.5	3.4
OTHER (including musical scores and maps)	1.2	1.2	1.2	1.2	1.4

Biblioteka Analiz

The last few years have seen the growth of the commercial book sector, including (broadly understood) belles-lettres. There has been a decline in sales of textbooks and academic publications.

Number of copies sold

The average print run decreased in 2024 by 3.5 per cent, from 2,080 to 1,954 copies.

Book production (number of titles)

2020	2021	2022	2023	2024
30,391	33,957	32,408	33,893	30,662

Polish Publishing in Figures 2024, National Library

In 2024, publishers submitted 30,662 book titles to the National Library. This is 10 per cent fewer titles than in 2023 and 5 per cent fewer than in 2022. Thus, there has been a significant decline in the volume of publications.

The yearly number of books published per 1 million inhabitants is 924. In most European countries this number is much higher.

Belles-lettres (number of titles)

	2020		2021		2022		2023		2024	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
PUBLISHED TITLES	6,747	3,098	7,512	2,809	7,633	3,315	9,400	3,357	8,208	3,002

Polish Publishing in Figures 2024, National Library

In 2024, there was a decrease in the number of titles in almost all book categories. Literary books account for the largest share of titles. Their share in the total annual collection of titles in 2023 increased to 38 per cent of the total. In 2024, this share was 36 per cent, decreasing by 2 percentage points.

Original books and translations (total)

	2020		2021		2022		2023		2024	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated	Original	Translated
PUBLISHED TITLES	22,890	6,855	23,541	6,643	21,887	7,148	22,187	8,752	20,623	6,841
BELLES-LETTRES for adults	3,988	2,549	4,687	2,619	4,559	2,840	5,217	3,967	4,789	3,118

Polish Publishing in Figures 2023, National Library

Books originally written in Polish account for 67 per cent of books published in 2024, while 23 per cent are translations from foreign languages. The share of Polish books increased by 2 percentage points, while translations into Polish decreased by 4 percentage points compared to 2023.

Foreign-language books account for 2 per cent, books translated from Polish into foreign languages only in part – 3 per cent, and books combining Polish and foreign languages – 4 per cent. Multidirectional translations (Polish and foreign languages, and from foreign languages into foreign languages) account for only 1 per cent.

Belles-lettres translated from foreign languages accounted for 55 per cent of the total in 2024.

Translations published in 2024

ORIGINAL LANGUAGE	TITLES	INCLUDING BELLES-LETTRES FOR ADULTS
English	3,846	1,535
Japanese	800	766
French	588	309

German	416	76
Italian	246	74
Spanish	145	57
Swedish	86	37
Russian	66	36
Norwegian	57	44
Ukrainian	48	23

Polish Publishing in Figures 2024, National Library

Bestsellers in 2024 (fiction & non fiction)

NO.	ISBN	TITLE	AUTHOR	PUBLISHER	PUBLICATION DATE
1	9788375782073	<i>Rozdroże kruków. Wiedźmin</i>	Andrzej Sapkowski	superNOWA	29.11.2024
2	9788367674317	<i>Chłopki. Opowieść o naszych babkach</i>	Joanna Kuciel-Frydryszak	Marginesy	17.05.2023
3	9788367674300	<i>Glukoźowa rewolucja</i>	Jessie Inchauspé	Marginesy	17.05.2023
4	9788375797381	<i>Atomowe nawyki</i>	James Clear	Galaktyka	09.10.2019
5	9788375798845	<i>Nic mnie nie złamię</i>	David Goggins	Galaktyka	24.05.2023
6	9788383610474	<i>Przyjaciółka</i>	B.A. Paris	Albatros	12.03.2024
7	9788382529104	<i>Nie zaczęło się od ciebie</i>	Mark Wolynn	Czarna Owca	11.10.2023

8	9788366500693	<i>Służące do wszystkich</i>	Joanna Kuciel-Frydryszak	Marginesy	16.05.2022
9	9788383871035	<i>Pierwsza dama. Jolanta Kwaśniewska w rozmowie z Emilią Padoł</i>	Jolanta Kwaśniewska, Emilia Padoł	WAB	23.10.2024
10	9788383574127	<i>Berdo. Tom 9</i>	Remigiusz Mróz	FILIA	15.05.2024
11	9788367974936	<i>Paderborn. Tom 2</i>	Remigiusz Mróz	Czwarta Strona	27.03.2024
12	9788308084526	<i>Wyluzuj, kobieto!</i>	Katarzyna Grochola	Wydawnictwo Literackie	03.07.2024
13	9788326836442	<i>Czuła przewodniczka. Kobięca droga do siebie</i>	Natalia de Barbaro	Wydawnictwo Agora	10.02.2021
14	9788382890945	<i>Kobiety</i>	Kristin Hannah	Świat Książki	14.05.2024
15	9788327166098	<i>Schronisko, które sporywał mrok</i>	Sławek Gortych	Dolnośląskie	23.04.2024
16	9788393976904	<i>Od lekarza do kucharza</i>	Danuta Mylek	Centrum Alergii Progres	bd
17	9788324410996	<i>Hobbit, czyli tam i z powrotem</i>	J.R.R. Tolkien	Iskry	08.09.2021
18	9788327127341	<i>Murdle. 100 zagadek kryminalnych do rozwikłania przy użyciu logiki, wiedzy oraz sztuki dedukcji. Tom 1</i>	G.T. Karber	Publicat	01.07.2024
19	9788383611945	<i>Dziewczyna z wrzosowisk</i>	Lucinda Riley	Albatros	24.09.2024
20	9788367790918	<i>Ziemianki. Co panie z dworów łączyło z chłopkami</i>	Marta Strzelecka	Marginesy	25.10.2023

Poland's bestselling book in 2024 was *Rozdroże Kruków* (*Crossroad of Ravens*) by Andrzej Sapkowski, the author of The Witcher series. The book was published on 29 November. In a day, sales reached almost 30,000 copies, and within a few weeks the book dominated Polish bestseller lists entirely. The non-fiction book *Chłopki. Opowieść o naszych babkach* (*Peasants: The Story of our Grandmothers*) by Joanna Kuciel-Frydryszak came second (falling from first place in 2023). This brilliantly written, painful historical panorama is a phenomenon in the publishing industry: the combined sales between May 2023 and September 2025 far exceeded half a million copies. The book contributed to higher sales of the same author's previous title (8th place), but also to the success of another writer tackling a similar topic (20th place).

Foreign authors came third, fourth and fifth (Polish translations of *Glucose Revolution* by Jessie Inchauspé, *Atomic Habits* by James Clear, *Can't Hurt Me* by David Goggins) writing in categories that are very popular in Poland – Family, Health & Relationships and Personal Development.

The list wouldn't be complete without Remigiusz Mróz, Poland's most popular author of 2024, who writes crime novels and legal thrillers. The appearance of a book belonging to the self-publishing trend in 16th place, *Od lekarza do kucharza* (*From Doctor to Cook*) by Danuta Mytek, is also worthy of note.

The ranking did not include the categories Children & YA or educational books. Cheap mass-market books sold at an Average Sale Price lower than PLN 15 (€3,5) were also left out of the list.

NieslenIQ BookData*

Average book prices

	2020	2021	2022	2023	2024
EDUCATIONAL	28.25	29.77	37.67	39.38	39.20
FICTION	28.36	30.25	32.95	31.50	32.87
NON-FICTION SPECIALIST	34.95	49.32	50.46	52.68	59.30
NON-FICTION TRADE	31.46	33.89	36.14	37.46	39.05
CHILDREN'S AND YA	17.25	18.56	18.38	17.90	18.52
TOTAL	26.02	27.62	29.44	27.16	28.76

*NieslenIQ BookData**

The table presents the average sales prices for the five main categories and the whole market in Poland in the years 2020–2024.

The Average Sales Price (ASP) for the whole book market in 2024 in Poland was PLN 28.76, about 6 per cent higher than in 2023 (PLN 27.16) at a 3.6 per cent inflation rate on a national scale. Interestingly, in 2023, book prices fell: they cost on average 8 per cent less than in 2022, which saw the highest ASP in recent years (PLN 29.44). The inflation rate was 11.4 per cent in 2023 and 14 per cent in 2022. Therefore, in the past few years, book prices have been increasing slower on average than the prices of most products.

The ASP is calculated by dividing the gross revenue generated by book retailers (including 5 per cent VAT) by the total sum of copies sold in a given year. It should be noted that the book market ASP is derived from the ASP of all of the main categories: Educational, Fiction, Non-fiction Trade, Non-fiction Specialist, Children's and YA). A shift in proportions between categories and/or a shift in book format

within a given category (e.g. fewer hardcover books, more cheap editions in pocket book format) may affect ASP dynamics.

The Polish market is subject to processes observed in other countries (such as the effects of the pandemic or Russia's aggression in Ukraine). However, local factors must also be taken into account. In Poland, most school books are purchased by parents in bookshops, the school book market is strongly regulated and some titles are periodically replaced. Neither is there a fixed price system, and therefore it is common practice for retailers to offer buyers significant discounts on the Recommended Retail Price on release day (hence analyses based on shifts in cover prices from year to year are not reliable, because they do not take changes to discounts through time into account). Moreover, online retail sales in Poland are not concentrated, and several entities on the market are in fierce competition over prices.

*NielsenIQ BookScan has been active in Poland since June 2019. Information provided by BookScan Polska comes from the fiscal cash registers of retail companies that sell books. Further retailers joined in the years 2020–2023 (in 2020 the panel covered 13.4 million copies, in 2021 – 17.8 million, in 2022 – 32.9 million, in 2023 – 46.8 million copies, in 2024 – 47.1 million). Therefore, year-over-year data are not fully comparable. At present, over 80 thousand individual ISBN numbers are registered in the average week. In 2024, the panel included less than 50 per cent of the retail market in total. The full list of detailers collaborating with the BookScan Polska panel and the research methodology are available at: [NielsenIQ BookData Poland – NIO](#).

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

GRUPA ZNAK / wydawnictwoznak.pl

C.H. BECK / beck.com.pl

MACMILLAN POLSKA / macmillan.pl

GRUPA PWN / pwn.pl

GRUPA WYDAWNICZA FOKSAL / gwfoksal.pl

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Four of the top 10 publishers have Polish capital: Dressler, MAC Group, Znak, and Foksal Publishing Group. The oldest of these is Znak Publishing House, established in 1959.

Top literary publishers

Agora / wydawnictwoagora.pl

(100 published titles)

Agora Publishing is part of the Agora Group, which is also known for publishing the daily newspaper *Gazeta Wyborcza*. Though focused on non-fiction and biographies, it also publishes history books, guidebooks, interviews and fiction. Books for children and young adults are published under the imprint Agora Publishing for Children, while contemporary fiction novels appear under the Ale! imprint. Agora collaborates with renowned Polish and international authors and is the publisher of books by Anne Applebaum, Barack Obama, Michelle Obama, Reinhold Messner, Oksana Zabuzhko, Magdalena Grzebałkowska, Natalia de Barbaro, Adam Wajrak, Stanisław Łubieński and Maciej Siembieda.

Albatros / wydawnictwoalbatros.com

(199 published titles)

Albatros was founded in 1994 by Andrzej Kuryłowicz, a passionate book lover. This company is known as a “bestseller factory”. The house 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, Lee Child, Valérie Perrin, 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

(91 published titles)

Founded in 1996, Czarne publishes books by award-winning fiction and non-fiction authors from dozens of different countries 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

(436 published titles)

This group was formed in 2012 from the merger of three publishing houses: W.A.B., Buchmann and Wilga (children's literature). It's part of the Empik Group. In recent years the group has expanded its range by establishing several new imprints, including Uroboros (fantasy books), Neony (young adult literature), Lipstick Books (erotica), and FoxGames (board games for children and young adults). Their latest project is Chmury Publishing, an imprint that will publish contemporary fiction and crime, thrillers, biographical stories, guides and reportage. Although its list includes many well-known foreign authors, the group also publishes Polish authors (including Zyta Rudzka, Witold Szablowski, Grzegorz Piątek and Zygmunt Miłoszewski).

Marginesy / marginesy.com.pl

(200 published titles)

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

Muza / muza.com.pl

(181 published titles)

Founded in 1989, this company publishes fiction and essays, and is a major buyer of foreign rights. Muza 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. Its You&YA imprint launched in early 2022 has already published bestsellers, headed by Weronika Anna Marczak.

Prószyński Media / proszynski.pl

(168 published titles)

Active since 1990, this company has successfully launched a large number of new authors of popular Polish literature. The house 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 list includes crime novels by Katarzyna Puzyńska and the Arab series by Tanya Valko.

Rebis / rebis.com.pl

(209 published titles)

This publishing house 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, most of its books are produced 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

(296 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. The house owns several imprints including Non Stop Comics (graphic novels), Post Factum (non-fiction), Debit (children's books), Młody Book! (young adult books) and Aura (fantasy and romantic fantasy literature). 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. The house 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. The house 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 of fiction and non-fiction. Świat Książki publishes the work of authors including Julian Barnes, Paul Bowles, Oriana Fallaci and Carlos Fuentes. This house'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

(91 published titles)

Founded in 1953, this company is associated with the international publishing firm Libella. The house 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, Wydawnictwo Literackie 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. The house also publishes the work of Olga Tokarczuk, who won the 2018 Nobel Prize in Literature.

Wydawnictwo Poznańskie / wydawnictwopoznanskie.pl

(128 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, Abdulrazak Gurnah and Elif Shafak. Czwarta Strona publishes books by Remigiusz Mróz, currently the most popular writer in Poland. Readers also enjoy its long-standing Scandinavian and reportage series.

Znak / wydawnictwoznak.pl

(359 published titles)

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

Zysk i S-ka / zysk.com.pl
(131 published titles)

This company makes about 80 per cent of its income from adult fiction. The publishing house 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. Zysk i S-ka’s 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.

Readership

According to a recent survey by the National Library, 41 per cent of Poles read at least one book in 2024. This is a decrease of 2 percentage points compared to the previous year. Unfortunately, still 60 per cent of adult Poles are not interested in reading.

	2020	2021	2022	2023	2024
READERS (%)	42	38	34	43	41
BUYERS (%)	45	40	36	48	50

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 online)	50
Gift	34
Borrowed from friends or family	33
Library	15
Home book collection	10

National Library

The most frequently read authors in 2024 were: Remigiusz Mróz, Harlan Coben, Jo Nesbø, J.K. Rowling, Henryk Sienkiewicz, Stephen King, Joanna Kuciel-Frydryszak, Adam Mickiewicz, B.A. Paris and Olga Tokarczuk.

Libraries

The number of libraries in Poland is systematically decreasing. According to data from the Central Office of Statistics, there were 7,541 public libraries in operation in 2024 (about 0.4 per cent fewer than in 2023).

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

Book collections at public libraries totalled 124.4 million volumes in 2024, approximately 330 volumes for every 100 citizens. There was an average of one public library per 4,971 citizens, and 5.4 million users were recorded. The average borrowing rate was 18.3 library books per user in the course of the year.

Library activity

	2020	2021	2022	2023	2024
PUBLIC LIBRARIES	7,782	7,693	7,638	7,570	7,541
USERS (MILLION)	4.9	4.8	5.1	5.3	5.4
BOOK LOANS PER MILLION VOLUMES	77.5	89.1	94.5	97.9	98.8

Central Statistical Office

Compared to the previous year, the number of users increased by nearly 2 per cent and book loans increased by 1 per cent. Most libraries (64 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)

2020	2021	2022	2023	2024
9.6	9.2	9.35	8.8	8.7

Central Statistical Office

The number of public library employees totalled about 22,000.

Most libraries (88.8 per cent) offer various types of electronic services. These include an online catalogue, the ability to reserve library materials remotely, electronic notifications of library material return dates and the online registration of new readers.

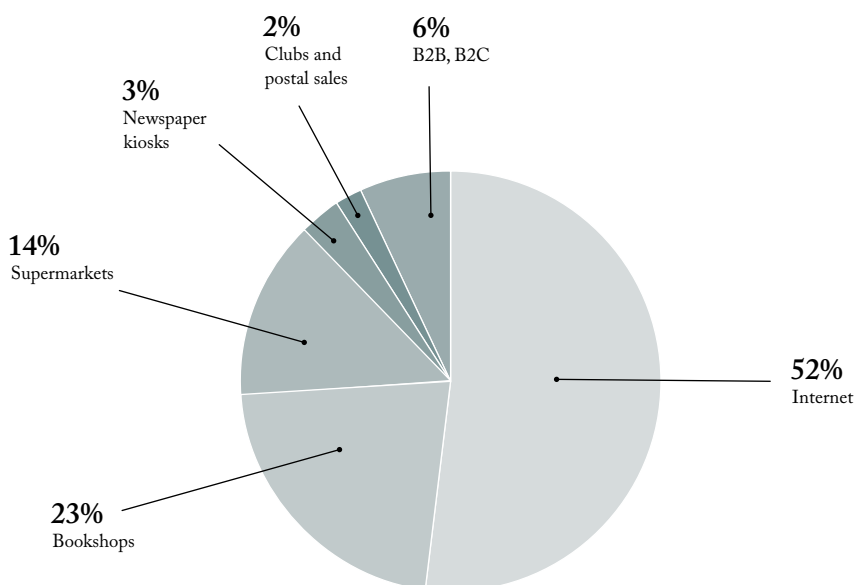
A special service called Szukamksiążki.pl has been launched to help readers find specific books and the nearest library where they can borrow them. At present, 28 million copies of books are available from 2,583 libraries.

Poland's public libraries are mainly funded by local council budgets. In addition, libraries receive financial support to increase their collections 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.

Distribution

Wholesalers have a large, approximately 45 per cent share of the market. The total number of wholesalers is falling. The biggest companies with a 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 in physical outlets, especially independent bookshops, which have been deprived of the opportunity to distribute a major part of their stock of school textbooks since 2014.

Online sales drive competition mainly 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.

Online book shopping has become firmly established in Poland, in part thanks to the development of marketplace platforms, with Allegro and Empik leading the way in the book sector.

Stable sales are also being generated by newspaper shops, which offer titles from the bestselling genres of romance and crime fiction in cheaper, pocket-sized editions, and other top-selling books. Supermarket sales have not changed, 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, on average, 25–35 per cent lower prices than the mainstream. The largest contributor is the Portuguese firm Jeronimo Martins' 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, gas stations or home appliance stores. The Polish Post Office fills 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 2024 these outlets sold around 630,000 books.

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

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 retailers (not just bookshop chains but also supermarkets) are having a notable effect, as are price wars initiated by the largest market players. The decline increased distinctly in 2020, when online sales increased.

Number of bookshops

2020	2021	2022	2023	2024
1,815	1,748	1,705	1,691	1,666

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. By the end of 2024 1,666 bookshops were registered on the database. The number of bookstores per 10,000 citizens is 0.43.

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

The number of independent bookstores is declining, while the role of online bookstores, bookstore chains, and other distribution points, such as supermarkets, discount stores, and post offices, is growing. Independent, small bookstores are unable to compete with online stores' prices.

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 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. On the market for 75 years, it is Poland's biggest bookselling chain and omnichannel leader, which now has more than 370 physical stores, the Empik.com online store and a 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. Over the course of two years, 8,000 e-books and audiobooks have been published, along with over a thousand self-published paper books.

Świat Książki / swiatksiazki.pl

This chain is owned by Dressler, a Polish book distributor, which acquired 36 bookstores from Weltbild in 2013. In the years that followed it opened further stores; by the end of 2024 it had 98 outlets. The new bookshops are situated in shopping centres as well as on the main commercial streets. Every year Świat Książki's bookshops are among the highest ranking for customer service in the bookselling industry in the Daymakerindex survey measuring customer experience. The company also runs its own online bookshop, [Swiatksiazki.pl](https://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 family-owned company operates mainly in north-eastern Poland, where it runs retail operations and owns 51 bookshops, as well as an online bookshop called [Ksiaznica.pl](https://ksiaznica.pl). For several years the company has been developing a partnership programme aimed at independent bookshops, offering to modernise shops, supplement their product range, guarantee their orders and support their marketing and promotional activities in exchange for a percentage of their income.

Online book sales

Online book sales have steadily risen in value in recent years. However, the growth rate of e-commerce slowed down last year. 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 various retailers, 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 2024. Gemius for E-commerce Poland”, which describes the online sales market, the best-known brand involved in online book sales is Empik (65 per cent), followed by Allegro (24 per cent) and Taniaksiazka.pl (9 per cent). The list also included Swiatksiazki.pl, Amazon.pl, Bonito.pl and Gandalf.pl.

[Allegro.pl](#)

Poland’s leading auction website and online platform for the book trade. The number of active buyers has exceeded 22 million, including more than 5 million 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. However, its sales involve not just the primary market (new books) but also the secondary (used books).

The Polish e-commerce giant sold more than 25 million copies in 2024, 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 23 million copies are generated by large professional retailers.

[Amazon.pl](#)

Amazon Poland officially launched in early 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 from the Polish version of the platform.

Amazon is developing gradually and methodically, analysing the situation on the market. According to Mediapanel research, Amazon had 5.5 million active users at the end of 2024. 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](#)

One of the biggest Polish online bookshops, in operation since 2006. Bonito.pl 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. The retailer has the fastest growth in gross income, from PLN 2 million in 2009 to 250 million in 2024 (€60 million). 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 25 company delivery points located in 4 cities, including Warsaw, Kraków, Katowice and Wrocław.

[TaniaKsiazka.pl](#)

One of the most dynamically developing e-commerce companies, operating in north-eastern Poland. In its 19 years of activity, this e-store has evolved from a small family firm based in one little room into a thriving bookshop. It has more than 400,000 products (books and games, toys, electronic products and stationery) on offer. The shop is constantly expanding its network of collection points for online orders, of which there are currently 16 across Poland, including 3 under the brand 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 2024 it processed nearly 2.5 million orders, with a turnover of PLN 154 million (€36 million).

E-books

The share of digital publishing sales (e-books and audiobooks) is estimated at 16 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 shifting reader habits, with greater openness to e-books, are of major significance to 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 is estimated at PLN 600–700 million (€140–160 million).

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 PLN, within a subscription model that provides access to a database of more than 690,000 titles (e-books and audiobooks in Poland and Germany). A similar service providing e-books and audiobooks on subscription is also now offered by Empik Go. The catalogue of titles available in the application includes over 210,000 items. In 2024 the offer was expanded by nearly 4,000 titles from independent creators distributing their content via the Empik Selfpublishing platform. Empik has its own recording studio, which produced 516 audiobooks and 19 original productions in 2024.

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

Audiobooks accounted for 8 per cent of the entire market in 2024. Interest in audiobooks is growing, which is clearly the result of an ever-wider choice of audio publications. Publishers are choosing to produce audiobook versions of their new publications more and more often, and are making recordings of titles from their backlists. This is also a result of the increasingly popular subscription model, which includes audio services. Platforms are distributing audiobooks with increasing commitment and successfully implementing their own productions.

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. The service gives access to individual titles, its own productions, podcasts, and also the option to subscribe. It offers a total of more than 40,000 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 a 40 per cent increase in paying subscribers on the Empik Go app in 2024. 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 nine 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 2024, 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.

Polish literature abroad

The tradition of translating Polish literature into foreign languages dates back to the sixteenth century, when the works of Poland's Renaissance poets were translated. Some classic Polish novels enjoyed popular success abroad in the seventeenth and eighteenth centuries.

Translations from classic Polish literature include the works of Henryk Sienkiewicz (5,059 books and 139 works in anthologies), Adam Mickiewicz (672 and 262, respectively), Władysław Reymont (613 and 90, respectively), Józef Ignacy Krasiński (410 and 46, respectively), Bolesław Prus (368 and 99, respectively), and Stanisław Ignacy Witkiewicz (163 and 48, respectively).

Among modern authors, the most frequently translated include Stanisław Lem (1,774 book translations and 143 works in anthologies), Andrzej Sapkowski (1,404 books), Ryszard Kapuściński (729), Witold Gombrowicz (699 books and 79 works in anthologies), Czesław Miłosz (588 and 280, respectively), Olga Tokarczuk (570 books), Janusz Korczak (530), Wisława Szymborska (445 books and 263 works in anthologies), Sławomir Mrożek (414 and 152, respectively), Bruno Schulz (259 and 78, respectively), Zbigniew Herbert (247 and 208, respectively), Jarosław Iwaszkiewicz (234 and 270, respectively), Tadeusz Różewicz (214 and 279, respectively), Karol Wojtyła (175 books), Andrzej Stasiuk (172), Tadeusz Konwicki (146) and Hanna Krall (122).

The most popular modern 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 (51), Olga Tokarczuk (50), Zbigniew Herbert (48), Jarosław Iwaszkiewicz (46), Stanisław Lem (45), Sławomir Mrożek (45), Jerzy Andrzejewski (42), Ryszard Kapuściński (42), Bruno Schulz (42), Witold Gombrowicz

(41), Andrzej Sapkowski (39), Adam Zagajewski (38), Karol Wojtyła (37), Andrzej Stasiuk (31), Marek Hłasko (30), Andrzej Szczypiorski (29), Tadeusz Konwicki (28), Antoni Libera (26) and Paweł Huelle (25).

In the period from 2015 to 2024, the largest number of translations of Polish literature were into Russian (846) and English (829), followed by Spanish (593), Ukrainian (583), German (516), Chinese (486), Czech (451), French (414), Italian (364), and Slovak (320).

In recent years, Polish books for children and young adults have become increasingly popular around the world and have been translated into 49 languages. The most frequently translated contemporary authors include Aleksandra and Daniel Mizieliński (307 books and 48 in cooperation with other authors), Przemysław Wechterowicz (118), Marta Galewska-Kustra (106), Piotr Socha (99), and Iwona Chmielewska (77).

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 PLN 30,000 and a month-long residency in Kraków sponsored by KBF.

- 2024** *Strużki (Trickles)* by Maria Halber
- 2023** *Białe noce (White Nights)* by Urszula Honek
- 2022** *Miasto bajka (Fairy Tale City)* by Paulina Siegień

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 PLN 50,000 (in each category).

- 2025** **Fiction** – *Mowa chleba* (*The Language of Bread*) by Elżbieta Łapczyńska
Poetry – *Silesian Gothic* by Anouk Herman
Essay – *Król Warmii i Saturna* (*King of Warmia and Saturn*) by Joanna Wilengowska
Translation – Agnieszka Kowaluk for *Dane odosobowe* (*Personal Details*) by Elfriede Jelinek
- 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 futuryści. 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 Hot 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
-

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 PLN 150,000 (€350,000).

- 2024 Monika Helfer for *Halastra (Last House Before the Mountain)*, translated by Arkadiusz Żychliński
- 2023 Saša Stanišić for *Skąd (Where You Come From)*, translated by Małgorzata Gralińska
- 2022 Edward Pasewicz for *Pulverkopf*
-

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.

- 2025 *Szept (Whisper)* by Weronika Mathia
- 2024 *Czarny poniedziałek (Black Monday)* by Agnieszka Graca
- 2023 *Krzywda (Harm)* by Marek Stelar
-

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.

- 2025 Novel – *Rozdroże kruków (Crossroad of Ravens)* by Andrzej Sapkowski
Short story – *Dlaczego nie ma klanu kruka (Why Isn't There a Raven Clan?)*
by Aleksandra Janusz
- 2024 Novel – *Lagrange. Listy z Ziemi (Lagrange: Letters from Earth)* by Istvan Vizvary
Short story – *Świerszcze w soli (Crickets in Salt)* by Agnieszka Hałas
- 2023 Novel – *Agla. Alef (Agla. Aleph)* by Radek Rak
Short story – *Na granicy (On the Border)* 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.

- 2025 Małgorzata Lebda
 - 2024 Aleksandra Tarnowska
 - 2023 Urszula Honek
-

The NIKE Literary Award / nike.org.pl

A prestigious prize for the best Polish book of the year, granted since 1997. Books representing all literary genres can be nominated for the award. The author of the winning book is given a NIKE statuette sculpted by Gustaw Zemła and a prize of PLN 100,000 (€24,000). The Nike Literary Award is accompanied by a readers' poll.

- 2025 *Wczoraj byłeś zła na zielono (Yesterday You Were Angry at Green)* by Eliza Kącka
 - 2024 *Raptularz (Journal)* by Urszula Koziół
 - 2023 *Ten się śmieje, kto ma zęby (Only Those with Teeth Can Smile)* by Zyta Rudzka
-

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

- 2025 Jul Łyskawa
- 2024 Jacek Świdziński
- 2023 Grzegorz Piątek

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 PLN 120,000 is awarded to the author of the year's best work of reportage, and a prize of PLN 25,000 goes to the translator of the year's best foreign work of reportage to be published in Polish.

- 2025 *Las duchów (The Forest of Ghosts)* by Andrzej Dybczak
 2024 *To nie jest Miami (This Is Not Miami)* by Fernanda Melchor, translated by Tomasz Pindel
 2023 *Głusza (Deafness)* by Anna Goc
-

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 the book of the year and for the debut of the year. The prize consists of a statuette and a cheque for: PLN 100,000 for the entire body of work, PLN 50,000 for the book of the year, and PLN 15,000 for the debut of the year.

- 2025 Entire body of work – Kacper Bartczak
 2024 Entire body of work – Marzanna Bogumiła Kielar
 Book of the year – *Wielki ping-pong (The Great Ping-pong)* by Dominik Bielicki
 Debut of the year – *Ufoporno* by Opal Ćwikła
 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

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 PLN 40,000.

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*)

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 given every two years. The award was founded at the bequest of Wisława Szymborska, who won the 1996 Nobel Prize in Literature. Offering PLN 100,000, the prize money for foreign poetry in translation includes an additional PLN 50,000 awarded to the translator.

2025 *Żertwy* (*Burnt Offerings*) by Antonina Tosiek

2024 *Poradnik dla niedawno zmarłych* (*A Handbook for the Recently Deceased*) by Magdalena Bielska

2023 *Ręka pszczelarza* (*The Beekeeper's Hand*) by Tomasz Różycki

Grants and subsidies

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

Priority 1: Improving the offer of public libraries.

In 2024, 3.25 million items were bought, including more than 3.17 million printed books, over 71,000 audiobooks and e-books, around 4500 periodicals and 316 sheet music and cartographic publications, representing 8.9 items per 100 citizens. Expenditure on the purchase of books for public libraries in 2024 totalled PLN 100 million (including subsidies – PLN 32 million). Expenditure on the purchase of books per user in 2024 amounted to PLN 18.

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, PLN 228.5 million (€50 million) has been assigned to the renovation, rebuilding, expansion, new construction and equipment of public libraries.

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

Thanks to subsidies, 806,918 new publications were purchased for schools and educational libraries, and 258,137 for pre-school institutions.

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

The main objective of this programme is to develop 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 (PLN 2.5 million in 2024);
- **The “Literature” programme** provides funding to publishers, to support book publishing (PLN 4 million);
- **The “Promotion of Readership” programme** provides funding to organisers of literary events (PLN 8,4 million);
- **The “Partnership for the Book” programme** provides funding to bookstores and libraries to support professional training and the development of promotional skills (PLN 4.9 million);
- **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 (PLN 4 million).

Since 2007, in cooperation with district public libraries, the Polish Book Institute has been running a Book Discussion Club programme 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 1,970 at the end of 2024. Of these, 656 are for children and young adults, and 1,314 are for adults. In 2023, 19,229 volumes were bought for such clubs. The subsidies provided in 2023 totalled PLN 2 million.

The Institute has also developed the new MAK+ system for cataloguing collections, enabling libraries to carry out various 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, Gdańsk Book Fair and Łódź Book 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. In 2024 the book fair was organised from 15 to 18 May in front and inside of the Palace of Culture and Science. Nearly 600 exhibitors took part. Japan was the guest of honour, and Bulgaria, China, France, Spain, the Republic of Korea, Germany, Norway, Pakistan, Romania, Slovakia, Turkey, Ukraine, the United Kingdom and Free Belarus were also represented among the exhibitors.

The fair was visited by more than 130,000 people, including a large number of children and young adults.

From 2026, the fair will be held at the PGE National Stadium.

International Book Fair in Kraków / ksiazka.krakow.pl

The 27th International Book Fair in Kraków took place from 24 to 27 October. It was attended by 492 exhibitors, more than 56,000 visitors and almost 900 authors. The event also featured industry meetings for professionals involved in the book market.

The fair is organised 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.

The fair has experienced difficulties with the very high number of visitors on Saturday and Sunday, so this year the organiser has 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	Szczębrzeszyn, Zamość	stolicajezykapolskiego.pl
Found in Translation Festival	literary 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
Miedzianka Fest	literary reportage	Miedzianka	@MiedziankaFest
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 (in the case of children's literature, comic books, graphic novels and richly illustrated books).

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:

- 2025 Xavier Farré
 - 2024 Vera Verdiani and Abel Murcia
 - 2023 Hatif Janabi
 - 2022 Silvano De Fanti
-

The Found in Translation Award

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

Recent winners:

- 2025 Mira Rosenthal for *To the Letter* by Tomasz Różycki
- 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

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, as well as 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 2024 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 5,430,380 descriptions of books, periodicals and e-books, as well as sound recordings, musical scores, cartographic and iconographic documents, and films collected from 168 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 165 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. The Association 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 protects 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.

Stowarzyszenie Księgarzy Polskich / ksiegarze.org.pl

Polish Booksellers Association

The SKP is a nationwide organisation bringing together booksellers, whether business owners or employees associated with the industry. The Association was founded in October 1956 and draws on the patriotic traditions of Polish bookselling organisations of the 19th and 20th centuries, in particular the Polish Booksellers' Union, established in 1908. Representing booksellers in their dealings with publishers and authorities at all levels, it defends their professional, material, and moral interests. SKP oversees bookselling schools and organises various forms of vocational training and further education for booksellers.

Stowarzyszenie Bibliotekarzy Polskich / sbp.pl

Association of Polish Librarians

The SBP is a self-governing public benefit organisation of a professional and educational nature, bringing together people professionally or academically involved in librarianship and scientific information in Poland. The SBP is the largest organisation in the book community. The vast majority of SBP members are employed in public libraries, but SBP members represent all types of libraries throughout the country. The SBP publishes books and monthly magazines: *Bibliotekarz* (Librarian) and *Poradnik Bibliotekarza* (Librarian's Guide), the quarterly *Przegląd Biblioteczny* (Library Review) and the biannual *Zagadnienia Informacji Naukowej* (Scientific Information Issues). The association has its own publishing house – Wydawnictwo SBP.

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 50,000 articles in Polish, English and Ukrainian, Culture.pl covers the best of Polish literature, design, visual arts, music, film and more, with over 8 million visitors per year across 80 countries.

Lubimyczytać / lubimyczytac.pl

We like to read

Lubimyczytac.pl is the largest book-related website in Poland aimed at the general reading public. With over 3 million subscribers and more than 3.2 million ratings and reviews, it provides an open forum for the discussion of numerous topics related to literature. The site organises the country's most popular public poll, the "Lubimyczytać.pl Book of the Year", in which readers cast an annual average of 250,000 votes. 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, and the largest and best-known consulting firm in its field. Its rynek-ksiazki.pl website includes historical information about the key players on the Polish book market.

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