


Biggest export opportunities for publishers.

A look at the most exciting markets in 2024

Logistics doesn't have to be a maze.



The next chapter in your publishing exports.

The United Kingdom's publishing sector is among the world's most exciting and successful. It has been so for hundreds of years.

As we head through 2024, UK publishers have shown remarkable resilience and adaptability, navigating the challenges posed by the Red Sea crisis, paper price fluctuations, a pandemic-induced supply chain crunch, environmental pressures, the rise of digitalisation and much more.

Despite countless challenges, **almost 60% of the UK publishing industries revenue still comes from sales abroad** (Publishers Weekly, 2023).

Exporting remains a key driver in the success of the publishing industry.

So, what are the biggest exporting opportunities in 2024?

USA.

The USA market has long been a stalwart for UK publishing exporters, and it remains so in 2024. Worth nearly **27%** of published exports all on its own. **£423m** worth of books were sent stateside in 2022 (Comtrade, 2023).

It's easy to see why. A shared language, logistically simple to access, plenty of cultural overlap and similarities in interests. Combine that with the sheer size of the US book market, accounting for 24.7% of worldwide sales (Wordsrated, 2023).

Although talk of a national-level trade deal have been paused for now, the UK is quietly going about signing state-level agreements. [Memorandums of Understanding](#) have been signed with 7 states, most recently Florida at the end of 2023.

Although not legally binding, the aim here is to improve trading relations which could help provide you with a perfect new market entry point. Any UK publishing exporter would be wise to place emphasis on the US in its 2024 exporting strategy.



“A lot of UK firms, from what I've seen, will think New York, San Francisco and maybe a couple will think Miami

I think there's not that level of awareness to actually look beyond those markets because 1) they're enormous and 2) they're less saturated.”

UK's Deputy HM Trade Commissioner for North America, Kunal Khatri discusses the market opportunities in the US.

Netherlands.

Overall trade between the UK and Netherlands has experienced extraordinary growth in recent years and the publishing sector is no exception.

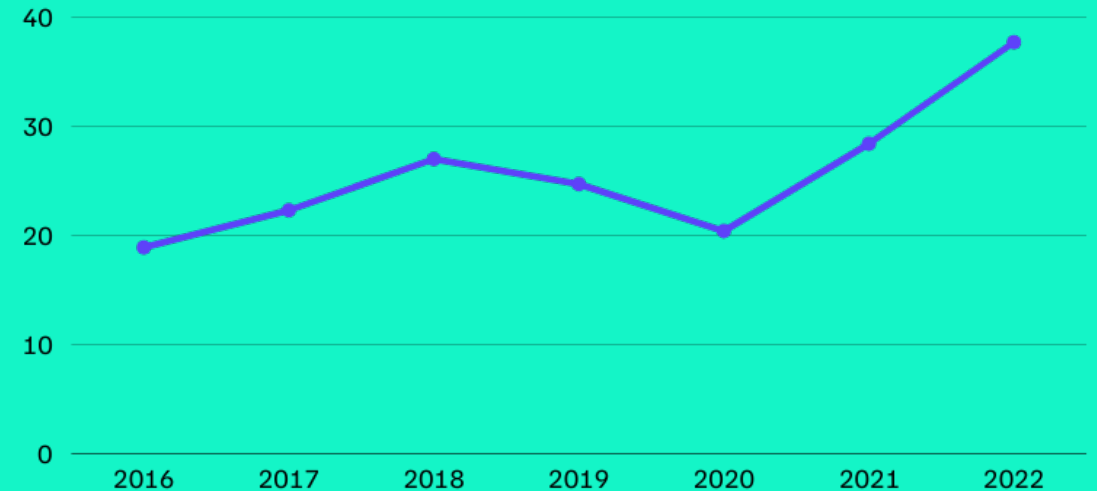
This market has grown to become the UK's 3rd biggest trading partner overall and further development of exports is expected in the coming years.

For UK publishers, Netherlands can act as an ideal gateway into the EU market. English is widely spoken and logistically it could not be easier to access.

#BookTok is said to be driving growth of English language books on the continent. Encouraging a new generation of readers to pick-up international content. Sales of UK book exports in the Netherlands increased **16%** between 2021 and 2022.

With the growth of #BookTok it's worth keeping an eye on many key European markets, where there is a real appetite for published products.

UK goods exports to Netherlands (£m)



Source: Comtrade

"We're getting a lot of enquiries about the Dutch market now. It's showing real growth across a range of product types. It has historically been known as the gateway into Europe, but it's an exciting market which publishers should look at in its own right."

Keri Barton, Sales and Marketing Director (and book lover), WTA





Mexico.

UK book exports to Mexico surged **328%** between 2021 and 2022, to nearly £31 million. Becoming the UK's 12th highest value good export to the country. Not bad for a product with a retail price of about £15.

The UK continues to negotiate a free trade deal with Mexico, and has joined the CPTPP, a trading bloc which Mexico is part of. Until then, an extension to the existing free trade and rules of origin terms have been agreed. So, trading conditions are set to swing in favour of exporters in the years to come.

Mexico is one of the world's most exciting emerging economies and the UK government appears to be recognising that with an increasingly pro-trade agenda.

2023 ended with the Department of Business and Trade organising a trade mission to Mexico. A trip which coincided with the Guadalajara International Book Fair, one of the biggest literacy festivals in the Spanish-speaking world.

Australia.

The Australian export market has always been a strong one for UK publishers. Sharing a common language, historical ties and significant cultural similarities make for prosperous trade in published materials.

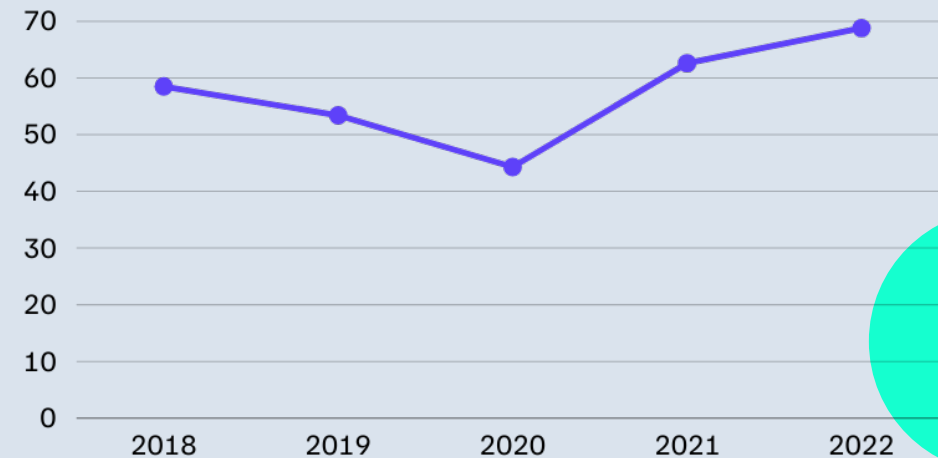
The ratification of a new trade deal in 2023 looks set to drive growth on this trade lane further. Expected to increase trade between the nations by 53% (DIT, 2023).

The UK has never had such a thorough trade deal with Australia. Previously negotiations had been at EU level, which had never delivered an agreement. Talks between the EU and Australia over a deal broke down again late in 2023.

Magazines, journals and newspapers are a segment already enjoying growth, 17.4% since 2018 (Comtrade, 2023). But with much improved trading terms, reduced red tape, lower working visa barriers and data sharing, it's expected there will be growth in exports to Australia across all publishing sectors in the years to come.



UK exports of magazines, journals and newspapers to Australia (£m)



Source: Comtrade



Meet Keri Barton.



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Keri knows her way around logistics, making shipping books faster, cheaper, and hassle-free.

She takes the headaches publishers face, introduces our technology and her expertise to get books where they need to go. Keri loves books just as much as she loves making clients happy and has become a go-to contact for publishers looking to improve their market reach.

Get in touch

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