Mexico

Information about Mexico's economic situation in numbers

Area: 1.97 million km²
Population growth: 0.8 % (2009)
Illiteracy rate: 7.1 %
Men: 5.4 %; Women: 8.5 % (2008)
(Source: UNESCO Institute for Statistics)

Internet users: 267 (per 1,000 inhabitants; 2009)
996 billion US$ (projected for 2010)
GDP per capita: 8,144 US$ (2009)
9,168 US$ (projected for 2010)
Economic growth: -6.5 % (2009)
4.2 % (projected for 2010)
Inflation rate: 5.5 % (2010)
Unemployment rate: 5.0 % (2010)

Mexico’s total imports: 234.39 billion US$ (2009)
Mexico’s imports from Germany: 9.73 billion US$ (2009)
Mexico’s total exports: 229.62 billion US$ (2009)
Mexico’s exports to Germany: 3.22 billion US$ (2009)
(Source: Germany Trade and Invest 2009)

Information on book production in Mexico in 2009

Book production: State and private

Fewer government contracts: Book production has been declining steadily in Mexico since 2007. This can also be attributed to a reduction in state book production. In 2009, a total of 319.18 million copies were printed in the state and private sectors. Sixty per cent of the state-produced books (197 million copies) were provided to primary schools free of charge.

Private publishers on behalf of the state: Private commercial publishers printed 121.8 million books. Of these, 27.7 % (33.7 million) were produced for the state and for various programmes that supply schools and libraries.

More new releases nonetheless: Thirty-three per cent of all the titles published in 2009 were new releases. That’s 2 percentage points higher than in 2007, although the total number of new releases decreased by 3.2% (2009: 6,162 titles; 2008: 6,369; 2007: 6,039). Taking into account the total number of copies of new titles released, there was actually a decline of 24%. As a result, the percentage of reprints increased by 9% (2009: 67%; 2008: 58%).

(Source: Cámara Nacional de la Industria Editorial Mexicana: Actividad Editorial en México durante 2009)

Sales

Increase in sales: Sales in the book trade have increased by 11.9 million US$ since 2008. (2009: 688.1 million US$; 2008: 676.2 million US$). And this despite the fact that fewer titles were published in 2009 than in each of the previous three years: 129 million copies.

The “books for primary schools” category boasted the highest number of copies sold and highest profits (39.1%). Overall, 25.6% of copies sold and 13.5% of sales were attributed to state education programmes (0.7 % more than in the previous year).

Imports account for 56% of titles on the market. Most of the copies sold (84.9%), however, were produced in Mexico. The reason for this is that, unlike imported bestsellers, successful domestically produced titles are sold in high print runs.

(Source: Cámara Nacional de la Industria Editorial Mexicana: Actividad Editorial en México durante 2009)

Distribution channels

Sales to state institutions: 34.2%
Booksstores: 31.4%
Department stores: 9.2%
Export: 8.9 % (2008: 9.7%)
Schools: 7.5%
Direct sales: 2.4%
Book fairs: 1%
Kiosks: 0.7%
Other: 4.7%

Focus on bookstores: In 2009, 31.4% of book sales were handled via bookstores (2008: 30.1%), a trend that has increased steadily since 2004. However, this is a result of the vast number of titles sold there. A look at the actual number of copies sold in bookstores reveals that fewer and fewer copies have been purchased in bookstores since 2008 (2009: 40,468; 2008: 41,705).
Of the books sold within the country, 45.5% were sold in Mexico City and the surrounding area; the remaining 54.5% were sold in the country’s interior.

Sales to state institutions reached their highest point in 2005, decreased in 2006 and 2007 and increased again in 2008 to 34.7%. They were still well ahead in 2009, coming in at 34.2%.

Fewer exports: 91.1% of the books produced in Mexico are sold within the country (1.8% more than last year). Only 8.9% are exported. Since 2006, fewer and fewer copies have been exported each year. Since 2007, both imports and exports have seen a decline in sales. The revenue generated from the export of 11.5 million books totalled 60.5 million US$. The expenditures for importing 11.4 million copies totalled 49.3 million US$.

(Source: Cámara Nacional de la Industria Editorial Mexicana: Actividad Editorial en México durante 2009)

Licensing statistics

According to information provided by German publishers, 184 licenses were sold in Latin America in 2010. Of these, 134 were sold in Brazil. A total of 407 licenses were sold in the Spanish-speaking world last year. That’s 6.5% of all licenses sold abroad. Based on information verbally communicated by publishers, significantly fewer licensing deals are reported than actually take place. For licenses sold in Spanish-speaking Latin America, Mexico and Argentina are the two most important partners for German publishers.

(Source: Buch und Buchhandel in Zahlen 2010)

Fixed book pricing

The law to promote reading and the book (Ley para el Fomento de la Lectura y el Libro) has been in effect since July 2008. With this, fixed book pricing is now the law in Mexico for the first time.

Copyright law

Berne Convention (since 1971).
The Feria Internacional del Libro (FIL) in Guadalajara was launched in 1987 and will celebrate its 25th anniversary in 2011. Germany will be the guest country this year at this leading trade fair of the Spanish-speaking world. It is hosted annually at the end of November by the private Universidad de Guadalajara. In 2011, it will take place from 26 November to 4 December.

Key figures 2010

Area: 50,000 m² of exhibition space (gross)
Exhibitors: 1,928 from 43 countries (2007: 1,925)
Visitors: 609,251 (2009: 606,008)
Trade visitors: 17,790 (2007: 17,112)

Guest countries of the last 10 years:
2011: Germany
2010: Castile and Leon
2009: Los Angeles
2008: Italy
2007: Colombia
2006: Andalusia
2005: Peru
2004: Catalan culture
2003: Quebec
2002: Cuba