THE POLISH BOOK MARKET

2026

Book Institute ©Poland

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Report prepared by Biblioteka Analiz and NielsenIQ BookData for the Polish Book Institute.

The general state of the Polish publishing market

The annual value of book sales in Poland is almost PLN 4.5 billion (approximately €1 billion).

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.

	Number in group	Market share in %
LARGE PUBLISHERS annual income > €12 million	25	70
MEDIUM-SIZED PUBLISHERS annual income from €12 million to €4 million	47	14
SMALL PUBLISHERS annual income from €4 million to €0.5 million	240	13
MICRO PUBLISHERS annual income < €0.5 million publishing at least two titles p.a.	Over 1,400	2.5
MICRO PUBLISHERS producing occasional publications	Over 4,000	0.5

Biblioteka Analiz

The market is highly concentrated: a group of 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 2 million (€500,000), of which around 50 had a turnover exceeding €5 million (PLN 21.5 million) in 2025. Most of the other registered publishers have only issued a very limited number of books and do not take active 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.

Despite Poland's steady macroeconomic growth, the book industry has remained under cost and competitive pressure and has continued to undergo accelerating structural changes. In 2025, a further shift toward digital channels was evident.

Shifting user behaviour – including the growing importance of mobile devices, recommendation algorithms, and AI-powered tools – has continued to influence the entire book ecosystem. The year 2025 also confirmed the growing importance of subscription models. While they increase access to content, they also reshape the market's economics, putting pressure on unit revenues and shifting some of the value toward technology platforms.

A number of internal market factors hamper the potential for growth. The most critical of these include: the reading rate, which remains at 41 per cent; the declining number of bookshops; the 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 the low profitability of entities in the retail sector.

The year 2025 also revealed growing problems in book distribution. Difficulties experienced by one of the key logistics operators, as well as by some major online retailers, showed how highly concentrated the market has become and how vulnerable the book supply chain is to disruptions.

The Polish book market is largely unregulated, which some observers argue has contributed to structural challenges. The year 2025 saw intensified discussions about its potential regulation. Key issues included book pricing, distribution rules and the economic position of authors and other creators. The Ministry of Culture and National Heritage is now working on regulatory legislation.

Since July 2019, NielsenIQ BookData has tracked B2C sales of printed books with ISBNs, covering the Total Consumer Market in Poland (TCM). BookScan recorded nearly 50 million units sold annually between 2023–2025, representing about 45 per cent of the estimated Polish TCM of 110 million books. Between 2019 and 2026, the panel captured sales of more than 800,000 unique ISBNs.

In 2025, BookScan reported PLN 1.3 billion in printed book sales, with an average selling price (ASP) of PLN 29.50. Poland has the lowest ASP among the 10 countries measured by NielsenIQ BookData in Europe. While Poland is a relatively large market in Europe in volume, it remains relatively small in value, reflecting its comparatively low ASP.

According to BookScan data, the average selling price (ASP) of books increased by just 8.2 per cent between 2021 and 2025, from PLN 27.27 to PLN 29.50. The main exception was educational books, where the ASP rose by nearly 40 per cent. Over the same period, cumulative inflation in Poland exceeded 40 per cent, according to Statistics Poland (GUS), which suggests that much of the cost pressure was absorbed by the book supply chain rather than passed on to readers.

Sales of second-hand books in Poland are 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 it 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 11,000 users have registered since the launch of the Empik Selfpublishing platform in 2023. According to estimates by Biblioteka Analiz, self-publishing still only accounts for about 2 per cent of the Polish publishing industry, but it has potential for growth.

The opportunities and threats posed by the use of AI in the book industry are 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 by category (%)

Poland does not have a central metadata provider for the book market. Instead, several metadata schemes are used, which can only be mapped to international standards after harmonisation. NielsenIQ BookData in Poland classifies books into five main categories aligned with the international THEMA classification system.

	2023	2024	2025
CHILDREN'S / YOUNG ADULT BOOKS	33.5%	31.0%	30.2%
SCHOOL TEXTBOOKS & STUDY GUIDES	20.4%	21.9%	24.6%
ADULT NON-FICTION: TRADE	22.5%	22.5%	22.3%
ADULT FICTION	19.2%	19.1%	18.0%
ADULT NON-FICTION: SPECIALIST	4.3%	5.6%	4.9%

*NielsenIQ BookData**

For decades, the Polish book market was heavily influenced by school textbooks, as parents purchased them directly. This changed in 2014 with the introduction of state-funded textbooks for primary schools, which fall largely outside of the TCM. Textbooks for secondary education are still purchased by parents and are included in the table above.

Two opposing forces shape the textbook market. Annual births have fallen from around 550,000 three decades ago to about 250,000 today, reducing demand for textbooks. On the other hand, frequent reforms of the education system and curriculum necessitate the regular updating and replacement of textbooks.

As a result, trends in TCM value, volume and ASP may be partly influenced by developments in the textbook segment. Poland's two largest retailers, Empik and Allegro, sell all major types of school textbooks, including those funded by the state.

Beyond the textbook segment, the structure of Poland's TCM is similar to that of Australia and New Zealand, with Children's & Young Adult accounting for over 30 per cent of sales value. The Children's market remains predominantly print-based and may have benefited from literacy initiatives, parental demand for alternatives to excessive screen time, additional household spending power created by state-funded primary school textbooks and child benefit programmes. YA Fiction grew strongly between 2021 and 2023 before declining in 2024–2025.

Adult Non-Fiction: Specialist contributes about 5 per cent of the total sales value, broadly in line with other Nielsen BookData markets. This segment has a high share of B2B sales that are not captured by BookScan. In addition, a substantial proportion of specialist publishers' revenue is derived from subscriptions to professional databases and digital platforms.

Adult Non-Fiction: Trade and Adult Fiction together account for around 40 per cent of the TCM. Publishers often estimate that digital formats account for around 20 per cent of the Fiction sales value. However, Fiction represents only about 20 per cent of the printed-book TCM's value, so these figures should not be extrapolated to the wider book market. A combined digital share of around 20 per cent for Fiction and Adult Non-Fiction: Trade is also frequently cited, but this figure is likely to be inaccurate – Fiction is relatively homogeneous, whereas Adult Non-Fiction: Trade is far more diverse, with many titles unavailable in audiobook or e-book formats.

Book production (number of titles)

2021	2022	2023	2024	2025
33,957	32,408	33,893	30,662	31,595

Polish Publishing in Figures 2025, National Library

In 2025, publishers submitted 31,595 book titles to the National Library of Poland – 3 per cent more than in 2024 but 7 per cent fewer than in 2023.

The yearly number of books published per 1 million inhabitants is 909. In most European countries this number is much higher.

Belles-lettres (number of titles)

	2021		2022		2023		2024		2025	
	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's	Adult	Children's
PUBLISHED TITLES	7,512	2,809	7,633	3,315	9,400	3,357	8,208	3,002	8,880	3,253

Polish Publishing in Figures 2025, National Library

In 2025, the largest increases in the number of titles were recorded in the literary and self-help categories. Categories showing a long-term downward trend include academic and specialist books as well as school textbooks. Literary books account for the largest share of published titles. In 2025, they accounted for 38 per cent of the total, compared with 36 per cent in 2024, representing an increase of 2 percentage points.

Original books and translations (total)

	2021		2022		2023		2024		2025	
	Original	Translated	Original	Translated	Original	Translated	Original	Translated	Original	Translated
PUBLISHED TITLES	23,541	6,643	21,887	7,148	22,187	8,752	20,623	6,841	21,249	7,355
BELLES-LETTRES for adults	4,687	2,619	4,559	2,840	5,217	3,967	4,789	3,118	5,273	3,297

Polish Publishing in Figures 2025, National Library

Books originally written in Polish account for 67 per cent of books published in 2025, while 33 per cent are translations from foreign languages. This figure has remained unchanged since the previous year.

Belles-lettres translated from foreign languages accounted for 60 per cent of the total of books in translation published in 2025.

Translations published in 2025

ORIGINAL LANGUAGE	TITLES	INCLUDING BELLES-LETTRES FOR ADULTS
English	4,188	1,602
Japanese	728	706
French	671	348
German	377	94
Italian	251	67
Spanish	193	95
Swedish	101	37
Russian	71	39
Norwegian	52	26
Ukrainian	43	21

Polish Publishing in Figures 2025, National Library

Bestsellers in 2025 (fiction & non fiction)

NO.	ISBN	TITLE	AUTHOR	PUBLISHER	PUBLICATION DATE
1	9788375799538	*Teoria POZWÓL IM*	Mel Robbins	Galaktyka	23/4/2025
2	9788375797381	*Atomowe nawyki*	James Clear	Galaktyka	9/10/2019
3	9788381326810	*Zdrowie bez wymówek*	Tadeusz Oleszczuk	Zwierciadło	21/5/2025
4	9788367674300	*Glukozowa rewolucja*	Jessie Inchauspé	Marginesy	17/5/2023
5	9788382309980	*Tajemnica tajemnic*	Dan Brown	Sonia Draga	9/9/2025
6	9788375782073	*Rozdroże kruków. Wiedźmin*	Andrzej Sapkowski	Supernowa	29/11/2024
7	9788367674317	*Chłopki. Opowieść o naszych babkach*	Joanna Kuciel-Frydryszak	Marginesy	17/5/2023
8	9788381325837	*Zakręty życia: Rozmowy o miłości, depresji, nałogach i odnajdywaniu siebie*	Ewa Woydyłło	Zwierciadło	19/6/2024
9	9788375796025	*Odwaga bycia nielubianym*	Ichiro Kishimi & Koga Fumitake	Galaktyka	8/6/2017
10	9788383878720	*Schronisko, które zostało zapomniane*	Sławek Gortych	WAB	18/6/2025
11	9788384021651	*Kasprowy*	Remigiusz Mróz	FILIA	7/5/2025
12	9788381326797	*Szczęścia można się nauczyć*	Ewa Woydyłło & Agnieszka Radomska	Zwierciadło	23/4/2025
13	9788368370355	*Ozyrys. Langer. Tom 3*	Remigiusz Mróz	Czwarta Strona	12/3/2025

14	9788383579719	*Bezkarny*	Remigiusz Mróz	FILIA	29/1/2025
15	9788383990088	*Quo vAIdis*	Andrzej Dragan	Otwarte	29/10/2025
16	9788375798845	*Nic mnie nie złamie*	David Goggins	Galaktyka	24/5/2023
17	9788368370973	*Substytucja. Seria z Joanną Chyłką. Tom 19*	Remigiusz Mróz	Czwarta Strona	29/8/2025
18	9788396578679	*Kuchnia Braci Rodzeń: jak przygotować posiłek niskowę-glowodanowy / KETO, by wyzdrowieć i pięknie żyć*	Bracia Rodzeń	Bracia Rodzeń	1/9/2023
19	9788327127341	*Murdle. 100 zagadek kryminalnych do rozwikłania przy użyciu logiki, wiedzy oraz sztuki dedukcji. Tom 1*	G.T. Karber	Publicat	1/7/2024
20	9788308085585	*Oczy szeroko otwarte. Polska strategia na czas wojny światowej*	Jacek Bartosiak	Wydawnictwo Literackie	26/2/2025

*NielsenIQ BookData**

The list of Poland's bestselling books of 2025 is topped by Mel Robbins's *Teoria POZWÓL IM* (*The Let Them Theory*), a major bestseller across Europe. Books in the Family, Health and Relationships, and Personal Development categories dominate the top five and also occupy several other positions on the list.

In fifth place is a mystery thriller by the internationally renowned author Dan Brown, closely followed by *Rozdroże kruków* (*Crossroads of Ravens*), the previous year's number one bestseller and the latest novel in *The Witcher* series.

The ranking also includes several titles that explore current issues, including geopolitics and the impact of artificial intelligence on society.

The presence of internationally bestselling authors such as Mel Robbins, James Clear, and Dan Brown reflects Polish readers' interest in global publishing trends. At the same time, Polish authors maintain a strong position in the ranking. The non-fiction book *Chłopki. Opowieść o naszych babkach* (*Peasant Women: The Story of Our Grandmothers*) continues to rank highly, and four crime novels by Remigiusz Mróz, one of Poland's bestselling adult-fiction authors, make up a significant portion of the list.

Overall, the ranking features both recent publications and established titles that continue to attract readers. The ranking did not include the following categories: Children & YA, educational books, colouring books for adults as well as cheap mass-market titles sold at an Average Selling Price lower than PLN 15 (€3.5).

*NielsenIQ BookData**

Average selling prices for books

	2021	2022	2023	2024	2025
EDUCATIONAL	29.77	37.67	39.38	39.20	41.24
FICTION	30.25	32.95	31.50	32.87	34.01
ACADEMIC SPECIALIST NON-FICTION	49.32	50.46	52.68	59.30	65.34
GENERAL NON-FICTION	33.89	36.14	37.46	39.05	39.96
CHILDREN'S AND YA	18.56	18.38	17.90	18.52	18.7
TOTAL	27.62	29.44	27.16	28.76	29.5

*NielsenIQ BookData**

Book prices vary significantly by category, as shown in the table above. The ASP total 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. A shift in proportions between categories and/or book format within a given category (e.g. fewer hardcover books, more cheap editions in pocket book format) may affect ASP dynamics.

Children's books are the largest segment of the TCM and also the least expensive, with an ASP of PLN 18.7 (€4.41), which has a significant impact on the market's overall ASP. Fiction titles are also priced below the market average, with an ASP of PLN 34.01 (€8.02). The relatively low ASPs in Children's and Fiction are partly driven by the growing popularity of lower-priced print formats. By contrast, Adult Non-Fiction: Specialist titles have the highest ASPs but account for only around 5 per cent of the sales value, with limited impact on the overall market ASP.

A more detailed assessment would require category-level analysis, including changes in format mix and product characteristics.

*Information provided by BookScan Polska comes from the fiscal cash registers of retail companies that sell books. The full list of detailers collaborating with the BookScan Polska panel and the research methodology are available at: NielsenIQ BookData Poland – NIQ.

Poland's 10 largest book publishers

GRUPA DRESSLER / dressler.com.pl
NOWA ERA / nowaera.pl
GRUPA WYDAWNICZA ZNAK / wydawnictwoznak.pl
GRUPA WYDAWNICZA FOKSAL / gwfoksal.pl
AKSJOMAT / aksjomat.com
WYDAWNICTWA SZKOLNE I PEDAGOGICZNE / wsip.com.pl
GREG / greg.pl
GRUPA PWN / pwn.pl
NASZA KSIĘGARNIA / nk.com.pl
MEDIA RODZINA / mediarodzina.pl
HARPERCOLLINS POLSKA / harpercollins.pl

NielsenIQ BookData

The ranking is based on NielsenIQ BookScan Polska and includes only B2C sales of printed books. It excludes institutional sales of textbooks to schools and libraries as well as revenue generated from databases and information services.

Two publishers, Nowa Era and WSiP, operate almost exclusively in the educational publishing segment. Wolters Kluwer Polska generated a revenue of PLN 374 million in 2025. However, 78 per cent of its revenue came from databases, while book sales accounted for less than 6 per cent.

Top literary publishers

PUBLISHER GROUP	Count of ISBN published in 2025
GRAND TOTAL	**5289**
Dressler Dublin (Albatros, Świat Książki, Bellona, Fabryka Słów, Purple Books, Bukowy Las, Wydawnictwo Olesiejuk)	576
Filia	407
Grupa Wydawnicza Znak (ZNAK, ZNAK Literanova, ZNAK Horyzont, ZNAK Emotikon, ZNAK Jednym Słowem, ZNAK Koncept, Wydawnictwo Otwarte, Szczeliny, Moondrive, Uniesienia, Woblink)	364
Prószyński i S-ka	263
Grupa Zaczytani (Poesis, Novae Res, Amare, Zaczytani)	261
Bonnier Polska (Marginesy, Wydawnictwo Luna, Port)	181
Wydawnictwo Kobiece (Wydawnictwo Kobiece, Illuminatio, Papierowe Serca, Mova)	171
Grupa Wydawnicza Foksal (WAB, Uroboros, Buchmann, Chmury)	167
Wydawnictwo Literackie	151
Zysk i S-ka	140
Grupa Wydawnictwa Poznańskiego (Czwarta Strona, Wydawnictwo Poznańskie)	128
Skarpa Warszawska	126

Muza (Muza, AKURAT)	114
Czarne	102
Dom Wydawniczy Rebis	98
Czarna Owca (Czarna Owca, Echa)	87
Replika	85
Wydawnictwo SQN	80
Agora (Wydawnictwo Agora, Wydawnictwo Ale!)	75
Sonia Draga (Sonia Draga, Wydawnictwo Sonia Draga Post factum, NonStopComics)	74

NielsenIQ BookData

Within the category of literary books, we include: Fiction, Poetry, Anthologies, Essays, Letters & Miscellaneous, Biographies, Current Affairs & Issues, People & Places: General, and Travel Writing.

Agora / wydawnictwoagora.pl

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

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. Albatros 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 winner Kazuo Ishiguro.

Czarne / czarne.com.pl

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.

Czarna Owca / czarnaowca.pl

Established in 1991 under the name Jacek Santorski & Co Publishing Agency, the publishing house has operated as Czarna Owca since 2009. Its catalogue includes bestselling crime fiction and thrillers (Liza Marklund, Camilla Läckberg), psychology books and practical guides (Gabor Maté, Robert Greene, Mark Wolynn, Viktor Frankl) as well as books covering a broad range of humanities and social sciences. Its imprints include Wydawnictwo ToTamto (children's books) SeeYA imprint (YA books) and Echa (literary fiction).

Grupa Wydawnicza Foksal / gwfoksal.pl

This group was formed in 2012 from the merger of three publishing houses: W.A.B., Buchmann and Wilga (children's literature) and is itself part of the Empik Group. In recent years the group has expanded its range by establishing several new imprints. 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 (Sally Rooney, Hanya Yanagihara, Sarah J. Maas, Han Kang), the group also publishes Polish authors (including Zyta Rudzka, Grzegorz Piątek, Remigiusz Mróz, Sławek Gotych).

Marginesy / marginesy.com.pl

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 and KOS Audio – a publishing house that specialises in audiobooks, particularly in the crime, contemporary fiction and fantasy genres.

Muza / muza.com.pl

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 Haruki Murakami, Carlos Ruiz Zafón and Gabriel García Márquez. Muza also publishes the work of bestselling crime writer Katarzyna Bonda. Its You&YA imprint launched in early 2022 has already published bestsellers by the likes of Weronika Anna Marczak.

Prószyński Media / proszynski.pl

Active since 1990, this publishing house has launched many new authors of popular Polish literature. The house 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 and Amy Tan. The houses's list includes crime novels by Katarzyna Puzyńska and the Arab series by Tanya Valko.

Rebis / rebis.com.pl

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 Rebis has published an increasing amount of nonfiction, 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, Rebis produces most of its books as part of extensive series. The house's authors include Salman Rushdie, Amos Oz, Frank Herbert, Elizabeth Gilbert, Robin Cook, Graham Masterton, Carla Montero, Bernard Minier and Mons Kallentoft.

Sonia Draga / soniadraga.pl

This house has been on the publishing market since 2000. Its list mainly consists of a broad range of novels (novels of manners, historical fiction, historical romance, crime novels and thrillers) as well as 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). Sonia Draga 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

Founded in 1994 by the Bertelsmann media corporation, Świat Książki was later incorporated into the German group Weltbild and now belongs to Dressler Dublin. The house publishes books by some of the most popular Polish authors (Jakub Żulczyk, Łukasz Orbitowski), but its entire list covers a much wider range of different genres of fiction and nonfiction. Świat Książki publishes the work of Julian Barnes and Paul Bowles, and its most popular books in recent years have been the novels of Kristin Hannah.

Wydawnictwo Literackie / wydawnictwoliterackie.pl

Founded in 1953, this company is associated with the international publishing group 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 of Poland's top literary prizes: 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

The history of Wydawnictwo Poznańskie dates back to 1956. The publishing house has three imprints: Wydawnictwo Poznańskie (fiction, history, non-fiction), Czwarta Strona (crime fiction) and We need YA (young adult 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

Founded in 1959, this house is focused on literary fiction and nonfiction 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 bestselling novelists include Wiesław Myśliwski, Zadie Smith, Eduardo Mendoza and Marek Krajewski. Its imprints include Znak Literanova (fiction), Znak Emotikon (children's books), Znak Horyzont (history books), Znak Koncept (non-fiction, self-help, cookbooks) and Znak Jednym Słowem (fiction, non-fiction, cookbooks). Znak has established a separate publishing house called Wydawnictwo Otwarte.

Zysk i S-ka / zysk.com.pl

Founded in 1994, the publishing house has established a strong position in the market thanks to its exceptionally diverse catalogue. Zysk i S-ka is one of the leading publishers of fantasy on the Polish market. Zysk i S-ka's foreign authors include George R. R. Martin and Peter Ackroyd. The publisher also promotes Polish writers, including Elżbieta Cherezińska. About 30 per cent of its entire range of publications are popular or specialised science books by authors including Stephen Hawking, Allan Bloom and Carl Sagan.

Readership

According to a recent survey by the National Library, 41 per cent of Poles read at least one book in 2025. The ratio of readers to non-readers is stable. Unfortunately, 60 per cent of adult Poles remain uninterested in reading.

	2021	2022	2023	2024	2025
READERS (%)	38	34	43	41	41
BUYERS (%)	40	36	48	50	43

National Library

The most frequently read books were crime fiction (27 per cent) and popular fiction, romance and erotic novels (19 per cent), as well as biographies, memoirs and historical books about the 20th century (19 per cent).

Sources of books

Source of books read	Percentage of readers who named a book from the given source
Purchase (also online)	43
Gift	26
Borrowed from friends or family	26
Library	19
Home book collection	10

National Library

The most frequently read authors in 2025 were: Remigiusz Mróz, Stephen King, Henryk Sienkiewicz, J.K. Rowling, Andrzej Sapkowski, Bolesław Prus, Katarzyna Bonda, Nicholas Sparks, George Orwell and Adam Mickiewicz.

Libraries

The number of libraries in Poland is systematically decreasing. According to data from the Statistics Poland, there were 7,438 public libraries in operation in 2025 (about 1.4 per cent fewer than in 2024).

According to the Educational Information System, there are 19,784 school libraries. In addition, there are almost 746 academic libraries, 761 church libraries, 491 specialised libraries and 138 prison libraries in operation in Poland. Altogether there are about 29,000 outlets that provide library services.

Public Libraries

Book collections at public libraries totalled 123.9 million volumes in 2025, approximately 330 for every 100 citizens. On average, there were 724 registered readers per public library. In total, libraries recorded 5.4 million registered users, who borrowed 99.5 million items. The average borrowing rate was 19 library books per user during the year.

Library activity

	2021	2022	2023	2024	2025
PUBLIC LIBRARIES	7,693	7,638	7,570	7,541	7,438
USERS (MILLION)	4.8	5.1	5.3	5.4	5.4
BOOK LOANS PER MILLION VOLUMES	89.1	94.5	97.9	98.8	99.5

Central Statistical Office

Compared to the previous year, the number of users increased by nearly 3 per cent and book loans increased by 0.6 per cent. Most libraries (64 per cent)

operated in the countryside. The 25–44 age group, which is the most professionally active, had the largest number of users.

Purchases for public libraries

(number of volumes per 100 citizens)

2021	2022	2023	2024	2025
9.2	9.35	8.8	8.7	8.8

Central Statistical Office

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

Most libraries (89.8 per cent) offer various types of electronic services. These include an online catalogue, the ability to reserve library materials remotely, electronic renewal notifications 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 from which they can be borrowed. At present, 28 million copies are available from 2,601 libraries.

Poland's public libraries are mainly funded by local council budgets. From 2021 to 2025, libraries received additional 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

The market is characterised by a high degree of concentration in both wholesale and retail channels, strong pressure on trade discounts and increasingly extended payment terms.

The largest distributors and bookshop chains have significant influence over the terms of cooperation with publishers, including trade discount levels, promotional policies, title availability and payment terms. The strong bargaining power of the largest market players continues to put pressure on publishers to offer higher discounts and accept increasingly longer payment periods. This poses a significant challenge to publishers' cash flow, particularly for small and medium-sized companies.

At the same time, e-commerce and direct sales operated by publishers through their own online shops and other digital channels are gaining importance. These channels allow publishers to retain a larger share of the margin, exercise greater control over pricing and promotional activities, and establish direct relationships with readers while also gaining valuable insights into their purchasing behaviour. As a result, direct-to-consumer sales are becoming not only an additional distribution channel but also an important part of publishers' strategies to reduce their dependence on intermediaries.

The growth of online sales is largely at the expense of traditional brick-and-mortar retail. Independent bookshops are particularly affected, as they have limited ability to compete with large chains and online platforms in terms of pricing, breadth of offers, logistics costs and product availability.

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. 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. More than 50 per cent of books are sold online.

Stable sales are also being generated by newsagents, who offer titles from the bestselling genres of romance and crime fiction in cheaper, pocket-sized editions, alongside other top-selling books. Supermarket sales have not changed, primarily due 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). The largest contributor is the Biedronka

chain owned by the Portuguese firm Jeronimo Martins, 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 (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, chemists' or home appliance stores. The Polish Post Office fills gaps in the publishing market in many areas where no competing shops represent the book industry. The Polish Post Office has more than 7,500 sites, including post office branches in very small towns and villages. In 2025, a total of 2 million books were sold through Poczta Polska's post offices. This represents a significant increase compared with 2024, when nearly 630,000 books were sold.

Publishers are looking for new ways to reach customers, and many have decided to sell outside of the mainstream market. Publishing houses count on their own online shops and 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 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 with the rise in online sales. Poland does not currently have a fixed book price law, although preparatory steps towards its introduction have been taken over the past year.

Number of bookshops

2021	2022	2023	2024	2025
1,748	1,705	1,691	1,666	1,621

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 2025 1,621 bookshops were registered on the database. The number of bookshops 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 bookshops is declining, while the role of online bookshops, bookshops chains and other distribution points, such as supermarkets, discount stores, and post offices, is growing. Small, independent bookshops are unable to compete with online shops' prices.

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

Family-owned bookshops are disappearing, because younger generations do not believe it makes economic sense to keep them going.

Wholesale discounts average approximately 42–60 per cent. Bookshop chains work at discounts ranging from 42–50 per cent, but in some instances direct cooperation is burdened by extra costs. Independent bookshops work at a discount of 27–35 per cent for 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.

Main bookselling chains

Empik / empik.com

Empik is one of the best-known Polish brands. On the market for 77 years, it is Poland's biggest bookselling chain and omnichannel leader, which now has 386 physical branches, the Empik.com online shop 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, who 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 three years, 11,500 e-books and audiobooks have been published, along with over a thousand self-published paper books.

Księgarnie Świat Książki / swiatksiazki.pl

This chain is owned by Dressler, a Polish book distributor, which acquired 36 bookshops from Weltbild in 2013 and opened further shops in the years that followed; by the end of 2025, it had 96 outlets. The new bookshops are situ-

ated in shopping centres as well as on high streets. The company also runs its own online bookshop, Swiatksiazki.pl. 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 48 bookshops, as well as an online bookshop called 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 is the arena for the fiercest price competition, which has a profound 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, develop their own e-bookshops, 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 2025”, which describes the online sales market, the best-known brand involved in online book sales is Empik (63 per cent), followed by Allegro (23 per cent) and Taniaksiazka.pl (7 per cent). The list also included Amazon, Swiatksiazki.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 21 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 26 million copies in 2025, 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 26 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 since Amazon Germany started operating in Poland in autumn 2027. Since spring 2021, users have been able to buy and sell from the Polish version of the platform. Amazon's position in Polish e-commerce has strengthened over time but remains well behind Allegro’s. According to an OECD market study based on Similarweb data, Amazon.pl accounted for approximately 6 per cent of engaged traffic among the main general online marketplaces in Poland in 2025, compared with 81 per cent for Allegro and 8 per cent for Empik.

Books have been one of the important product categories on Amazon.pl since its launch, and they remain a prominent part of the platform's offer. Amazon actively promotes books in Poland through dedicated book sale campaigns and seasonal events.

The book category on Amazon.pl is particularly broad, because it combines Polish-language books with a substantial selection of foreign-language titles, including English-language publications. The marketplace also offers new and used books from multiple sellers.

Bonito.pl

One of the biggest Polish online bookshops, in operation since 2006. Bonito.pl offers a range of 170,000 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 255 million in 2025 (€60 million). The company owes this growth to its aggressive pricing policy and the wide range of services that it provides.

Customers can receive their orders via the Polish postal service and courier firms as well as 29 company delivery points located in four major cities: Warsaw, Kraków, Katowice and Wrocław.

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. The online shop offers customers over 150,000 products. In 2025, Tantis.pl processed more than 2 million orders, with a turnover of PLN 197 million (€46 million).

E-books

The digital book market is now a mature and firmly established part of Poland's publishing industry. It includes both the à la carte purchase of e-books and the increasingly popular subscription model, which gives users access to extensive book catalogues. The market is developing alongside the audiobook segment, with the boundaries between different formats becoming increasingly blurred. Readers are noticeably more often accessing the same publication in multiple formats – for example, starting with an e-book and then continuing with the audiobook.

The COVID-19 pandemic accelerated the digitalisation of the book market. Digital formats have since become a permanent part of publishers' offers and the way readers consume books. This is confirmed by data from 2025: Empik Go users spent 22 per cent more time with digital books than in the previous year, while the number of paying subscribers increased by 60 per cent.

In 2025, the value of the Polish e-book market was estimated at approximately PLN 350–400 million (€82–93 million). There are currently no official, comprehensive statistics that would allow for a precise determination of the value contributed by the e-book segment alone. According to research by the National Library of Poland, e-books and audiobooks do not compete with traditional printed paper books but are supplementary to them. Readers choose the format of a publication according to their immediate needs and preferences.

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 increase their income from digital products and encouraged them to broaden their range and invest in new e-book catalogues.

E-books have now become a standard component of publishers' strategies. For most new commercial titles, publishers prepare both print and digital editions simultaneously, provided that the publishing rights and the nature of the title allow for it.

The subscription model is also becoming increasingly important. The leading platforms offering access to e-books are currently Legimi and Empik Go. Legimi combines the sale of individual titles with a subscription service, giving users access to hundreds of thousands of books. According to the latest data, more

than 260,000 users in Poland subscribe to the paid service, while the subscription catalogue includes approximately 840,000 books.

Empik Go also holds a strong position in the market, offering both e-books and audiobooks through a subscription model. The platform currently offers more than 220,000 audiobooks, e-books and podcasts, and recorded significant growth in the number of paying users in 2025.

The market is also developing through the integration of different formats. Both Legimi and Empik Go allow users to switch between e-books and audiobooks. On Legimi, the Synchrobook feature enables users to continue reading the same book in a different format and on another device.

The main e-book sales and distribution channels in Poland currently include Empik (Empik.com and Empik Go), Legimi, Publio.pl (which belongs to Agora), Woblink (part of the Znak Group), Ebookpoint.pl (part of the Helion Group) and IBUK.pl (PWN Group). Publishers' direct sales channels and online bookshops also play an important role in e-book distribution.

Audiobooks

The value of the Polish audiobook market is estimated at approximately PLN 230–300 million. This estimate is based on data on the number of audiobook listeners and users of subscription services. Interest in audiobooks is growing, driven by both an ever-expanding selection of recordings and shifting patterns in how people consume books. Publishers more and more often produce audiobook versions of their new publications and make recordings of titles from their backlists. The increasingly popular subscription model, which includes audio services, also plays an important role as platforms distribute audiobooks with growing commitment and successfully implement their own productions.

The structure of the market is changing. While its development was previously driven primarily by the sale of individual audiobooks, streaming and subscription-based access are now becoming increasingly important. The main platforms competing for Polish listeners are Audioteka, Empik, Storytel and BookBeat.

According to Storytel estimates, the Polish audiobook market currently has approximately 3–4 million listeners. The company also reports that the number

of its paying users in Poland increased by 55% year-on-year in 2025, confirming the rapid growth of the subscription segment. Storytel remains one of the largest international subscription services operating on the Polish market. The platform's business model is primarily based on subscriptions providing access to audiobooks and e-books, with Storytel Original productions also forming an important part of its offer. Its current Polish catalogue includes more than 500,000 audiobooks, e-books and other subscription-based content.

Audioteka, founded in Poland in 2008, remains one of the key players in the Polish audiobook market. The platform also operates in international markets, including Germany, Lithuania and the Czech Republic. It offers individual audiobook purchases as well as access through Audioteka Klub, along with podcasts, audio series and original productions. Audioteka Klub currently offers more than 50,000 titles. An important element of Audioteka's strategy is its investment in superproductions and original audio content, combining the work of multiple actors and narrators with sound effects and music. The company is owned by Wirtualna Polska Holding S.A.

Empik Go continues to strengthen its position as a platform that combines audiobooks, e-books and podcasts. In 2025, the number of paying Empik Go subscribers increased by 60 per cent, while users spent 22 per cent more time with digital books than in the previous year. At the same time, 30 per cent of the titles selected were new releases. Empik Go currently offers more than 220,000 audiobooks, e-books and podcasts. According to information provided by Empik, its catalogue exceeds 240,000 titles, including original Empik Go productions.

The BookBeat app has been operating in Poland since 2020 and is part of the Bonnier Group. In 2025, the platform continued to rapidly expand its user base, exceeding 150,000 subscribers in Poland in the third quarter. BookBeat currently offers access to more than 1 million audiobooks and e-books in a range of languages.

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 (5,072 books and 140 works in anthologies), Adam Mickiewicz (675 and 264, respectively), Władysław Reymont (619 and 91, respectively), Józef Ignacy Kraszewski (411 and 47, respectively), Bolesław Prus (370 and 100, respectively), and Stanisław Ignacy Witkiewicz (167 and 48, respectively).

Among modern authors, the most frequently translated include Stanisław Lem (1,788 book translations and 144 works in anthologies), Andrzej Sapkowski (1,425 books), Ryszard Kapuściński (731), Witold Gombrowicz (709 books and 79 works in anthologies), Olga Tokarczuk (592 books), Czesław Miłosz (591 and 280, respectively), Janusz Korczak (531), Wisława Szymborska (452 books and 264 works in anthologies), Sławomir Mrożek (415 and 152, respectively), Bruno Schulz (262 and 79, respectively), Zbigniew Herbert (249 and 208, respectively), Jarosław Iwaszkiewicz (235 and 270, respectively), Tadeusz Różewicz (215 and 279, respectively), Karol Wojtyła (176 books), Andrzej Stasiuk (173), Tadeusz Konwicki (147) 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 (51), 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), Marek Hłasko (31), Andrzej Stasiuk (31), Andrzej Szczypiorski (29), Tadeusz Konwicki (28), Antoni Libera (27) and Paweł Huelle (25).

In the period from 2016 to 2025, the largest number of translations of Polish literature were into English (671) and Russian (649), and followed by Spanish (537), Ukrainian (432), Chinese (431), Czech (431), German (417), French (371), Slovak (318) and Italian (317).

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 (310 books and 49 in cooperation with other authors), Przemysław Wechterowicz (125), Marta Galewska-Kustra (109), Piotr Socha (100) and Iwona Chmielewska (79).

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.

2025 *Koniec* (*The End*) by Marta Hermanowicz
2024 *Strużki* (*Trickles*) by Maria Halber
2023 *Białe noce* (*White Nights*) by Urszula Honek

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).

2026 **Fiction** – *Urodziny* (*The Birthday*) by Weronika Murek
Poetry –*Solarysze* by Marcin Mokry
Essay – *Obstalunki* (*The Orders*) by Piotr Paziński
Translation – Elżbieta Sobolewska for *A świat trwa* (*The World Goes On*) by László Krasznahorkai

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

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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).

2025 Darko Cvijetić for *Winda Schindlera* (*Schindler's Lift*), translated by Dorota Jovanka Ćirlić

2024 Monika Helfer for *Hałastra* (*Last House Before the Mountain*), translated by Arkadiusz Żychliński

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

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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.

2026 *Gołoborze* by Maciej Siembieda
2025 *Szept* (*Whisper*) by Weronika Mathia
2024 *Czarny poniedziałek* (*Black Monday*) by Agnieszka Graca

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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

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

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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
2026 Tomasz Łubieński
2025 Jul Łyskawa
2024 Jacek Świdziński

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, 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.

2026 *Propagandysta, który przechytrzył Hitlera. Jak wygrać wojnę informacyjną* (*How to Win an Information War: The Propagandist Who Outwitted Hitler*) by Peter Pomerantsev
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

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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: the entire body of a poet's work, the book of the year and 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.

2026 **Entire body of work** – Konrad Góra
Book of the year – *Epika* (*Epic*) by Piotr Matywiecki
Debut of the year – *czwarte wymieranie* (*The Fourth Mass Extinction*) by Aga Zano
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

The Witold Gombrowicz Literary Award / nagrodagombrowicza.pl

Sponsored by the Mayor of Radom, this prize was established in 2015. It is awarded for 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.

2025 Barbara Elmanowska for *Woliera* (*The Aviary*)
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*)

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.

2026 *Skroń* (*The Temple*) by Marlena Niemiec
2025 *Żertwy* (*Burnt Offerings*) by Antonina Tosiek
2024 *Poradnik dla niedawno zmarłych* (*A Handbook for the Recently Deceased*) by Magdalena Bielska

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 of the last edition, known as NPRCz 2.0, totals PLN 635 million (€135 million) for the years 2021–2025. A new edition of the programme for 2026–2030 is currently under preparation. The Ministry of Culture and National Heritage has already conducted preliminary consultations with representatives of the book market, libraries and industry organisations. The programme provides funding for the purchase of books for public and school libraries as well as for investments in library infrastructure.

Other grant programmes run by the Ministry of Culture and National Heritage and by the Polish Book Institute

- **The "Kraszewski" programme** provides the lowest-income libraries with funding to support the purchase of modern computer equipment (PLN 2.5 million/ €0.6 million in 2026);

- **The "Literature" programme** provides publishers with funding to support book publishing (PLN 4 million/€0.9 million);

- **The "Promotion of Readership" programme** provides funding to organisers of literary events (PLN 8,4 million/€1.9 million);

- **The "Partnership for the Book" programme** provides bookshops and libraries with funding to support professional training and the development of promotional skills (PLN 5 million/€1.1 million);

- **The "Certificate for Small Bookshops" programme** provides funding to small independent bookshops. The maximum grant available is €11,600 and can be used for promotion, operating costs, the purchase of equipment, necessary licences and bookshop equipment (PLN 4 million/€0.9 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 2,019 at the end of 2025. Of these, 656 are for children and young adults, and 1,363 are for adults. In 2025, 14,500 volumes were bought for such clubs. The subsidies provided in 2025 totalled PLN 2.5 million/€0.6 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 of 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 International Book Fair / targiksiazkiwarszawa.pl

Over the years, this event has changed its organisers, location and name. In 2023, it returned to its original name: the Warsaw International Book Fair.

In 2026, the book fair was held from 28 to 31 May at PGE National Stadium. Nearly 600 exhibitors took part. Sharjah, United Arab Emirates, was the guest of honour, while Armenia, Australia, China, France, Italy, Spain, the Republic of Korea, Germany, Norway, Romania, Slovakia, Turkey, Ukraine, the United Kingdom and Free Belarus were also represented among the exhibitors.

Industry Days were another important part of the programme, thanks to which more than 800 librarians and booksellers took advantage of free admission to the fair.The fair featured over 1,500 events and attracted more than 108,000 visitors in total, including a large number of children and young adults.

International Book Fair in Kraków / ksiazka.krakow.pl

The 28th International Book Fair in Kraków took place from 23 to 26 October 2025. The fair attracted 531 exhibitors, more than 59,000 visitors and almost 1,100 authors. The event also featured industry meetings for professionals involved in the book market.

The fair is organised by Targi w Krakowie and held at the International Trade Fair and Congress Centre EXPO Kraków.

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

Due to difficulties caused by the very high number of visitors on Saturdays and Sundays, the organiser now limits admission on those days.

Major international literary festivals

NAME	PROFILE	CITY	WEBSITE
Big Book Festival	fiction	Warsaw	bigbookfestival.pl
Bruno Schulz Festival	fiction, non-fiction	Wrocław	brunoschulz.dybook.pl
Children's Literature Festival	children's literature	Gdańsk, Kraków	fldd.pl
Conrad Festival	fiction, non-fiction	Kraków	conradfestival.pl
Crime Writing Festival	crime, mystery, thriller	Wrocław	festiwal.portalkryminalny.pl
Capital of the Polish Language Festival	literature	Szczebrzeszyn, Zamość	stolicajezykapolskiego.pl
Found in Translation Festival	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	spotlighted country	Sopot	literackisopot.pl
Opole Book Festival	literature	Opole	festiwalksiazki.pl
Miłosz Festival	poetry	Kraków	miloszfestival.pl
Non-Fiction Festival	literary reportage	Gdynia	nonfiction.pl
Looking East	literature	Buda Ruska	fb.com/patrzacnawschod
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;
- the organisation of collective stands for Polish publishers at foreign book fairs;

- the organisation of literary programmes to promote Polish books at international book fairs;
- the organisation of appearances by Polish writers at literary festivals, and within the scope of programmes designed to promote Polish culture;
- the organision of 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 Book Institute provides financial support for publishers aiming to publish works of Polish literature in foreign-language translation. Since 1999, the ©POLAND Translation Programme has provided nearly 4,000 grants for translations into 50 different languages published in 63 countries. The Book Institute can help to 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);
- non-fiction (literary reportage, biography, memoirs, essays);
- historical works (essays and popular history, barring specialist and academic works)
- literature for children and young people
- comics

The financial contribution of the Book Institute is designed to support the publication costs of translation, copyright licensing and printing.

Sample Translations ©Poland

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

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

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

The Transatlantyk Prize

Awarded annually by the Polish Book Institute since 2005 to outstanding ambassadors of Polish literature abroad. Its aim is to promote Polish literature on the world market and to provide a focal point for translators of Polish literature and its promoters (publishers, literary critics, academics and organisers of cultural events). The prize is worth €11,000. Recent winners:

2026 Tapani Kärkkäinen
2025 Xavier Farré
2024 Vera Verdiani and Abel Murcia
2023 Hatif Janabi

The Found in Translation Award

Awarded annually for the best translation of Polish literature into English. The winner receives a prize of €3,700 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:

2026 Ursula Phillips for *Ice* by Jacek Dukaj
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

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.

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.

Book Institute ©Poland

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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 Poland's citizens as well as the most important foreign publications related to Poland and published abroad.

The ISBN database (e-isbn.pl) includes information on all of 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 2025 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 more than 5 million descriptions of books, periodicals and e-books, as well as sound recordings, musical scores, cartographic and iconographic documents, and films collected from 160 cooperating academic and scientific libraries.

Polska Izba Książki / pik.org.pl

The Polish Book Chamber

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

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. The Association currently has more than 600 members. The organisation is a member of the European Council of Literary Translators' Associations.

Unia Literacka / unialiteracka.pl

The Literary Union

The Literary Union is a professional association 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. Currently the association has more than 300 members. The Literary Union is a member of the European Writers' Council.

Stowarzyszenie Księgarzy Polskich / ksiegarze.org.pl

Polish Booksellers Association

The SKP is a nationwide organisation that brings together booksellers, whether business owners or employees associated with the industry. The Association was founded in 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. The 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 that brings together over 4,000 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 40,000 articles in Polish, English, Ukrainian, Japanese, Chinese, Korean and Russian, Culture.pl covers the best of Polish literature, design, visual arts, music, film and more, with over 10 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 5 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, best-known consulting firm in its field. Its rynek-ksiazki.pl website includes historical information about the key players on the Polish book market. Biblioteka Analiz also publishes "Magazyn Literacki KSIĄŻKI" (Literary Magazin BOOKS) and organizes industry events and competitions.

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