

Market Research: Bhuku

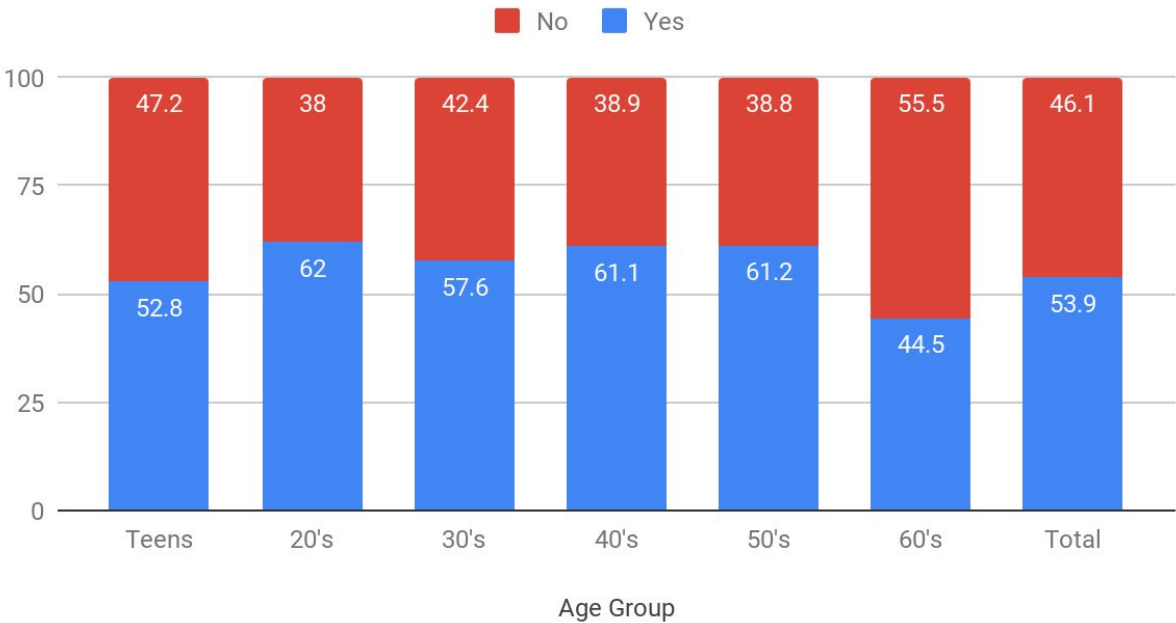
Author:

Hiro Mejia

Demographics

- Based on one of the biggest surveys about books by Japan, (with a sample number of 49.9M participants) people in their 20's read books, monthly, more than any other age group, followed closely by people in their 50's and 40's.

When asked if they read a book monthly



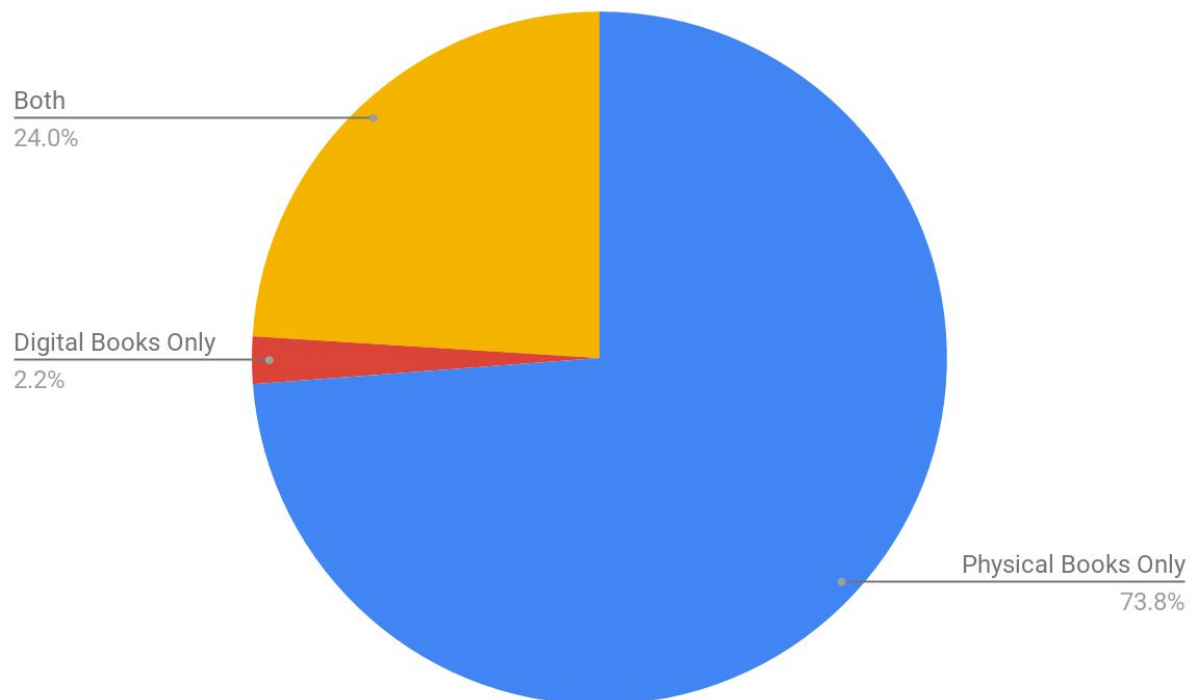
- However, in terms of raw number, people in their 30's are the majority who read books monthly, followed closely by people in their 50's and 40's.

Age Group	Monthly Readers
Teens	2,577,000
20's	8,866,000
30's	10,435,000
40's	10,008,000

50's	10,226,000
60's+	7,795,000
Total:	49,907,000

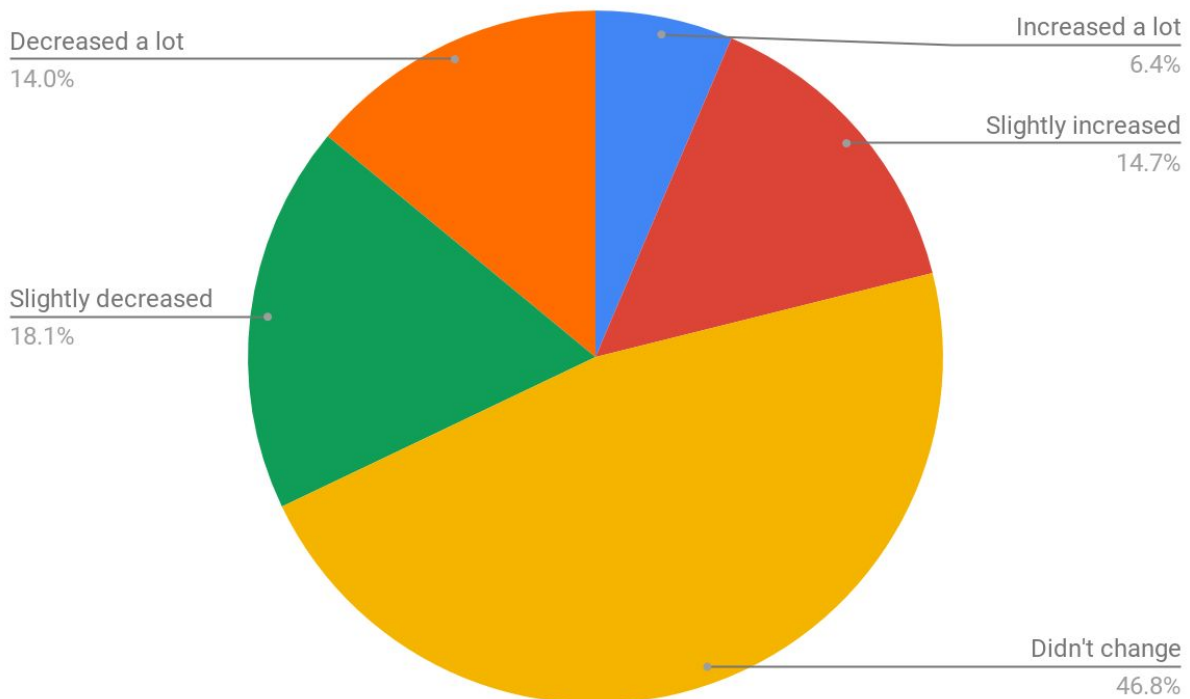
Book Reading Statistics

- **Japan on average spend 4.1 hours a week reading a book**
- **It starts at home** - Japan is 13th out of the top 15 countries where people own the most books when they were 16 (average of 102 books per house when they were 16)
- **Paper is still king** - When asked about which form of books they read with, 73.8% said they read only physical books.



- **The top 3 genre of books people read on paper are:**
 - Novels
 - Manga (Comics)
 - Magazines
- **However, top 3 genre of books people read on digital format changes:**
 - Manga (Comics)
 - Novels
 - Magazines

- **When asked where people usually read their books:**
 - On the bed (51.5%)
 - Living room (51.4%)
 - In own room (other than bed) (35.5%)
 - While commuting (32.1%)
 - Cafe's (18.6%)
- **When people, who read on both paper and digital, were asked why they choose paper or digital books:**
 - **They choose paper books when:**
 - They read at home (59.5%)
 - They want to keep a physical copy of the book (48.3%)
 - They buy a book that they think they will read more than once (37.1%)
 - **They choose digital books when:**
 - They read during commute (41.7%)
 - They read at home (40.7%)
 - They read during traveling (27.5%)
- **When people were asked if their reading time increased compared to the previous year:**



- **When the same people were asked, why their reading time increased, people answered:**

- I discovered more books that I want to read (45.5%)
- I got more free time (39.6%)
- I needed to study (27.9%)
- **When the same people were asked, why their reading time decreased, people answered:**
 - I got busier (44.4%)
 - I use my free time on other activities (22.6%)
 - It got harder to read (21.4%) (Mostly from 50's and 60's+)

Discovery

- **When people were asked what gives them interest in buying a book:**
 - When some best seller book goes viral (27.3%)
 - Ads from magazines, newspapers (both physical and online) (25.6%)
 - Recommendation from people around me (21.9%)
- **When people were asked how they decide when buying a book:**
 - When it's a favorite title/series (53.7%)
 - When it's from a favorite author (47.3%)
 - When I see the book cover/title (42.2%)
 - When I read about the summary (28.3%)
 - When it's recommended by the shop (21.3%)

References

1. <http://www.1book.co.jp/004969.html>
2. <https://geediting.com/world-reading-habits/>
3. <https://geediting.com/world-reading-habits-2018/>
4. <https://insight.rakuten.co.jp/report/20160929/>
5. <https://honote.macromill.com/report/20180925/>