

Abstract

This research report looks at independent and informal booksellers in Gauteng and the North-West. There has not been research done on independent bookshops and bookselling in South Africa. It is an important section of the market both in terms of selling and buying. Information regarding where people buy books will assist publishers and other industry role players to improve distribution and make it easier for these sellers to obtain books from the publishers. The terms on which they buy needs to be addressed as this research study looks at the obstacles they face in getting stock as well as the discounts they receive. In terms of selling, the South African Book Development Council's report in 2016 showed that there is a potential market of book buyers who are not currently buying books, but they would like to. Access was one of the major obstacles they listed. Books are not available where they live and work, and this makes it difficult for them to obtain books. Independent and informal booksellers can bridge this gap. This will solve both the issue of buyers obtaining books as well as boosting sales of books, which will benefit publishers and booksellers alike.