

There are about 6,000 outlets selling books in Belgium. These include 300 pure specialist book shops; 5,000 news agents (of which 3,500 stock a significant volume of books) and 700 large stores, including department stores, supermarkets and hypermarkets. A breakdown of retail sales by type of outlet is featured in Figure 9.15.

Figure 9.15
RETAIL DISTRIBUTION OF ALL BOOKS IN BELGIUM (1980)

Retail Distribution	Percentage
Book shops, including shops selling paperbacks	50
News agents	15
Large stores, including department stores	10
Book clubs, mail order sales	12
Sales direct to schools and institutions	12
Other	1
TOTAL	100

SOURCE: Euromonitor

The Belgium government has implemented about fifteen measures to assist the book publishing industry in French-speaking regions. Most of these measures are for editing and publication and there are relatively few measures for promotion, retail trade and support to libraries.