

## Industry News - Changes in How Some Booksellers are Buying Books

Retail trends are shifting, with some opting for domestic orders exclusively, limiting offshore purchases. Ingram's analysis highlights that extended shipping times and longer distances negatively impact sales. Given changing buying habits, publishers must adapt their global selling strategies by optimizing their supply chains.

"Ingram Content Group understands the needs of publishers and booksellers to distribute and print closest to the reader. Offering high-quality, print-on-demand globally alongside Ingram's established distribution network is transforming the way books are sold around the world," states Kelly Gallagher, Vice President of Content Acquisition at Ingram Content Group.

### A Regional Solution in Australia

Australia provides a prime example of expanding market reach. Since 2011, Ingram's Melbourne facility has enabled cost-efficient access to Australia from Europe and North America. Serving over 500 independent bookstores and major retailers like Amazon



### Price Your Books Globally

Ingram's in-market print-on-demand service is an easy, local, and cost-effective solution to selling worldwide, and we encourage all publishers to price their books globally.