

Religious books see 'unprecedented growth' in Brazil

Written by Eric Tiansay

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Religious titles have seen tremendous growth in Brazil, according to ANL (Associação Nacional das Livrarias), Brazil's national booksellers association.

Last month, ANL issued its annual state of industry report, noting that while only 46% of bookstores sold religious titles in 2009, that figure rose to 76% in 2012.

"Growth in distribution of religious titles is just one indicator of the dynamism of the industry in this country, where the evangelical population is experiencing unprecedented growth," said Christian Trade Association International (CTAI).

To meet the demands, the association's member organizations in Brazil are celebrating significant milestones and planning events in the next few months.

ASEC (Associação de Editores Cristãos), the Christian publishers association in Brazil, will celebrate its 25th anniversary with its second annual FLIC (Feira Literária Internacional Cristã), an international Christian book fair to be held June 5-8 in Sao Paulo.

At last year's FLIC, ASEC President Sergio Henrique de Lima, publisher of Editora Vida, noted that evangelicals comprise about 30% of the population of Brazil and read about seven books annually. ASEC estimated that last year its members achieved sales of 400 million reais or nearly \$200 million. The association expected sales to increase by 50 million reais (\$25 million) in 2013.

For more information on ASEC, visit www.editorescristaos.org.br and www.feiraflic.com.br.

ANLE (Associação Nacional das Livrarias Evangélicas), the Christian retailers association in

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Brazil, will hold its annual convention at FIC (Feira Internacional Cristã), to be held July 17-20 in Sao Paulo.

Wilson Pereira Jr., ANLE's president, expects 200,000 people will attend the consumer-oriented portion of the new convention, and 3,000 industry professionals will attend the business segment of the event.

For more information on ANLE, email Wilson Pereira Jr. at presidencia@anle.com.br or visit www.feirainternacionalcrista.com.br