

“CURRENT TRENDS IN THE ART BOOK MARKET IN UKRAINE”

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The artbook market in Ukraine is growing, although it still remains not over-saturated. After a significant decline in 2022 caused by the full-scale war, Ukraine's publishing industry, while undergoing major changes, continues to demonstrate steady growth. According to the State Committee for Television and Radio-broadcasting, the number of printed publications in 2023 increased by 73% compared to 2022, while print runs grew by 203% [1]. In 2024, the book market grew by 21% of the annual print run compared to the previous year.

Compared to other products in the Ukrainian book market, the number of published artbooks remains limited; their niche is relatively narrow but rapidly growing. Artbooks have exclusive print runs, high production costs per copy, and appeal to a specific, non-mass audience. However, this market situation creates favorable conditions for the new projects which, given high-quality production and a marketing strategy, can easily find their buyers and niche.

Over the past few years, artbooks have ceased to be isolated phenomena and became a distinct segment of the book market, with their own audience and a stable, gradually growing demand. Modern readers perceive any publication not only as a carrier of textual information but as a combination of design and high-quality content. Artbooks are gaining popularity because they provide deeper immersion into the worlds of cinema, games, and contemporary art through visual materials, which help to better understand the creative process. In Ukraine, artbooks popularity growth is supported by the growth of the pop culture market, specialized publishers and stores, as well as the formation of a collecting culture among younger audiences. Previously artbook publishing was oriented toward an audience of creative professionals, such as designers, photographers, film industry specialists, whereas now

the target audience has expanded to include fans of cinema, anime, games, animation, and collectors.

Localized versions of English-language editions are popular in Ukraine (Figure 1). The most well-known modern artbooks have been published in Ukrainian, for example, artbooks based on the «Death Stranding» games, the «Spider-Man: Into the Spider-Verse» movie, and the show «Arcane».



Figure 1 – Popular artbooks published in Ukrainian

Original artbooks often are illustrated by Ukrainian artists, the proceeds from their sales can be directed toward charity or funds supporting the army. The artbook «Ukrainian Bestiary» (Figure 2) was published in Ukrainian and English; 100 artists participated in its development, sharing 50 mythological creatures: each spread was illustrated by two contributors who developed concept art, depictions of the creature, its details, habits.



Figure 2 – Artbook «Ukrainian Bestiary», 2023

Publishers often release original artbooks with special stickers, cards, pins, booklets, bookmarks, and etc (Figure 3).



Figure 3 – Deluxe edition of the artbook «Ukrainian Magical Academy», 2025
Scientific organizations also produce artbooks to popularize their fields in a more engaging format. The artbook «Zorevyr: Across the Universe» (Figure 4) contains many illustrations and introductory texts about constellations, planets, and other celestial bodies. More than a hundred Ukrainian artists participated in the creation of the illustrations, while the texts were developed by the Clear Skies Foundation, which organizes scientific and educational projects aimed at advancing Ukrainian astronomy.



Figure 4 – Original artbook «Zorevyr: Across the Universe»

In conclusion, artbooks in Ukraine have established themselves as a stable segment of the publishing industry with a dedicated audience. The market is experiencing gradual growth due to increasing audience interest, as well as the development of pop-culture events, specialized niche publishers, and geek-oriented stores. A significant number of original artbooks are being produced in collaboration with Ukrainian artists or scientific organizations.

References:

1. Протягом 2023 року в Україні зареєструвалося 270 нових видавців, а випуск книжкової продукції збільшився на 73%. (2023, December 12). [Міністерство культури України]. Новини. Інформаційна політика. <https://mincult.gov.ua/news/protyagom-2023-roku-v-ukrayini-zareyestruvalosya-270-novyh-vydavcziv-a-vypusk-knyzhkovoyi-produkcziyi-zbilshyvsvana-73/>