

Vanves, 22 July 2025

PRESS RELEASE

Hachette Livre becomes the first French publisher on TikTok Shop, to help make reading accessible to all

Hachette Livre is expanding its efforts to promote reading among young people by launching its official store on TikTok Shop. The first publishing group in France to join this online marketplace, Hachette Livre continues to pursue its mission to make reading more accessible by focusing on new practices and innovative digital environments.

A new gateway to reading for young adults

In keeping with its pioneering spirit, Hachette Livre is working to rekindle the joy of reading, especially among young adults, by launching its first official store on TikTok Shop in France.

This new, innovative sales channel will enable Hachette Livre to diversify its audiences and **reach out to readers in a place where they already spend time**. It's an all-new initiative for the French publishing industry, which offers a new **service for authors** by connecting directly with their communities via in-app comments and interactions, as well as "LIVE Shopping" and other features.

The rising success of the **#BookTok** community on TikTok, which has posted 60 million videos, demonstrates a renewed interest in reading among the young TikTok audience. Books are a passion and a subject of conversation on the site, where users share novels they love, viral recommendations, and their heartfelt comments.

Hachette Livre and TikTok: a strategic collaboration to expand access to culture

The Hachette Livre store on TikTok Shop offers a selection of books that reflects the diversity of the platform and the Group's rich catalogue: novels, cookbooks, arts & crafts, coloring for adults, practical guides, and much more.

Tailored to the TikTok experience, this selection will be promoted by content creators and directly by certain others, to offer users an enhanced, immersive path to discovering new books.

This unique pairing grew from close-knit collaboration between the Hachette Livre and TikTok Shop France, which built on successful TikTok Shop launches by Hachette UK and Hachette Book Group in the US.

The initiative boosts Hachette Livre's innovation strategy and cements its role as a publishing leader by opening a new path to reading and culture, especially for the younger generations.

"TikTok Shop represents a strategic opportunity for Hachette Livre to reach a new generation of readers. Our aim in joining TikTok Shop is to make reading more accessible, more visible and more engaging for younger audiences, by embedding it in their daily digital routine." **Guillaume Pech-Gourg, Chief CRM & Digital Marketing Officer, Hachette Livre**

"We're delighted to welcome Hachette Livre to TikTok Shop and to showcase its books to our active community of book lovers. Through the content shared on #BookTok, TikTok has inspired fresh interest in reading and a new angle on sharing favorite books. Now that Hachette Livre is on TikTok Shop, our community will be able to go from discovery and inspiration to purchasing books directly in the app. It's an innovative, direct and engaging way to rekindle an interest in reading among a wide audience." **Mehdi Meghzifene, Director of TikTok Shop France**



Hachette Livre is a subsidiary of Lagardère SA and the world's third-largest mainstream publishing group (trade and educational). With revenue of €2,873 million in 2024, it is the market leader in France, number two in the UK, third in Spain and fourth in the US (in trade publishing). The Group comprises over 200 imprints which together publish around 15,000 new titles each year in a dozen languages (mainly French, English and Spanish). Hachette Livre covers all segments of the mainstream publishing market: general fiction, nonfiction, paperbacks, children's and YA books, illustrated books, travel guides, textbooks, study guides and partworks. <https://www.hachette.com/>

About TikTok

TikTok is the leading destination for short-form mobile videos. Our mission is to serve as a source of inspiration for users and to enhance their lives by providing a place for them to express their creativity and enjoy a genuine, amusing and positive experience. TikTok is present worldwide, with offices in Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul and Tokyo. www.tiktok.com

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