

## **Italy Books Market Summary, Competitive Analysis and Forecast, 2017-2026**

Industry Report | 2022-06-28 | 38 pages | MarketLine

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### **Report description:**

Italy Books Market Summary, Competitive Analysis and Forecast, 2017-2026

#### Summary

Books in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The books market is comprised of the value of total retail sales of physical and digital. The physical segment of the books market includes atlases, dictionaries, encyclopedias, text books, guidebooks, musical scores, maps, fiction and non-fiction. The digital segment of the books market consists of electronic books which can be read on computers or other electronic devices such as tablets. Other segment includes magazines, download audio, physical audio and other not included in the above segments.
- The Italian books market had total revenues of \$3.7bn in 2021, representing a compound annual growth rate (CAGR) of 1.7% between 2016 and 2021.
- The Physical segment was the market's most lucrative in 2021, with total revenues of \$2.9bn, equivalent to 78.7% of the market's overall value.
- The lockdown measures that were enforced in response to the coronavirus pandemic forced the closure of various physical bookstores leading to an impact on the Italian books market. However, the ease in restrictions and the increase in vaccinations drove the growth of the market in 2021.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the books

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market in Italy

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the books market in Italy
- Leading company profiles reveal details of key books market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy books market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Italy books market by value in 2021?
- What will be the size of the Italy books market in 2026?
- What factors are affecting the strength of competition in the Italy books market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's books market?

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