

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

Industry Report | 2022-12-21 | 44 pages | MarketLine

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### **Report description:**

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

#### Summary

Publishing in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 publishing market consists of books, newspapers and magazines.
- The Italian publishing market had total revenues of \$6.2 billion in 2021, representing a compound annual growth rate (CAGR) of -3.1% between 2016 and 2021.
- The books segment accounted for market's the largest proportion in 2021, with total revenues of \$3.7 billion, equivalent to 59.3% of the market's overall value.
- The Italian publishing market has suffered as new forms of media and entertainment, such as subscription video on demand services, increasingly compete for consumers' attention and leisure time.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the publishing market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in Italy
- Leading company profiles reveal details of key publishing market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy publishing market with five year forecasts

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## Reasons to Buy

- What was the size of the Italy publishing market by value in 2021?
- What will be the size of the Italy publishing market in 2026?
- What factors are affecting the strength of competition in the Italy publishing market?
- How has the market performed over the last five years?
- How large is Italy's publishing market in relation to its regional counterparts?

## Table of Contents:

### Table of Contents

#### 1 Executive Summary

##### 1.1. Market value

##### 1.2. Market value forecast

##### 1.3. Category segmentation

##### 1.4. Geography segmentation

##### 1.5. Market rivalry

##### 1.6. Competitive Landscape

#### 2 Market Overview

##### 2.1. Market definition

##### 2.2. Market analysis

#### 3 Market Data

##### 3.1. Market value

#### 4 Market Segmentation

##### 4.1. Category segmentation

##### 4.2. Geography segmentation

#### 5 Market Outlook

##### 5.1. Market value forecast

#### 6 Five Forces Analysis

##### 6.1. Summary

##### 6.2. Buyer power

##### 6.3. Supplier power

##### 6.4. New entrants

##### 6.5. Threat of substitutes

##### 6.6. Degree of rivalry

#### 7 Competitive Landscape

##### 7.1. Who are the leading players?

##### 7.2. What strategies do leading players follow?

##### 7.3. How is technology being used in the leading players' strategies?

##### 7.4. Which companies offer substitutes to the main market?

##### 7.5. Is there any significant M&A activity on the horizon for next year?

##### 7.6. What impact is the COVID-19 pandemic having on leading players?

#### 8 Company Profiles

##### 8.1. Arnoldo Mondadori Editore S.p.A.

##### 8.2. RCS MediaGroup SpA

##### 8.3. GEDI Gruppo Editoriale SpA

##### 8.4. EFFE 2005 - Gruppo Feltrinelli SpA

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## 9 Macroeconomic Indicators

### 9.1. Country data

## 10 Appendix

### 10.1. Methodology

### 10.2. Industry associations

### 10.3. Related MarketLine research

### 10.4. About MarketLine

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