

# Information and Communications in Italy

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## Abstracts

The information and communications industry's growth accelerated slightly in 2019. This acceleration was mainly driven by an improving performance by the IT category, suggesting that the ICT industry was somewhat immune to the weak performance of the country's economy. Digitisation processes continued, thanks to businesses investing in digital solutions, automation and various IT systems capable of improving efficiency both through internal funding and EU financial support. In addition, the Ital...

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Information and Communications market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** Computer and Related Services, Filmmaking, Radio and TV, Publishing and Printing, Telecommunications.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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