

Books in Italy

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Abstracts

Books in Italy

Summary

Books in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). 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 segmented into physical, e-book, and other books. The market value represents the retail sales.

The Italian book market recorded total revenues of \$3.6 billion in 2023, representing a compound annual growth rate (CAGR) of 0.9% between 2018 and 2023.

The physical segment accounted for the market's largest proportion in 2023, with total revenues of \$2.7 billion, equivalent to 75.3% of the market's overall value.

Italy accounted for a 10.9% share of the European book market in 2023.

Scope

Save time carrying out entry-level research by identifying the size, growth, major

segments, and leading players in the books 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

Reasons to Buy

What was the size of the Italy books market by value in 2023?

What will be the size of the Italy books market in 2028?

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?

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 are the strengths of the leading players?
- 7.3. What strategies have leading players followed in recent years?
- 7.4. What have been the most significant mergers and acquisitions recently?

8 COMPANY PROFILES

- 8.1. Arnoldo Mondadori Editore SpA
- 8.2. EFFE 2005 - Gruppo Feltrinelli SpA
- 8.3. Amazon.com Inc

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

List Of Tables

LIST OF TABLES

- Table 1: Italy books market value: \$ million, 2018-23
- Table 2: Italy books market category segmentation: % share, by value, 2018-2023
- Table 3: Italy books market category segmentation: \$ million, 2018-2023
- Table 4: Italy books market geography segmentation: \$ million, 2023
- Table 5: Italy books market value forecast: \$ million, 2023-28
- Table 6: Arnoldo Mondadori Editore SpA: key facts
- Table 7: Arnoldo Mondadori Editore SpA: Annual Financial Ratios
- Table 8: Arnoldo Mondadori Editore SpA: Key Employees
- Table 9: EFFE 2005 - Gruppo Feltrinelli SpA: key facts
- Table 10: EFFE 2005 - Gruppo Feltrinelli SpA: Key Employees
- Table 11: Amazon.com Inc: key facts
- Table 12: Amazon.com Inc: Annual Financial Ratios
- Table 13: Amazon.com Inc: Key Employees
- Table 14: Amazon.com Inc: Key Employees Continued
- Table 15: Italy size of population (million), 2019-23
- Table 16: Italy gdp (constant 2005 prices, \$ billion), 2019-23
- Table 17: Italy gdp (current prices, \$ billion), 2019-23
- Table 18: Italy inflation, 2019-23
- Table 19: Italy consumer price index (absolute), 2019-23
- Table 20: Italy exchange rate, 2019-23

List Of Figures

LIST OF FIGURES

Figure 1: Italy books market value: \$ million, 2018-23

Figure 2: Italy books market category segmentation: \$ million, 2018-2023

Figure 3: Italy books market geography segmentation: % share, by value, 2023

Figure 4: Italy books market value forecast: \$ million, 2023-28

Figure 5: Forces driving competition in the books market in Italy, 2023

Figure 6: Drivers of buyer power in the books market in Italy, 2023

Figure 7: Drivers of supplier power in the books market in Italy, 2023

Figure 8: Factors influencing the likelihood of new entrants in the books market in Italy, 2023

Figure 9: Factors influencing the threat of substitutes in the books market in Italy, 2023

Figure 10: Drivers of degree of rivalry in the books market in Italy, 2023

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