

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?

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