

General Italian Book Market Information



Italy ranks among Europe's top book markets. Print books account for the majority of sales, generating approximately US \$1.97bn in revenue¹, while 77.2% of readers prefer paper books to e-books², based on the latest available data.

Top 5 Subject Themes Sold in Italy:



Young Adult Fiction



Religion



History



Business and Economics



Body, Mind, and Spirit



Italians are increasingly realizing the importance of English, which is leading to a higher demand for English language titles. Data from 2019 indicates that almost all students in Italy were taught English in school.



Optimum Discount Levels

As a guide, it is recommended to set a Global Connect discount of over 40%. This provides a margin for the Global Connect distributors to calculate an appropriate local currency price for the region. This also enhances local availability for titles within a competitive book market.



Rotomail - Our Local Network

Rotomail started in 1996 as a software house specializing in one-to-one marketing solutions. In 2000, they were the first company in the world to use high-speed full-color inkjet technology. Today, they are one of the largest businesses in the European digital printing sector, developing software and hardware solutions for print-on-demand.

Distribute Your Books Across Italy

Rotomail accesses 4,000 points of sale through Messaggerie Libri, the largest Italian book distributor. Rotomail also has connections with well-known online bookstores such as Libraccio and IBS.

¹ Topic: Book market in Italy. (2022). Statista; Statista. <https://www.statista.com/topics/9254/book-market-in-italy/#topicOverview>

² for, G. (2021, December 13). The Book Market in Italy. Gramsci Centre for the Humanities. <https://www.gramsciforthehumanities.org/en/book-market-italy/>