General Italian Book Market Information

Print books account for the majority of book sales in Italy and generated over US $2bn in revenue in 2022. Italy ranks among the top book markets in Europe. Print books account for the majority of book sales in Italy and generated over US $1.97bn euros in revenue in 2022. [1]

77.2% of readers prefer paper books to e-books. [2]

Top 5 Subject Themes Sold in Itay:

Young Adult Fiction | **Religion** | **History** | **Business and Economics** | **Body, Mind, and Spirit**

77.2%
of readers remain tied exclusively to paper books

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.

40% +
Recommended Discount

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
ITALIA

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 Amazon.it and other well-known online bookstores such as IBS.it, Libraccio.it, Mondadori.it, and Libreriarizzoli.it.

[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/"

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