

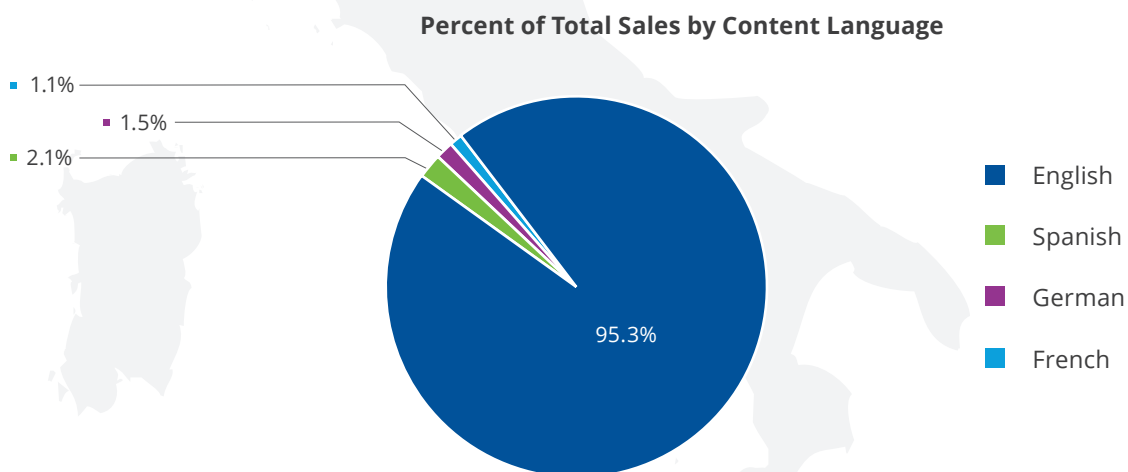
Global Connect® Italy

The Size of the Italian Book Market

The Italian Book market is worth approximately 3.04 billion euros (3.7 billion USD).¹ In 2020, Italians purchased 104.5 million print and digital books. Audiobooks are not included in this count, as they are mainly available via subscription in the Italian marketplace.²

Demand for English Language Titles in Italy

Ingram sells tens of thousands of titles into the Italian market every year. Most of those titles are in English.



Making Books Available in Italy

1. Publishers should sign our [Global Agreement](#) if they have not already done so.
2. Publishers must add a USD price and a discount level for Italy for each title via their Lightning Source account. Customer service representatives will provide a spreadsheet that enables multiple prices to be uploaded simultaneously to publishers with a large quantity of titles.

About Rotomail, Ingram's Print Provider in Italy

Rotomail Italia is a digital printing house and a developer of software & hardware solutions that has been operating since 1996. It prints over 2.5 million books annually, most of them in Italian, English and German.

Rotomail is based in Vignate, in the north of Italy near Milan and Linate International Airport.

Rotomail's Position in the Italian & Wider European Markets

Rotomail is the largest Print-on-Demand (POD) provider in Italy.

Distribution and Connectivity

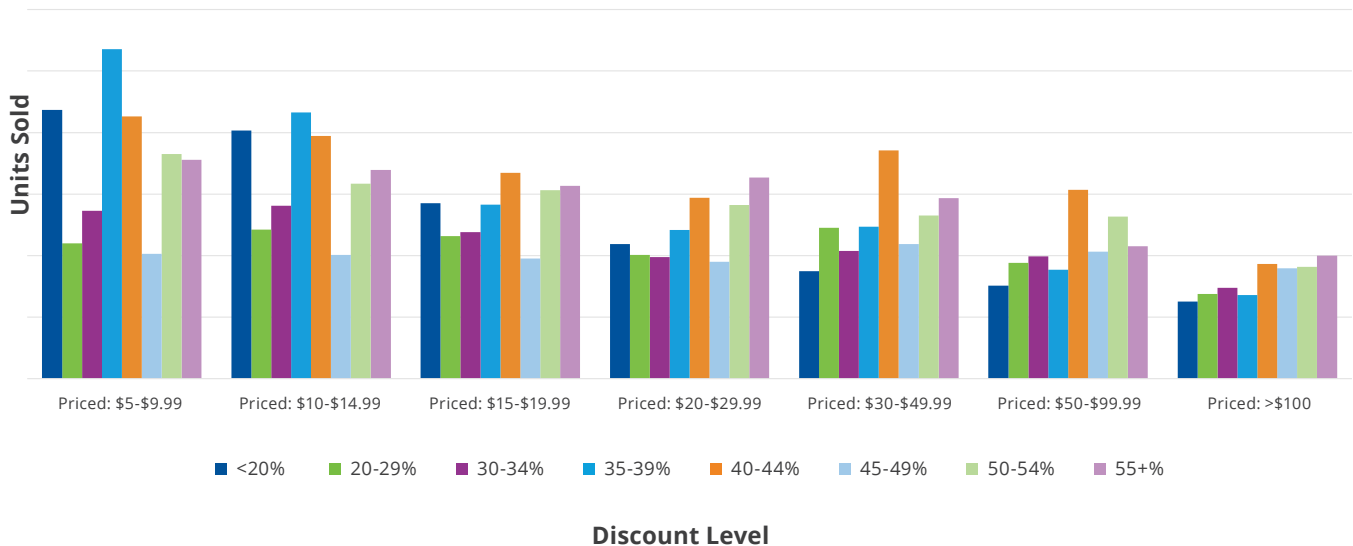
Rotomail distributes titles all over Italy through Messaggerie Libri, the biggest Italian book distributor (40% share of the book distribution market). Books are distributed to over 4000 nationwide bricks-and-mortar retailers and through major online retailers such as:

- IBS.it
- Libraccio.it
- Inmondadori.it
- Libreriarizzoli.it
- Amazon.eu

Optimum Discount Levels

Our data shows that across most price ranges, titles with 40% discount or above sell more copies on average than titles with a lower discount.

Average Sales per Title



Most In-Demand Content Categories in the Italian Market

Below are the most popular categories by BISAC subject code over the past few years.

Rank	BISAC Subgroup	Approximate Thema Equivalent ³
1	FIC – Fiction	FB – Fiction – General & Literary
2	JUV – Juvenile Fiction	YFB – Children’s/Teenage Fiction – General Fiction
3	HIS – History	NH – History
4	REL – Religion	QR – Religion & Beliefs
5	BUS – Business & Economics	KJ – Business & Management
6	BIO – Biography	DNB – Biography
7	CGN – Comics & Graphic Novels	XAK – American/British-Style Comic Books & Graphic Novels
8	YAF – Young Adult Fiction	YFB – Children’s/Teenage Fiction – General Fiction
9	OCC – Body, Mind, & Spirit	VX – Mind, Body, Spirit
10	HEA – Health & Fitness	VFD – Popular Medicine & Health

The categories of Business & Economics and Health & Fitness owe their chart position to having a comparatively high average number of sales per title, History and Graphic Novels have a wider range of titles generating more modest sales on average.

Top 15 Individual BISAC Codes Over the Past Three Years

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent ³
1	FIC004000	Fiction – Classics	FBC – Classic Fiction
2	FIC019000	Fiction – Literary	FB – Fiction – General & Literary
3	FIC014000	Fiction – Historical/General	FV – Historical Fiction
4	BIO026000	Biography – Personal Memoirs	DNC – Memoirs
5	FOR007000	English as a Second Language	CJAD – Language Teaching & Learning – Second or Additional Languages; 2ACB – English
6	CGN004080	Comic Books & Graphic Novels – Superheroes (see also Fiction – Superheroes)	XQK – Graphic Novel/Comic Book – Super-Heroes & Super-Villains
7	FIC027020	Fiction – Romance/Contemporary	FRD – Contemporary Romance

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent ³
8	DRA003000	Drama – European – English, Irish, Scottish, Welsh	DD – Plays, Playscripts; 1DDU – United Kingdom, Great Britain; 1DDR – Ireland
9	JUV007000	Juvenile Fiction – Classics	YFA – Children’s/Teenage Fiction – Classic Fiction
10	FIC015000	Fiction – Horror – General	FK – Horror & Supernatural Fiction
11	JUV037000	Juvenile Fiction – Fantasy & Magic	YFH – Children’s/Teenage Fiction – Fantasy
12	FIC009020	Fiction – Fantasy/Epic	FMB – Epic Fantasy/Heroic Fantasy
13	FIC009000	Fiction – Fantasy – General	FM – Fantasy
14	FIC028000	Fiction – Science Fiction – General	FL – Science Fiction
15	FIC022000	Fiction – Mystery & Detective – General	FF – Crime & Mystery Fiction

Please note that titles with a highly specific primary BISAC code typically sell more copies on average than those with a more generic designation. E.g. JUV037000 (Juvenile Fiction – Fantasy & Magic) performs better than JUV000000 (Juvenile Fiction – General).

Examples of Bestselling POD Titles in Italy

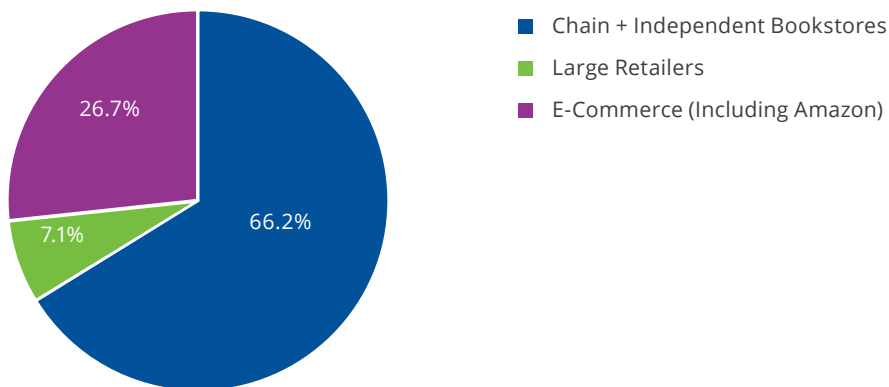
The list below offers an insight into the wide range of titles bought by Italian readers.

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
The Instant Pot Electric Pressure Cooker Cookbook: Easy Recipes for Fast & Healthy Meals	Randolph, Laurel	ODI	CKB081000	Cooking – Methods – Special Appliances
Companion Guide to Florence (Rev)	Borsook, Eve	Boydell & Brewer Ltd	TRV009110	Travel – Europe – Italy
Your Brain on Porn: Internet Pornography and the Emerging Science of Addiction	Wilson, Gary	Commonwealth Publishing	SEL041040	Self-Help – Compulsive Behavior – Sex & Pornography Addiction
1984 (Nineteen Eighty-Four)	Orwell, George	Tempo Haus	FIC004000	Fiction – Classics
Mrs. Warren's Profession	George Bernard Shaw	Watchmaker Publishing	DRA003000	Drama – European – English, Irish, Scottish, Welsh

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Silver Sparrow	Jones, Tayari	Workman Publishing	FIC049000	Fiction – African American – General
Hatha Yoga Pradipika: The Original Sanskrit and An English Translation	Svatmarama	YogaVidya.com LLC	HEA025000	Health & Fitness – Yoga
Interoception: The Eighth Sensory System	Mahler, Otr-L	AAPC Publishing	EDU026000	Education – Special Education – General
History of Film Music	Cooke, Mervyn	Cambridge University Press	MUS041000	Music – Instruction & Study – Theory
Flow: The Psychology of Optimal Experience	Csikszentmihalyi, Mihaly	HarperCollins Publishers	PSY023000	Psychology – Personality
Chatroom (Acting)	Walsh, Edna	Samuel French Ltd	DRA003000	Drama – European – English, Irish, Scottish, Welsh
So You Want to Talk about Race	Oluo, Ijeoma	Hachette Book Group USA	SOC020000	Social Science – Minority Studies
Chains (Reprint)	Anderson, Laurie Halse	Simon & Schuster	JUV016120	Juvenile Fiction – Historical – United States – Colonial & Revolutionary Periods
Economic Consequences of the Peace	Keynes, John Maynard	Enterprise Solutions	BUS039000	Business & Economics – Economics – Macroeconomics
How to Write a Children's Book and Get It Published	Seuling, Barbara	Turner Publishing Company IPS	LAN002000	Language Arts & Disciplines – Writing – Authorship

Reader Purchasing Habits in Italy

Percentage of Book Sales by Sector



Trends: Online market share has grown consistently since 2008, when ecommerce only made up 3.3% of the marketplace. Chain and independent bookstores have lost some market share to ecommerce, but they still comprise more than 66% of the marketplace.⁴

Rotomail is well-positioned to reach readers in Italy's growing book market, both through traditional and e-retail channels, thanks to their partnership with the biggest Italian book distributor. Ingram's relationship with Rotomail helps get your titles sold into a dynamic distribution network, arriving more quickly into the hands of your Italian readers.

We hope you have found this overview of how Ingram connects you to the Italian publishing market helpful. If you would like more information, please contact your account manager.

¹ "Report on Publishing in Italy: Highlights", AIE Research Department & Giornale della libreria (20 October 2020), <http://www.aldusnet.eu/k-hub/report-publishing-italy-highlights-2020/>.

² "AIE: Italy's Trade Book Publishing Sales Grow 2.4 Percent in 2020", Porter Anderson (29 January 2021), <https://publishingperspectives.com/2021/01/italy-trade-publishing-sales-grow-2-4-percent-in-2020-covid19/>.

³ Please ensure that all your titles have appropriate Thema codes as this improves their online discoverability. For more help with your metadata, please visit our [Resource Hub](#).

⁴ "Report on Publishing in Italy: Highlights".