



AL DI LA' DEL CONFINE I MERCATI INTERNAZIONALI DEL LIBRO

Dinamiche e approfondimenti

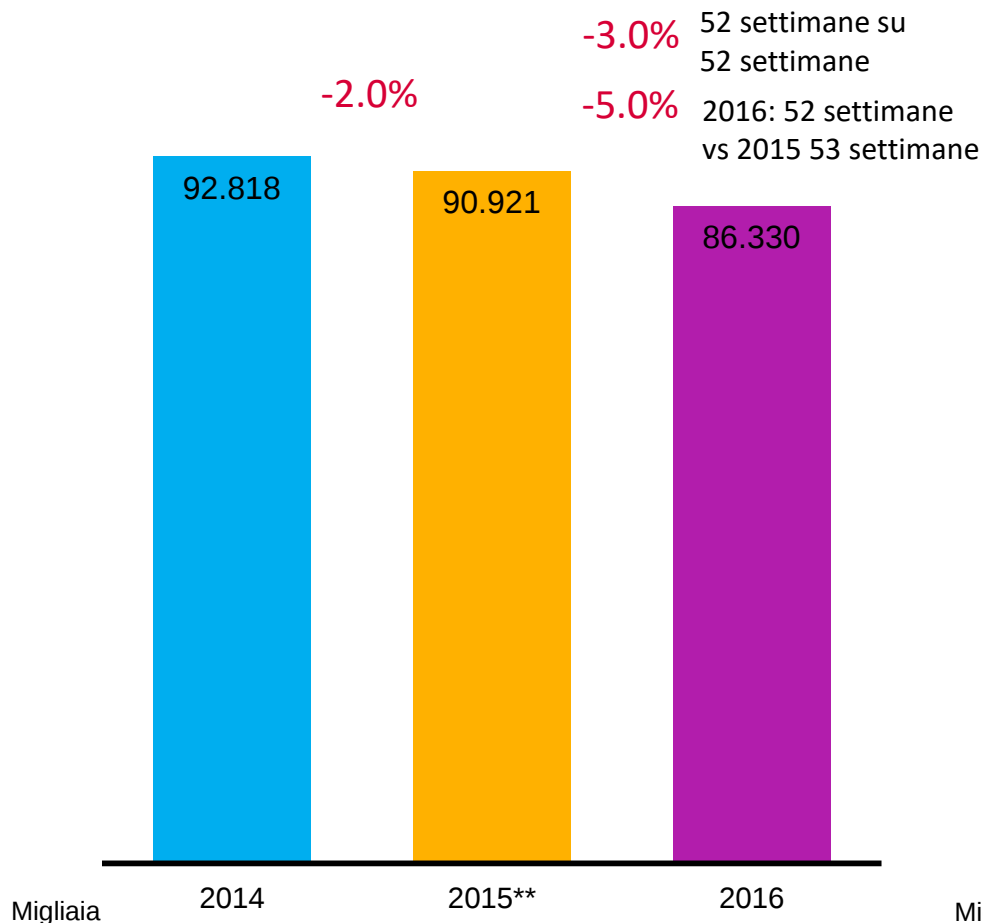
Monica Manzotti
Milano, 19 Aprile 2017

IL MERCATO ITALIANO

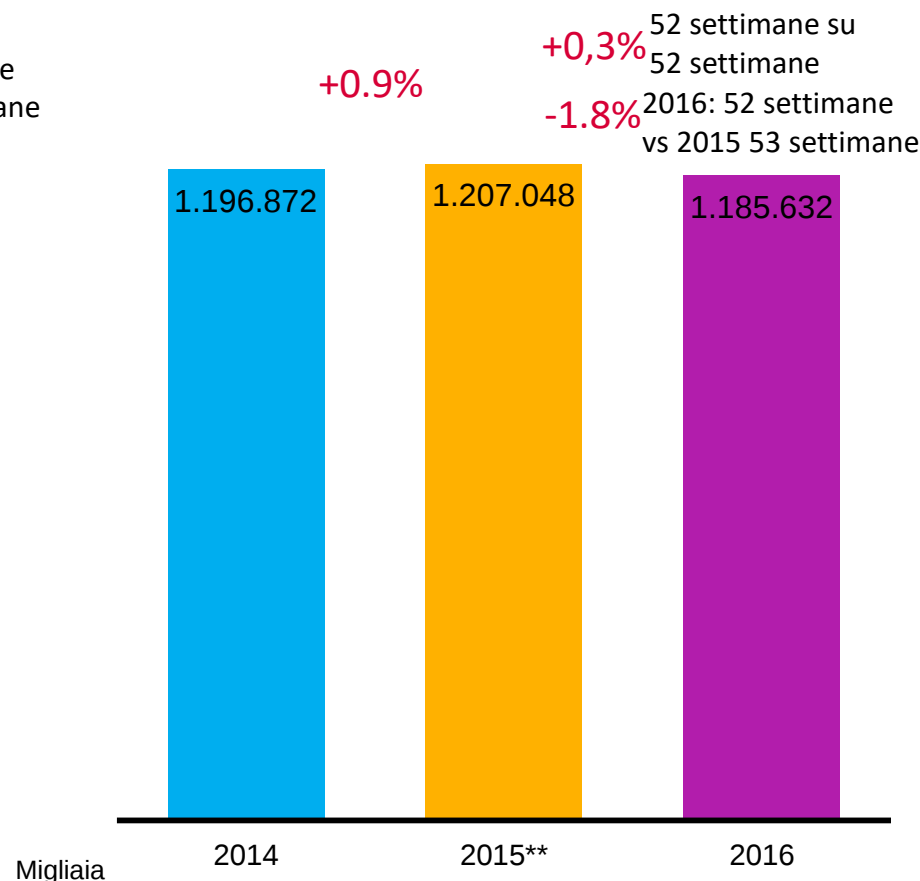
GLI ULTIMI TRE ANNI

Totale mercato

Vendite a volume



Vendite a valore*



No Amazon

Periodi dal 29/12/2013 al 31/12/2016

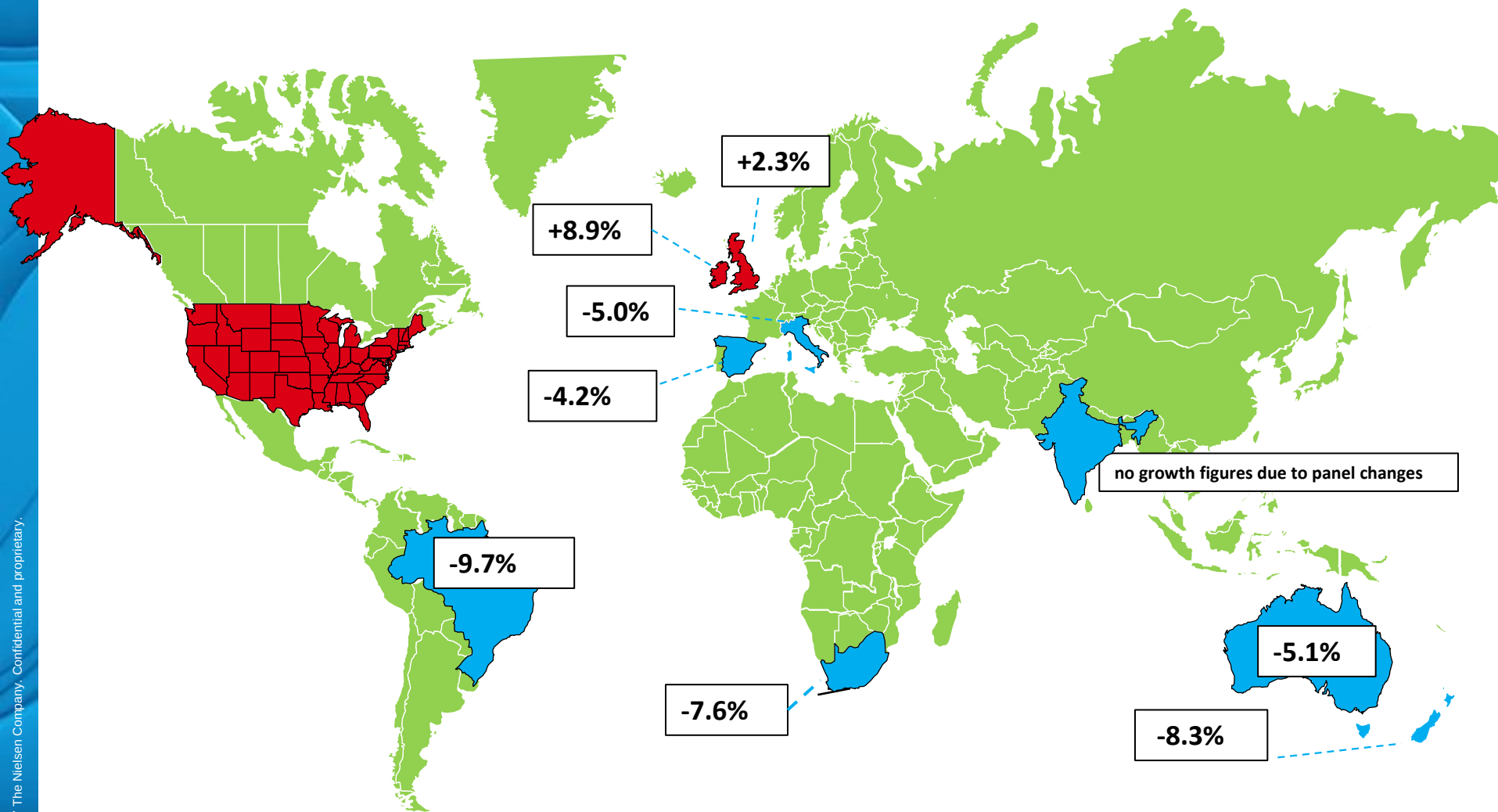
*prezzo di copertina

**53 settimane

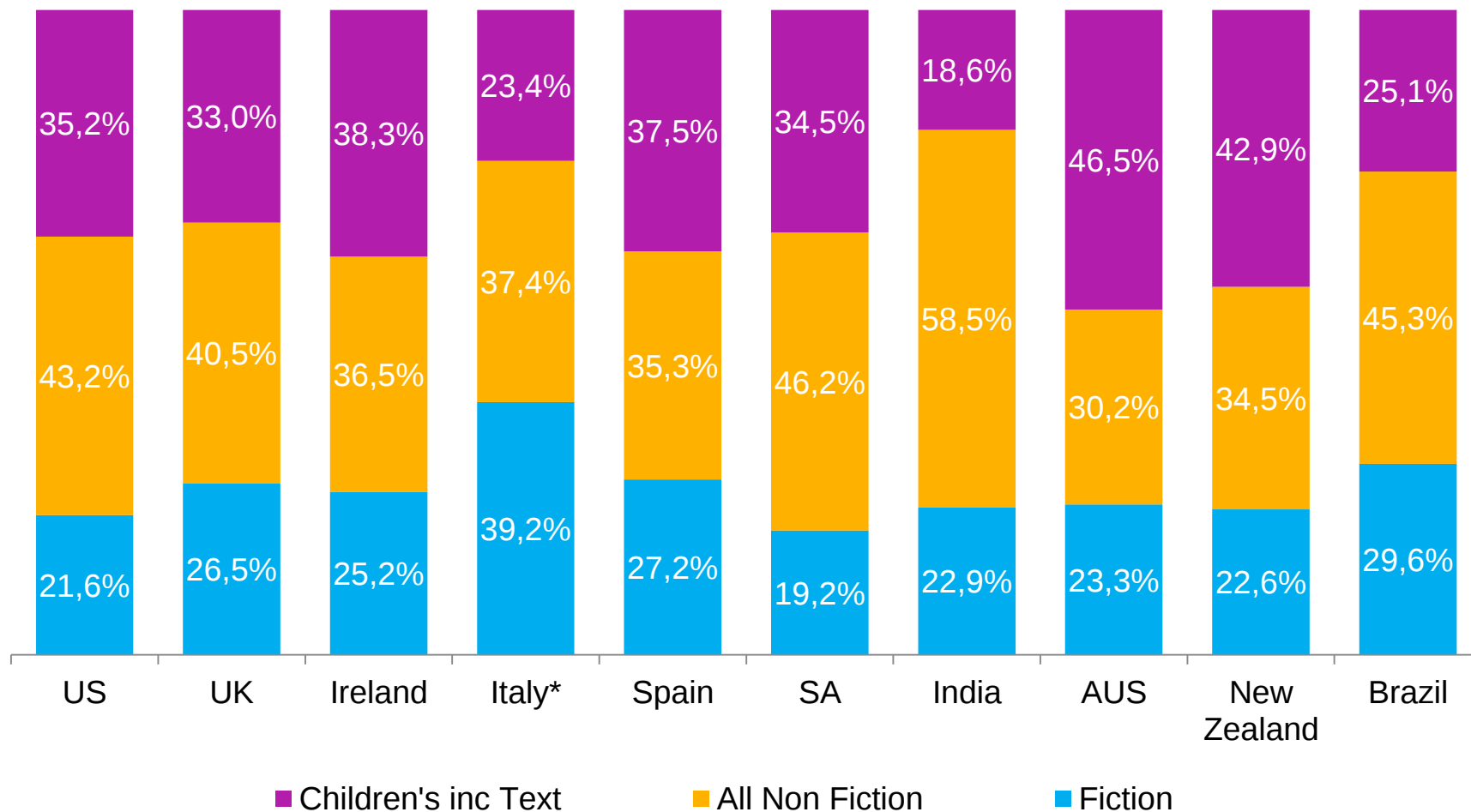
I MERCATI ESTERI

I PAESI DI NIELSEN BOOKSCAN

Variazione vendite a volume 2016 (52 wk) vs 2015 (53 wk)

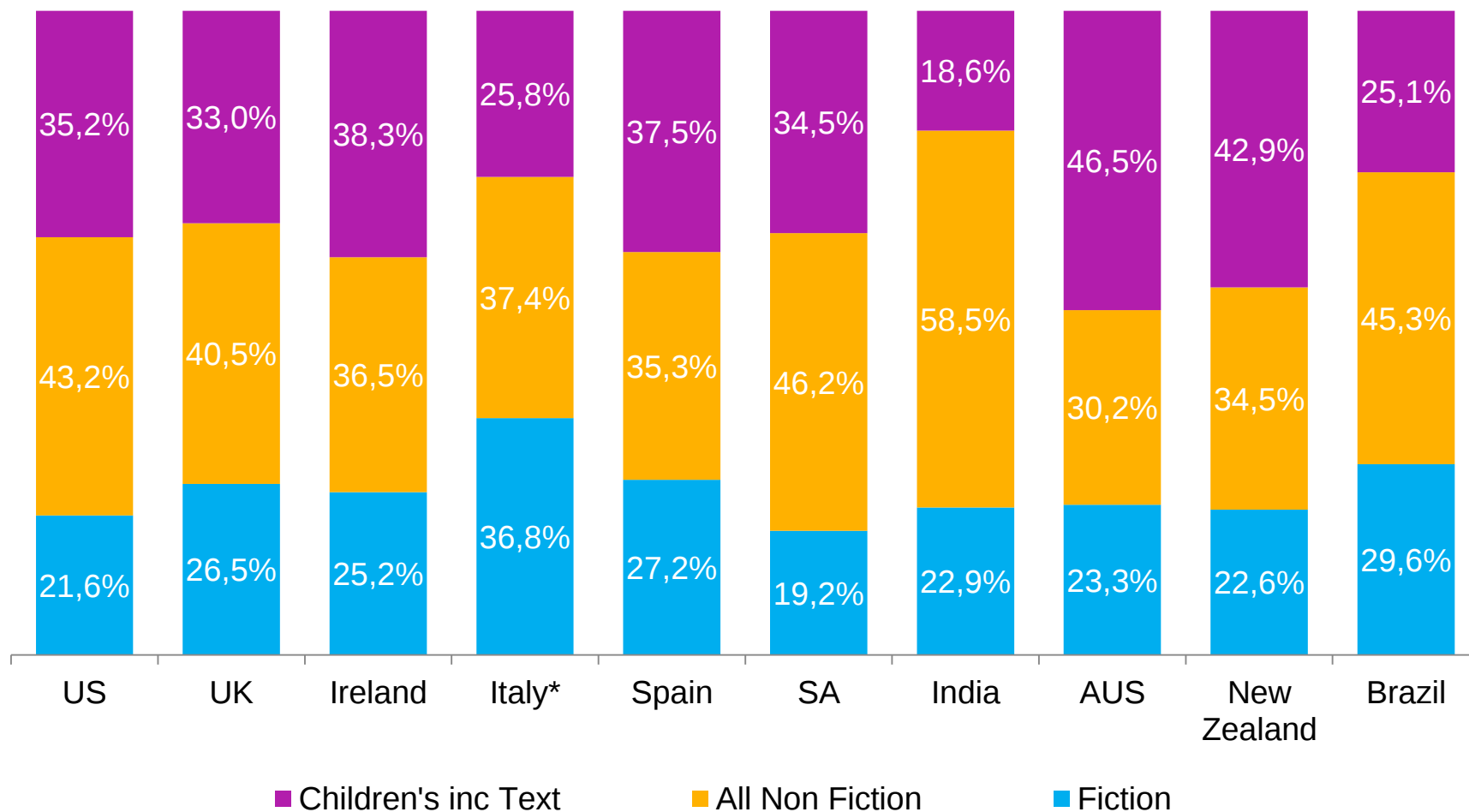


I MERCATI PER GENERE



Volume share 2016 : All Non Fic incl Non Fic + Unclassifieds ; * Italy markets without School Texts and Unclassifieds

I MERCATI PER GENERE



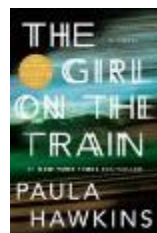
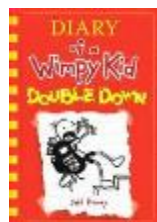
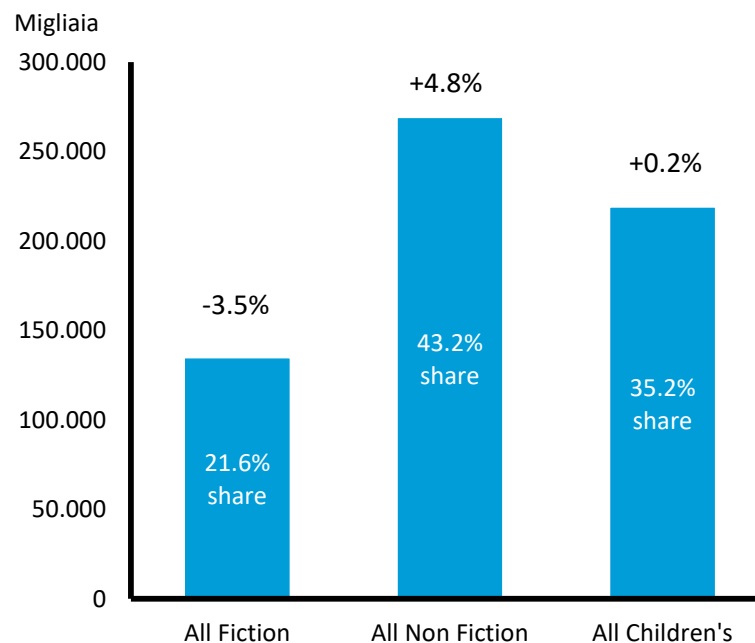
BOOKSCAN GLOBAL MARKET 2016 – US

Totale mercato
Copie 623.0m (+1.3%)

Top title: Harry Potter and the Cursed Child
Copie – 4,382,727

Top 500
Copie – 94,493,848 (14.8%)

Quote per genere a volume



All Non Fic incl Non Fic + Unclassifieds

BOOKSCAN GLOBAL MARKET 2016 – UK

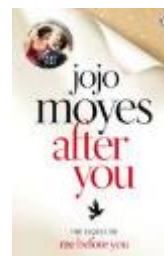
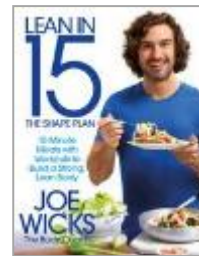
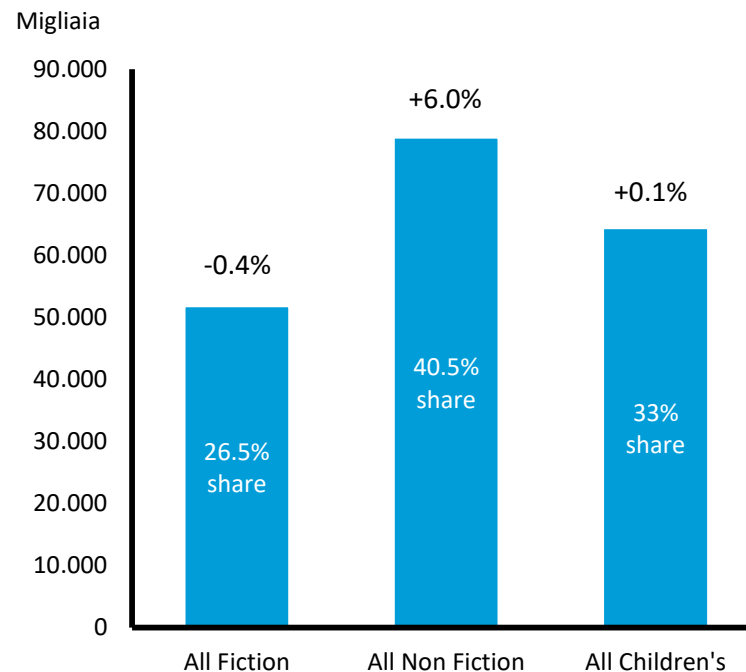
Totale mercato
Copie 195.1m (+2.3%)

Top title: Harry Potter and the Cursed Child
Copie – 1,461,618

Top 500
Copie – 47,108,682 (24.1%)

Numbers of ISBNs 1,540,802

Quote per genere a volume



All Non Fic incl Non Fic + Unclassifieds

BOOKSCAN GLOBAL MARKET 2016 – IRELAND

Totale mercato
Copie 10.9m (+8.9%)

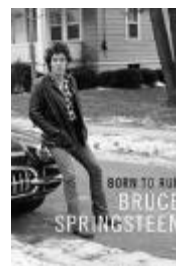
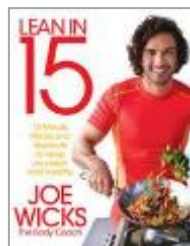
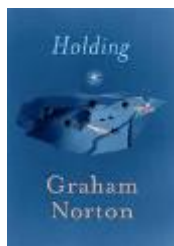
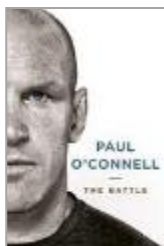
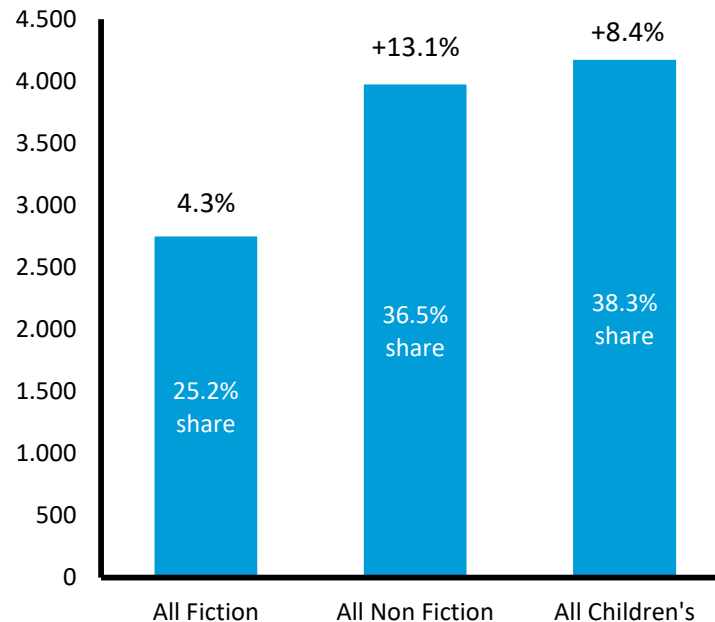
Top title: Harry Potter and the Cursed Child
Copie – 69,890

Top 500
Copie – 2,996,575 (27.4%)

Numbers of ISBNs 381,960

Quote per genere a volume

Migliaia



All Non Fic incl Non Fic + Unclassifieds

BOOKSCAN GLOBAL MARKET 2016 – SPAIN

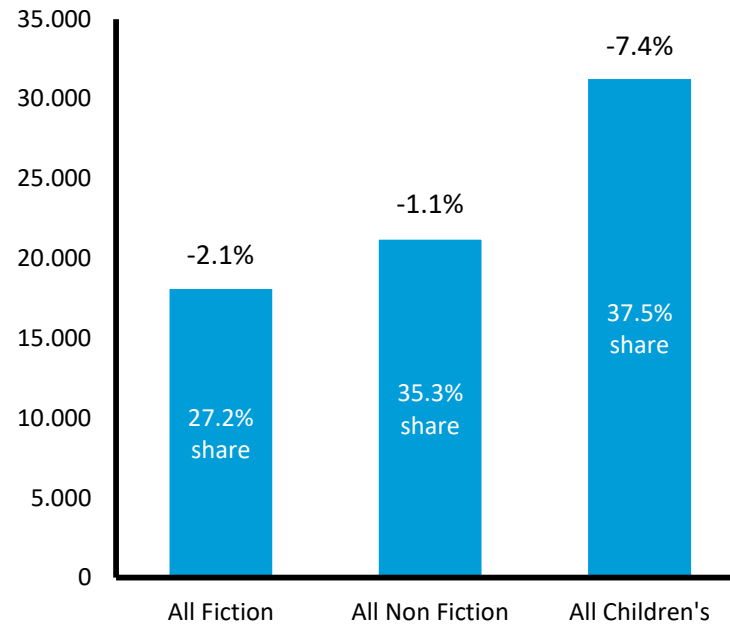
Totale mercato
Copie 70.7m (-4.2%)

Top title: Harry Potter y el Legado Maldito
Copie – 251,429

Top 500
Copie – 12,736,795 (17.4%)

Quote per genere a volume

Migliaia



All Non Fic incl Non Fic + Unclassifieds

BOOKSCAN GLOBAL MARKET 2016 – SA

Totale mercato
Copie 9.6m (-8.6%)

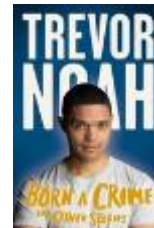
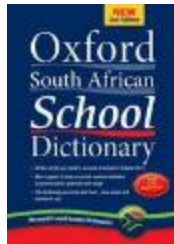
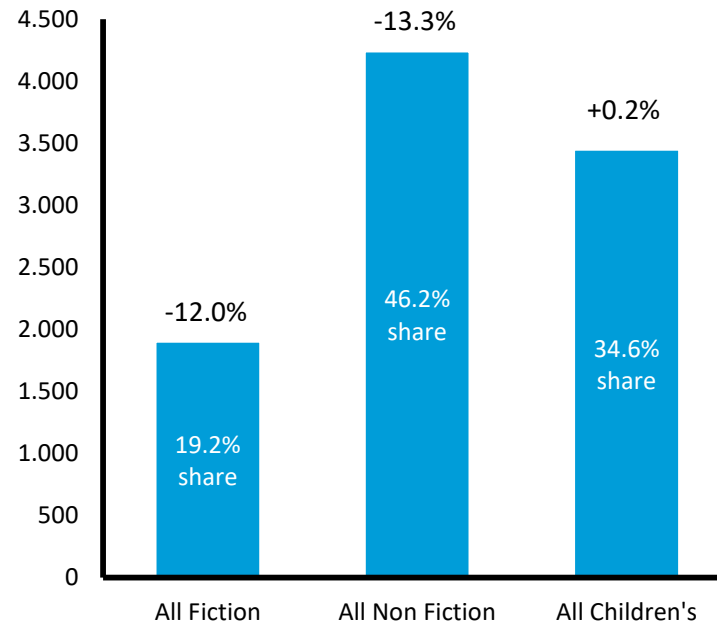
**Top title: The Official Best Selling
K53 Learner's & Driver's Manual**
Copie – 57,847

Top 500
Copie – 1,939,339 (20.2%)

Numbers of ISBNs 302,454

Quote per genere a volume

Migliaia



All Non Fic incl Non Fic + Unclassifieds

BOOKSCAN GLOBAL MARKET 2016 – INDIA

Totale mercato
Copie 18.1m

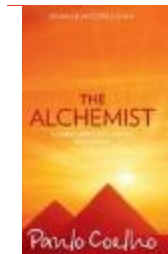
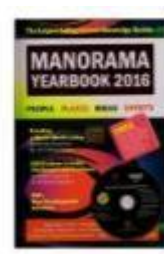
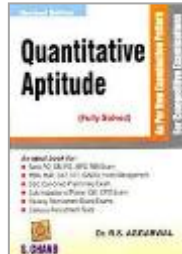
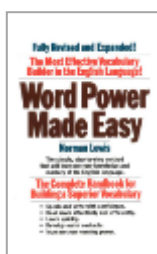
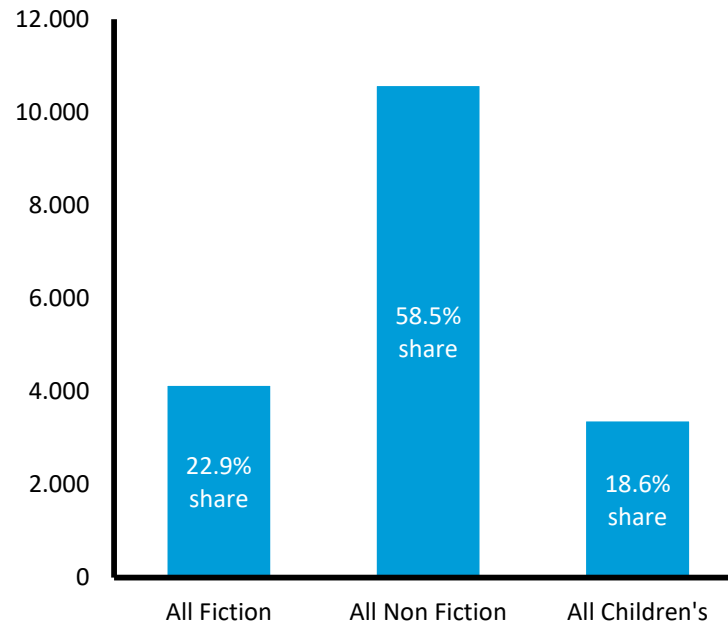
Top title: One Indian Girl
Copie – 281,434

Top 500
Copie – 5,721,314 (31.6%)

Numbers of ISBNs 420,869

Quote per genere a volume

Migliaia



All Non Fic incl Non Fic + Unclassifieds

BOOKSCAN GLOBAL MARKET 2016 – AUS

Totale mercato
Copie 53.6m (-5.1%)

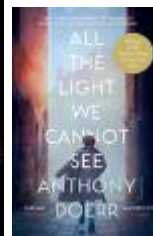
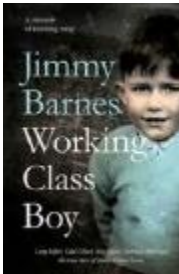
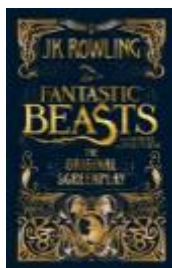
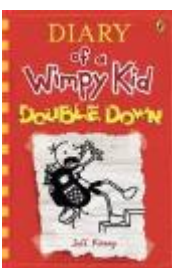
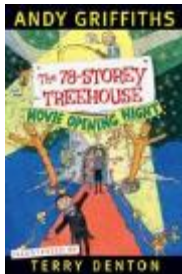
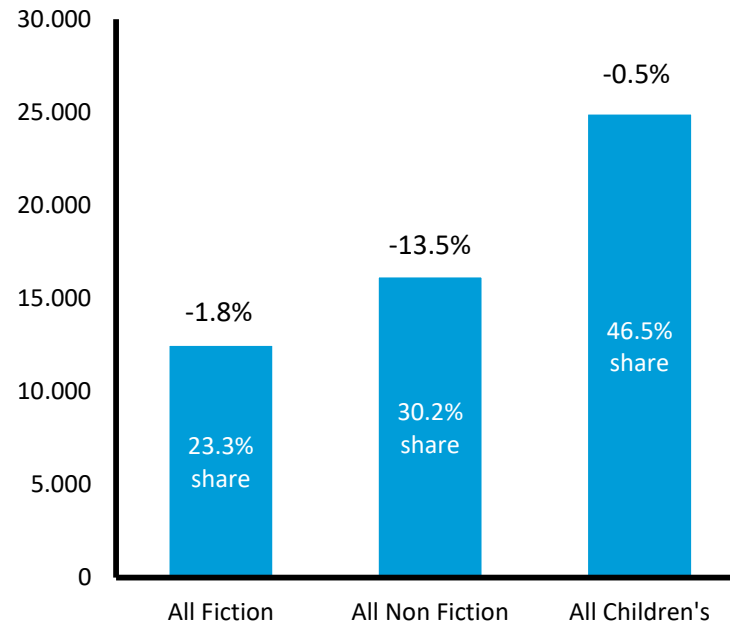
Top title: Harry Potter and the Cursed Child
Copie – 426,113

Top 500
Copie – 13,561,936 (25.3%)

Numbers of ISBNs 562,949

Quote per genere a volume

Migliaia



All Non Fic incl Non Fic + Unclassifieds

BOOKSCAN GLOBAL MARKET 2016 – NZ

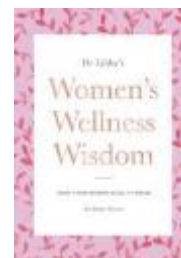
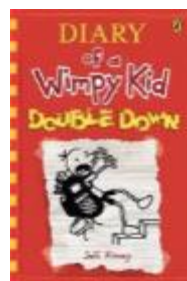
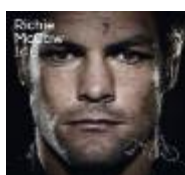
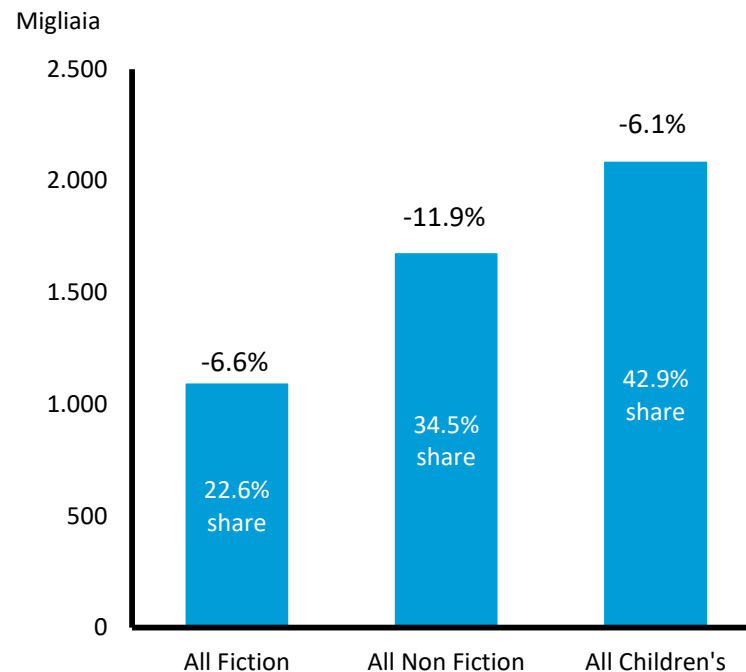
Totale mercato
Copie 4.9m (-8.3%)

Top title: Harry Potter and the Cursed Child
Copie – 27,206

Top 500
Copie – 1,262,740 (25.9%)

Numbers of ISBNs 135,380

Quote per genere a volume



All Non Fic incl Non Fic + Unclassifieds

BOOKSCAN GLOBAL MARKET 2016 – BRAZIL

Totale mercato
Copie 40.5m (-9.7%)

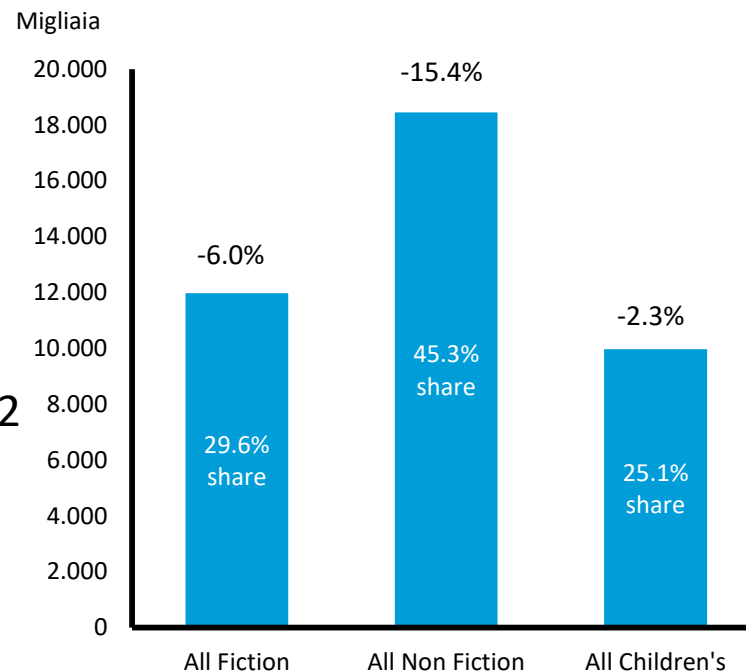
Top title: Como Eu Era Antes De Voc
Copie – 264,417

Top 500
Copie – 11,738,793 (29.0%)

Numbers of ISBNs 282,352

282,352

Quote per genere a volume



All Non Fic incl Non Fic + Unclassifieds

The background of the slide features a series of horizontal, wavy lines in various shades of blue, creating a sense of depth and movement, similar to water ripples or a stylized ocean surface.

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