



Our Italian respondents are keen readers, with 94% of them having read a book in the last 12 months and 86% of them having bought one, well above the average when compared with the other 19 countries surveyed. While paper books are the favourite format across all surveyed countries, this rings even truer in Italy. In addition, e-books have been purchased by 35% of the respondents - a higher number than average when compared with the sample pool - particularly by 18-34-year-olds. Likelihood to buy a book as a gift is a behaviour

specifically more important among our Italian respondents (92%) than among the average of all respondents (80%). When it comes to genres, the market is dominated by fiction, but other genres such as biographies and classical literature are also appreciated by the Italian respondents. Exclusivity in the preference of purchase location is much lower, with Italian respondents enjoying both physical and online shopping locations (88%) much more than the study average (76%).

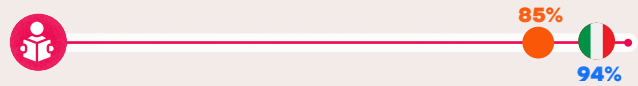


## Book buying and reading habits

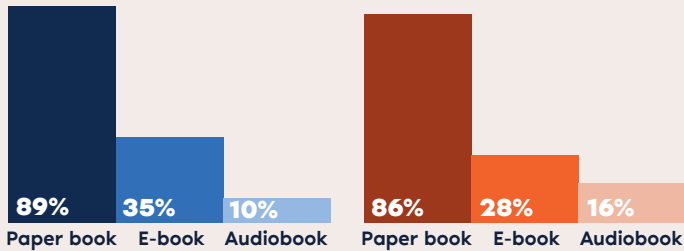
### Has purchased a book in the last 12 months



### Has read a book in the last 12 months

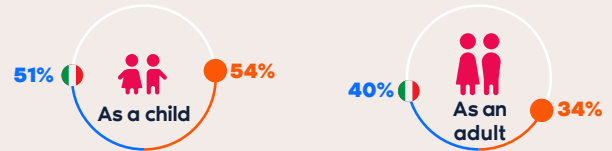


### Book formats purchased in the last 12 months\*

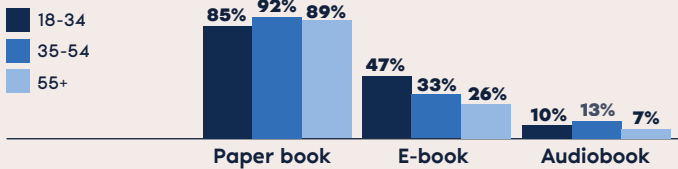


### Reading as a hobby: then & now

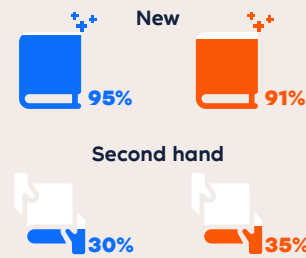
Was reading a hobby as a child and is it a hobby now as an adult?



### Purchases per age group



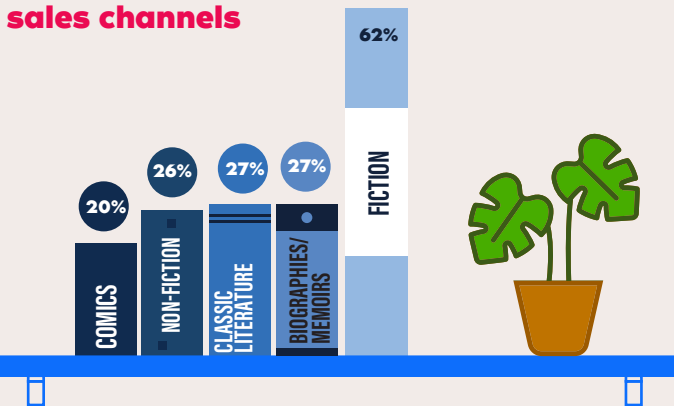
### Type of book purchased\*



### Likelihood to gift a book\*



## Top 5 most purchased genres across all sales channels

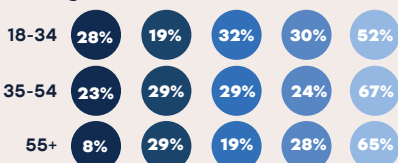


## Places of purchase and reasons to purchase in physical bookshops

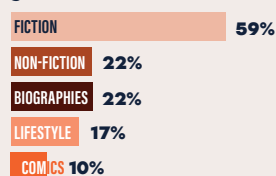
### Places of purchase\*



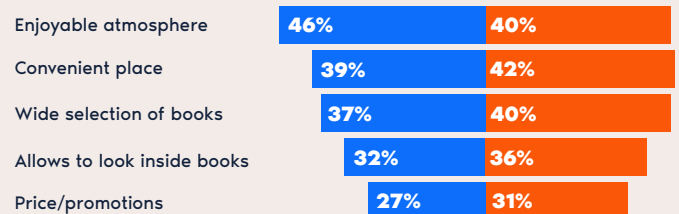
### Purchases per age in Italy: genre breakdown



### Top 5 most purchased genres in all 19 countries



### Reasons to purchase in independent physical bookshops\*\*



\*Basis: Bought a book in the 12 months prior to April 2024  
\*\*Bought a book in a physical independent bookshop

The basis for all other questions is the whole population

## Introduction

In order to stay resilient, keep a relevant offer of books and a viable business in a fast-paced world, retailers such as booksellers need a solid understanding and knowledge of current trends and consumers' shopping priorities. To a certain degree, such knowledge can be gained from engaging with the regular customers and the local community, but real foresight can only be achieved through research into customers' priorities and behaviours, through data collection and analysis. To meet this need and sector priority, EIBF commissioned a study through its RISE Bookselling project titled *RISE study on Consumer Behaviour-Book-Buying Trends, Reading Habits & Customer Needs* in December 2023.

Out of several candidates, Listen, a Belgian-based consultancy with pre-existing contacts and experience in multi-country surveys was deemed the most fitting and was contracted in late 2023 to carry out the study. Throughout

spring 2024, Listen conducted an online quantitative survey in 19 countries across the globe, where EIBF's members are based. A representative sample of 500 respondents was collected per country, and 9500 people were surveyed in total, giving us unique insights and the possibility to compare current trends and consumers' attitudes to book-buying in the 19 countries surveyed.

The study takes into consideration that globalisation and the digital revolution have undoubtedly changed the way people purchase and consume goods, including books, thus transforming today's retail environment and customers' buying habits. Research like this is therefore invaluable as it can provide booksellers with tools and precious information to help anticipate what their customers look for and might expect from them, not only today, but also tomorrow. Most importantly, it can help them remain competitive and resilient.

Australia

Bulgaria

Canada

Finland

France

Germany

Ireland

Italy

Latvia

The Netherlands

New Zealand

Norway

Portugal

Slovakia

Spain

Sweden

Switzerland

UK

USA

## About RISE Bookselling

Resilience, Innovation and Sustainability for the Enhancement of Bookselling (RISE Bookselling) is a three-year EU co-funded programme run by the European and International Booksellers Federation (EIBF) for its network members, aimed at upscaling, reinforcing and maximising the capacity and resilience of the European bookselling sector.

## About EIBF

The European and International Booksellers Federation (EIBF) is a non-commercial European and international umbrella organisation representing national booksellers associations and booksellers across Europe and worldwide. Our mission is to represent our members and their interests on a global platform, as well as to provide a forum for cooperation and foster the exchange of best practices.

## About Creative Europe

Creative Europe is the European Commission's flagship programme to support the culture and audiovisual sectors, by investing in actions that reinforce cultural diversity and respond to the needs and challenges of the cultural and creative sectors. It encourages cooperation and exchanges among cultural organisations and artists within Europe and beyond.