Books, News and Stationery Retailing in Italy - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Spend per head on books, news, and stationery will witness a decline by CAGR of -2.42% in the next five years. In a tough economy, spending money on books and newspapers is considered an additional expenditure by consumers and they refrain from such purchases. Conversely, most of consumers prefer e-books instead of physical books, and the sale of e-books is expected to surpass physical books by 2016. One of the main reasons for the surge in the sales of e-books is the reduction of VAT from 22% to 4% on e-books in Italy.

Key Findings
- The total books, news, and stationery market is forecast to decline at a CAGR of -2.02% over the next five years
- Advent of digital technology, increasing internet penetration, and increasing adoption of mobile devices is projected to result in a decline of sales of books, news and stationery products.
- Online spending on books, news, and stationery is anticipated to increase at a CAGR of 20.96% in 2014-2019
- One of the main reasons for the surge in the sales of e-books is the reduction of VAT from 22% to 4% on e-books in Italy.

Synopsis
"Books, News and Stationery Retailing in Italy - Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?

- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting books, news and stationery retail dynamics for printed media, stationery and cards from 2009 to 2019
- Sales of books, news and stationery products through the following channels from 2009 to 2019: Music, video, book and entertainment software specialists; convenience stores (including Independents) and gas stations; online; other specialist retailers; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers
- An overview of key books, news and stationery retailers operating across Italy and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on books, news and stationery sector in the Italian retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in books, news and stationery category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including printed media and stationery and cards, with insights
on performance across key channels from 2009, with forecasts until 2019

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet
demand by analyzing the vital economic and population trends, key consumer and technology trends
influencing the books, news and stationery market

- Analysis of key international and domestic players operating in the books, news and stationery market -
including store counts and revenues that give you a competitive edge - identify opportunities to improve
your market share

Contents:

1 Introduction
1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
3.1 An economy with a rising unemployment and growing debt levels
3.1.1 Italian economy shows signs of modest recovery after two years of recession
3.1.2 Households rebuild their savings influenced by gloomy economic conditions
3.1.3 Services sector remains the dominant sector for employment
3.1.4 Threat of deflation is a concern for the Italian economy
3.1.5 Ongoing fiscal austerity and rising unemployment impacts the household consumption
3.2 Italy's population growth rate declines due to economic downturn
4 Italian Shoppers
4.1 Retail sales plummet against a backdrop of low consumer confidence
4.2 Shopping tourist contribute in a major way towards retail sales in the country
4.3 Growing internet and social media usage affect consumer's purchasing behaviour
4.4 An increasing aging population deters retail sales growth across specific categories
5 Doing Business in Italy
5.1 Summary
5.1.1 Bureaucracy
5.1.2 Business culture
5.1.3 Geography
5.1.4 Infrastructure and logistics
5.2 Jobs Act set to bring in labour market reform
5.3 Stability Law 2015 may have negative impact on retailers
5.4 Taxation in Italy
5.4.1 Corporate income tax
5.4.2 Withholding tax
5.4.3 Indirect tax
5.4.4 Value added tax (VAT)
6 Retail - Product Sectors
6.1 Product Sector Analysis
6.1.1 Books, News and Stationery
6.2 Books, News and Stationery Category Overview
6.2.1 Books, News and Stationery by Channel
6.3 Books, News and Stationery Category Analysis
6.3.1 Printed Media
6.3.2 Stationery and Cards
6.4 Major Retailers
6.4.1 Books, News and Stationery
7 Appendix
7.1 Definitions
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

List of Figures

Figure 1: GDP Value (US$ billion), 2008-2014
Figure 2: Growth Rate of GDP (US$ billion, %), 2008-2014
Figure 3: GDP Value and Growth (EUR billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (EUR billion, %), 2014-2019
Figure 5: Gross Domestic Savings Rate (% of GDP), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014E
Figure 7: Unemployment Rate (%), 2004-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of Italy (EUR billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
Figure 12: Rural and Urban Populations (millions) 2004, 2014, and 2019
Figure 13: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 14: Population Split by Gender (%), 2014 and 2019
Figure 15: Population Split by Age Group (%), 2014 and 2019
Figure 16: Per Capita Spend on Retail (EUR), 2006 and 2014
Figure 17: Per Capita Spend (EUR) and Total Retail Spend by Age Group (%), 2006 and 2014
Figure 18: Consumer Confidence Index from 2011-2014
Figure 19: Tourist arrivals to Italy, (in thousands), 2009 and 2014
Figure 20: Social Network users and Penetration, Jan-2015
Figure 21: Rise in aging population and median age to affect overall consumer spending
Figure 22: Key Components of Doing Business in Italy
Figure 23: Share of Books, News, and Stationery in overall Retail, 2014 and 2019
Figure 24: Retail Sales Value and Growth (EUR billion, %) of Books, News, and Stationery, 2014-2019
Figure 25: Spend per Head on Books, News, and Stationery, 2014 and 2019
Figure 26: Online Spend in Books, News, and Stationery and Growth (EUR billion, %), 2014-2019
Figure 27: Online Share of total Books, News, and Stationery Spend, 2014 and 2019
Figure 28: Spending per Channel in Books, News, and Stationery (%), 2014 and 2019
Figure 29: Italy Books, News and Stationery Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 30: Italy Books, News and Stationery Retail Market Dynamics, by Channel Group, 2009-2019
Figure 31: Italy Books, News and Stationery Retail Sales and Forecast (EUR mn), by Category 2009-2019
Figure 32: Italy Books, News and Stationery Retail Market Dynamics, by Category 2009-2019
Figure 33: Italy Printed Media Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 34: Italy Printed Media Retail Sales and Forecast (EUR mn), by Category 2009-2019
Figure 35: Italy Stationery and Cards Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 36: Italy Stationery and Cards Retail Sales and Forecast (EUR mn), by Category 2009-2019

List of Tables
Table 1: Italy Books, News and Stationery Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 2: Italy Books, News and Stationery Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 3: Italy Books, News and Stationery Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 4: Italy Books, News and Stationery Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 5: Italy Books, News and Stationery Retail Segmentation (% value), by Channel Group, 2009-2019
Table 6: Italy Books, News and Stationery Retail Sales (EUR mn), by Category 2009-2014
Table 7: Italy Books, News and Stationery Retail Sales Forecast (EUR mn), by Category 2014-2019
Table 8: Italy Books, News and Stationery Retail Sales (US$ mn), by Category 2009-2014
Table 9: Italy Books, News and Stationery Retail Sales Forecast (US$ mn), by Category 2014-2019
Table 10: Italy Books, News and Stationery Retail Segmentation (% value), by Category 2009-2019
Table 11: Italy Printed Media Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 12: Italy Printed Media Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 13: Italy Printed Media Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 14: Italy Printed Media Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 15: Italy Printed Media Retail Segmentation, by Channel Group, 2009-2019
Table 16: Italy Stationery and Cards Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 17: Italy Stationery and Cards Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 18: Italy Stationery and Cards Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 19: Italy Stationery and Cards Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 20: Italy Stationery and Cards Retail Segmentation, by Channel Group, 2009-2019
Table 21: Key Books, News, and Stationery Retailers in Italy
Table 22: Italy Exchange Rate EUR-US$ (Annual Average), 2009-2014
Table 23: Italy Exchange Rate EUR-US$ (Annual Average), 2015-2019
Table 24: Retail Channel Definitions
Table 25: Retail Category Definitions
Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3388685/](http://www.researchandmarkets.com/reports/3388685/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- **Product Name:** Books, News and Stationery Retailing in Italy - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019
- **Web Address:** http://www.researchandmarkets.com/reports/3388685/
- **Office Code:** SCH3S29K

Product Formats
Please select the product formats and quantity you require:

- **Electronic (PDF) - Single User:** USD 1250
- **Electronic (PDF) - Site License:** USD 2500
- **Electronic (PDF) - Enterprisewide:** USD 3750

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:**
  - Mr
  - Mrs
  - Dr
  - Miss
  - Ms
  - Prof

- **First Name:**
- **Last Name:**

- **Email Address:** *

- **Job Title:**

- **Organisation:**

- **Address:**

- **City:**

- **Postal / Zip Code:**

- **Country:**

- **Phone Number:**

- **Fax Number:**

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp