

PRESS RELEASE

Frankfurt - Sales of translation rights of Italian books abroad grew by 8 percent in 2024, the year Italy was Guest of Honor at Buchmesse, according to AIE's Report on the State of Publishing

Cipolletta (AIE): "Lost in the first nine months of 2025 1.9 million copies, we are now confident of a partial recovery and call on the government to intervene on Voucher for Young People"

In 2024, when Italy was Guest of Honor at the Frankfurter Buchmesse, publishers increased the sale of translation rights of Italian works abroad by 8 percent, with a total of 8,484 contracts signed: this is the second best result, after that of 2019, since the Italian Publishers Association (AIE) began surveys in 2001.

Meanwhile, however, the Italian book market shows signs of decline: in 2024 it closed at 3.234 billion, down 1.4 percent from the previous year. The descent continued in 2025: the trade market alone (printed fiction and nonfiction books sold in physical and online bookstores and supermarkets) dropped 2 percent in value and 2.7 percent in copies in the January-September period: in the first nine months, 1.9 million fewer copies were sold than last year, amounting to 20.7 million euros in lower revenue, although there are partial signs of recovery from July.

These are the main data on Italian publishing illustrated today at the Frankfurter Buchmesse during the presentation of the State of Publishing Report, edited by the AIE Research department (summary attached) and held in the Italian Collective Exhibition (Hall 5.0 - Stand A19, A39, B19) after the opening ceremony.

"The figure on internationalization confirms the good work done last year, albeit in a very difficult context, and the solidity of Italian publishing," explained AIE President Innocenzo Cipolletta. "But on the domestic market side we are suffering from delays in the implementation of measures to support demand. The €20.7 million drop in sales in the first nine months is less than the €25 million allocated at the beginning of the year for libraries, which in September had not yet been spent due to the lack of implementing decrees. This measure, had it been applied earlier, might have affected the market differently and we trust it will now contribute to the partial recovery underway since July. In addition, the reduction in purchases with Vouchers for new 18-year-olds continues: net of this decrease, the market dynamic is positive, demonstrating that the incentives, in past years, have worked and created a reading habit. We are asking the government for a change in the current regulations, widening the audience as much as possible and simplifying access, while still recognizing scholastic commitment."

Along with Cipolletta, the Ambassador of Italy to Germany Fabrizio Bucci and Ferdinando Fiore, director of Italian Trade Agency, Berlin Office, spoke. This year Italian exhibitors at the Frankfurt Buchmesse (publishing groups, publishing houses not affiliated with groups, literary agents) are 144, of which 67 are present in the Italian collective exhibition organized by Italian Trade Agency in collaboration with AIE.

Channels: bookstores grow, online drops. In the first nine months of the year, book sales in physical bookstores grew, reaching a 55.5 percent share of the trade market, while online stores fell to 40.2 percent and large-scale distribution to 4.4 percent

Genres: fiction and children's and YA are growing, non-fiction and comics are declining.

Mixed trends among genres: growth in Italian fiction (plus 3 percent) and foreign fiction (plus 0.1 percent) is confirmed, and children's and YA publishing (plus 3.9 percent) returns to the positive after a slight decline in 2024. All other genres are down: general nonfiction (minus 3.3%), practical manuals (minus 4.7%), comics (minus 5%), and specialized nonfiction (minus 10.9%) (*summary attached*).

Genre fiction, the Pope and an influencer on the podium. In a top 10 that is very diverse in terms of genres and type of publishing offerings (see attached), Swiss author Joël Dicker's *La catastrofica visita allo zoo* (La nave di Teseo) comes in first place, followed by Pope Francis' autobiography, *Spera* (Mondadori), and Gianluca Gotto's *Verrà l'alba, starai bene* (Mondadori).

All materials are available [here](#).

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