

PRESS RELEASE

Frankfurt Buchmesse: Record High for Foreign Rights Sales of Italian Books, Italian Trade Market Up 3.2% in 2026

Cipolletta: “An important achievement, driven by publishers’ work and institutional support. The library bonus scheme must now be made permanent.”

A record of 8,645 foreign rights sales for Italian books was reached in 2025, while the Italian trade book market (printed fiction and non-fiction sold through physical bookstores, online retailers and supermarkets) returned to growth in the first nine months of 2026, with sales revenues up 3.2%, supported by public demand generated by the €60 million library bonus scheme.

These are among the key findings on Italian publishing contained in the *Report on the State of Publishing in Italy*, prepared by the Research Office of the Italian Publishers Association (AIE) (summary attached), and presented at the Frankfurter Buchmesse during the inauguration of **Spazio Italia**, the collective Italian stand organized by Italian Trade Agency in collaboration with AIE.

Speakers at the event included **Massimo Darchini**, Console Generale dell’Italia a Francoforte, **Ferdinando Fiore**, Director of the Berlin Office of Italian Trade Agency, and **Innocenzo Cipolletta**, President of AIE. This year, 134 Italian exhibitors, including publishing groups, independent publishers and literary agencies, are attending the fair, with 66 participating within Spazio Italia.

Internationalization and overall market figures for 2025

In 2025, 8,645 translation rights for Italian books were sold abroad, the highest figure ever recorded since AIE began tracking the data in 2001. Italian books were translated into 45 languages and reached 64 countries in 2025. The categories most frequently sold abroad were children's and young adult books (3,133 titles), followed by fiction (1,753), general non-fiction (1,585), academic and professional publishing (697), illustrated books (541), practical guides (380), religious books (348), and comics (208). Europe remained the leading export market, with 5,401 titles sold, followed by Asia with 1,088.

“The record performance achieved by Italian publishing in international markets is a source of pride and the result of a long-term effort,” said **AIE President Innocenzo Cipolletta**. “Since 2001, foreign rights sales have increased fivefold thanks to publishers’ work, but also thanks to a strong institutional support network bringing together: the Ministry of Foreign Affairs and International Cooperation with the Italian Cultural Institutes and Italian Trade Agency, the Ministry of Culture with the Centro per il libro e la lettura. It’s a network with whom we are proud to collaborate.

Italy allocates €1.5 million annually to support translation programs and was Guest of Honour here in Frankfurt in 2024. In 2025 it was Guest of Honour in Taipei, Lima and Thessaloniki, and in less than two months it will hold the same role in Guadalajara, Mexico. The effort to promote the full breadth of Italian publishing, including smaller publishers, is delivering significant results.”

While 2025 was positive in terms of internationalization, the domestic market experienced a slowdown, with overall sales amounting to €3.198 billion, down 1.2% compared with the previous year. Full figures are available in the attached summary.

Trade market figures for the first nine months of 2026

According to data from the **NielsenIQ BookData Panel Market Libri Italia**, the Italian trade market (printed fiction and non-fiction sold through physical bookstores, online retailers and supermarkets)

recorded positive growth in the first nine months of the year, reaching sales revenues of €1,026.5 million (+3.2%), corresponding to 69.8 million copies sold (+2.6%).

“Public demand for books played an important role, supported by the €60 million library bonus scheme,” Cipolletta noted. “Thanks to the approach promoted by Minister of Culture Alessandro Giuli, the measure particularly benefited libraries in Southern Italy and, more broadly, those located in disadvantaged areas.

Public demand for books is an essential component of the market and must be protected, also as a tool for reducing inequalities. For this reason, we are calling for the library bonus scheme to be renewed and made permanent. At the same time, local authorities should do their part by maintaining and strengthening investments in the expansion and renewal of library collections.”

Distribution channels: bookstores continue to gain market share. In the first nine months of the year, printed book sales through physical bookstores grew by 6.2%, accounting for 57% of the total trade market. Sales through online retailers remained stable (+0.1%), with their market share declining to 39%. Large-scale retail distribution recorded a 7.5% decrease in sales, reducing its market share to 4%.

All fiction segments grow, while practical guides and self-help decline. Performance varied across categories. Comics posted the strongest growth (+14.9%), followed by children’s and young adult books (+9.1%), translated fiction (+6.9%), and Italian fiction (+4.9%). General non-fiction remained in line with the previous year, while specialized non-fiction (-1.8%) and practical guides and self-help books (-6.7%) recorded declines.

Italian fiction dominates the top ten, but the summer puzzle book takes first place. Although Italian fiction dominates the top ten bestseller ranking (see attached chart), the bestselling title is the global summer phenomenon *Murdoku, 80 omicidi misteriosi da risolvere con la logica* by Manuel Garand (Magazzini Salani), followed by *L'alba dei leoni. La saga dei Florio* by Stefania Auci (Nord) and *Il custode* by Niccolò Ammaniti (Einaudi).

All materials are available on the AIE website [in the section dedicated to the Frankfurt Book Fair](#).

Frankfurter, 7th of october 2026

For information,
Daniela Poli, AIE
(+39) 02 89280823
(+39) 335 1242614
daniela.poli@aie.it
www.aie.it

Ai sensi degli artt. 13, 14 del Regolamento Generale sulla protezione dei dati 2016/679, AIE – Associazione Italiana Editori e Ediser s.r.l. in qualità di **Contitolari del trattamento** informano che i dati personali sono trattati per l’invio di comunicazioni informative inerenti al settore dell’editoria, di iniziative di rilievo nazionale o internazionale con l’obiettivo di promuovere la lettura, l’educazione alla lettura e il mondo dell’industria editoriale. I dati sono stati raccolti mediante collaborazioni e fonti pubbliche e il trattamento dei dati si fonda sul perseguimento del legittimo interesse, in ragione del rilievo che l’attività informativa, operata da AIE, ha per il settore di riferimento e della tematica affrontata di interesse per il soggetto. La informiamo che Lei potrà in qualsiasi momento decidere di non ricevere più le suddette comunicazioni informative inviando una mail all’indirizzo privacy@aie.it. Per maggiori informazioni invitiamo a prendere visione dell’informativa completa su www.aie.it/Trattamento-dati-personali.