

## CHILDREN AND YOUTH PUBLISHING IN A NUTSHELL

### Resident population as of 01.01.2022:

Children 0-14 years old: 7,489,795 (-1.9% from 01.01.2021)

Children 6-14 years old: 4,868,277 (-1.2% from 01.01.2021)

### Readers of "at least one non-school book in the previous 12 months" (2021)

6-10 years old: 45.6 percent

11-14 years old: 54.7 percent

15-17 years old: 50.9%.

### E-book readers "in the previous 12 months" (2021)

6-10 years: 5.2%

11-14 years old: 15.1%.

15-17 years old: 19.6%.

### Listeners of audiobooks "in the previous 12 months" (2021)

6-10 years: 2.7 percent

11-14 years old: 2.5 percent

15-17 years old: 1.9%.

### Sales of trade books (physical and online bookstores and large retailers) at cover price of the children's and youth sector (2022): 268.4 Ml euro (-3.7% from 2021)

### Titles of published children's and youth books:

2016: 6.165

2017: 7.476

2018: 7.221

2019: 7.810

2020: 7.289

2021: 8.850

### Book titles published per thousand children in 2021 (0-14 years old): 1.18 (2017: 0.90)

### Printed copies:

2016: 27.200.000

2017: 26.950.000

2018: 26.685.000

2019: 30.944.000

2020: 32.503.000

2021: 38.093.000

### Distribution of book production by age group (2021)

0-2 years: 6.9%

3-4 years: 34.7 percent

5-6 years: 27.0%

7-8 years: 16.8%  
9-10 years: 8.9%  
11-13 years: 5.5 percent  
Unclassifiable: 0.2%

**Average annual expenditure per child in 2022 (0-14 only trade channels):** €35.83 (€29.18 in 2018; €31.1 in 2020, €37.5 in 2021)

**Import and export: Trends in rights sales and rights purchases (value shown in parentheses) of children's and young adult books by Italian publishers:**

2001: 486 (1.250)  
2005: 468 (1.369)  
2010: 1.607 (1.283)  
2016: 2.948 (1.897)  
2017: 3.175 (1.848)  
2018: 3.074 (1.797)  
2019: 3.256 (2.402)  
2020: 2.812 (2.190)

*Data collection and processing by the AIE Study Office from various sources: AIE-Kids Observatory by Pepe Research, Istat, Nielsen, IE- Informazioni Editoriali*