

The comic book market in Italy

19 May 2022

Turin International Book Fair



What are we presenting?

In December 2021 at Più libri più liberi, we presented the results of a survey about the socio-cultural profile of comic book readers. That survey was part of a broader Observatory on comic books of which we presenting a new part today.

1

The analysis of trends between 2019 and 2021 in the publication of printed comic books (ISBN), e-books, of comic books with correlated e-books. The data include also publications for children (aged 6-13) and young adults (aged 14+).

2

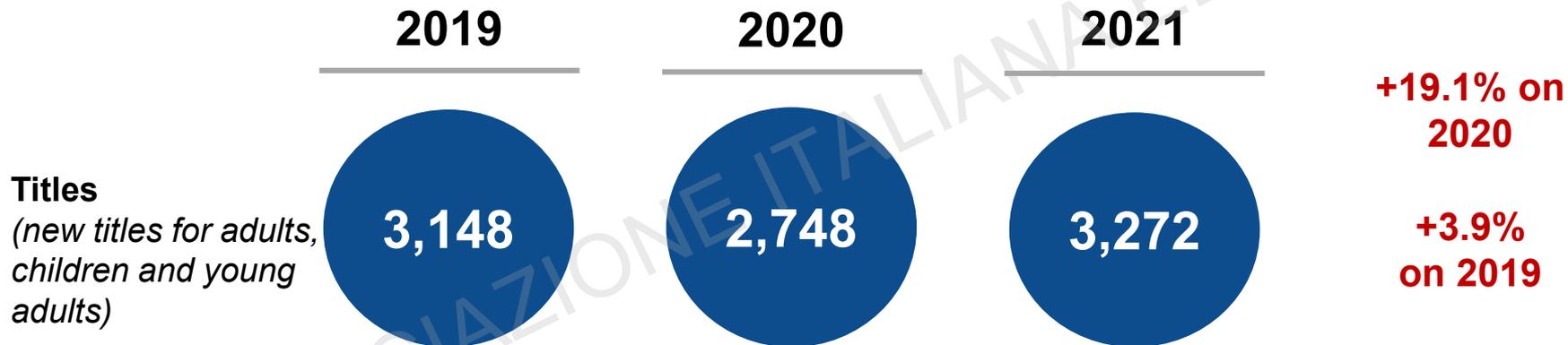
The analysis of the trend between 2019 and 2021 by value and by copies in comic book trade channels (F0203, P0401, P0402). The data also include sales of comic books for children and young adults (Y0402 and Y0502).

**Productions and the catalogue:
the growing range
2019-2021**

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New printed publications on the rise

Number of titles published
Expressed in number of titles and %



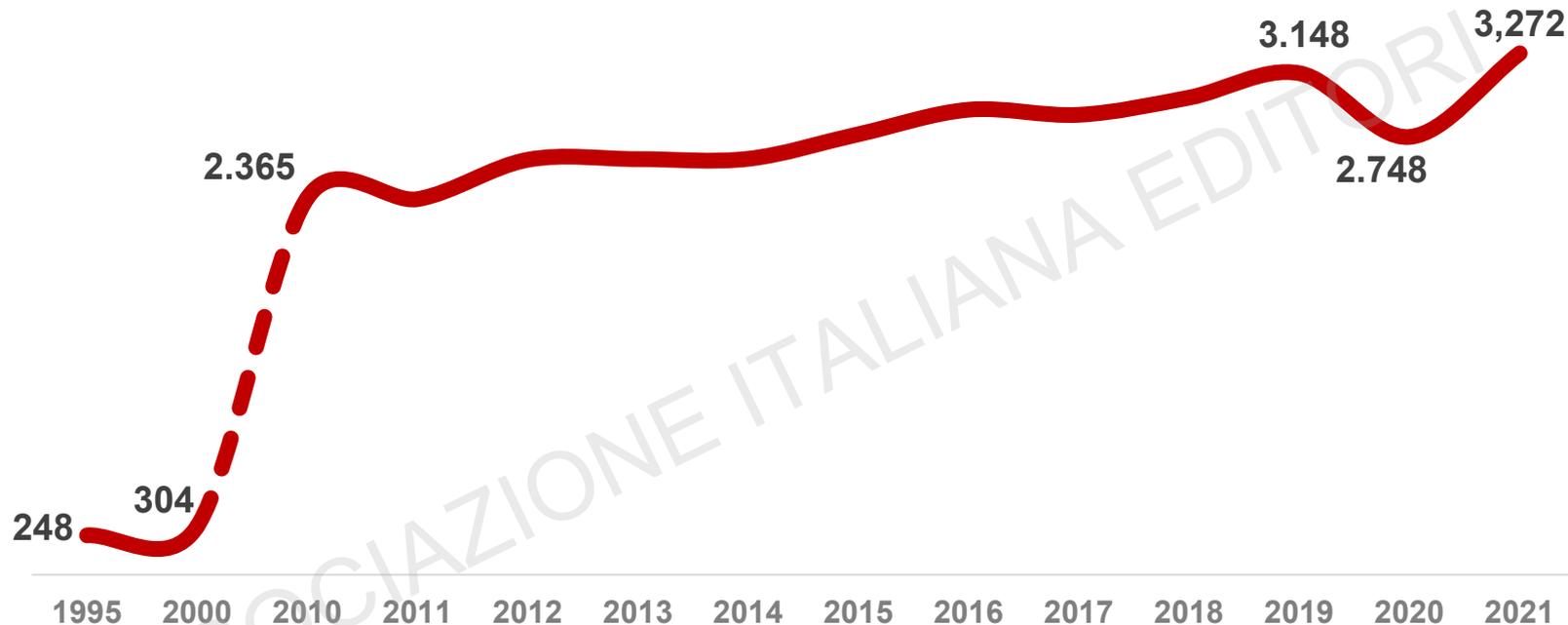
The catalogue: the number of commercially viable printed titles rises

Number of titles published
Expressed in number of titles and %



Published comic book titles for adults and children: 1995-2021

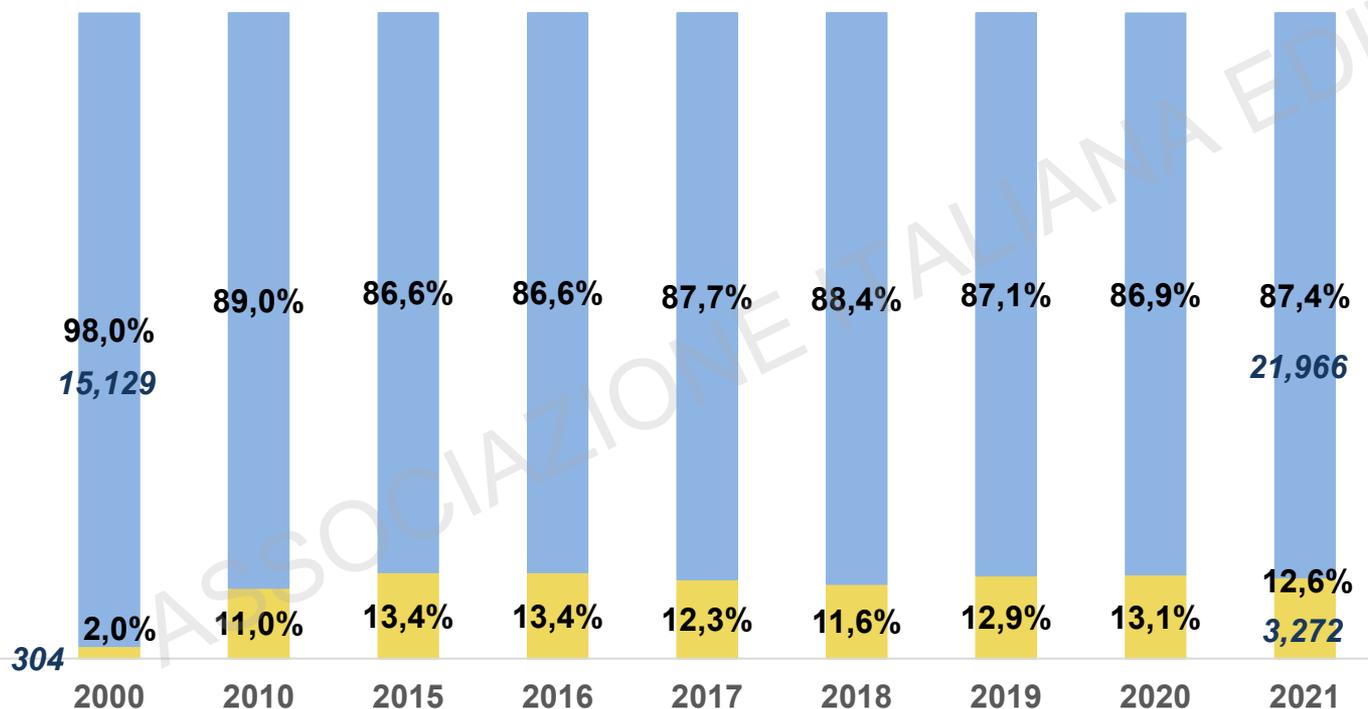
Expressed in number of titles and %



Until 2010 data on comic book titles published by Italian publishers (trade books for adults and children) refer to annual publication information by ISTAT. Since 2010 the values are those entered onto the database of titles on sale di IE-Informazioni Editoriali.

The comic book as a new form of fiction

Expressed in number of titles and %

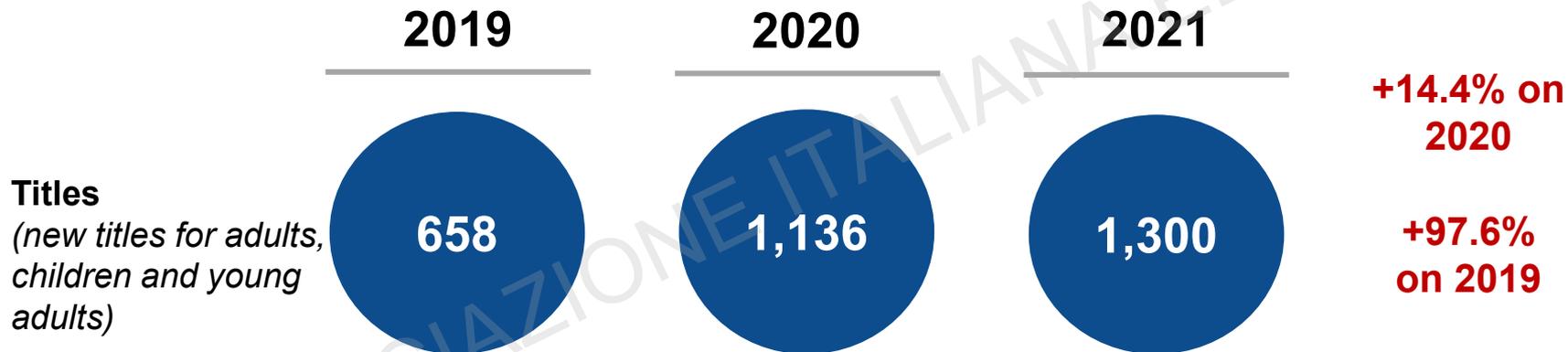


Fiction: +45.4% on 2000
(Annual growth rate: **+1.8%**;
including general fiction)

**Comics: +976.3%
on 2000**
(Compound annual
growth rate: **+12.0%**)

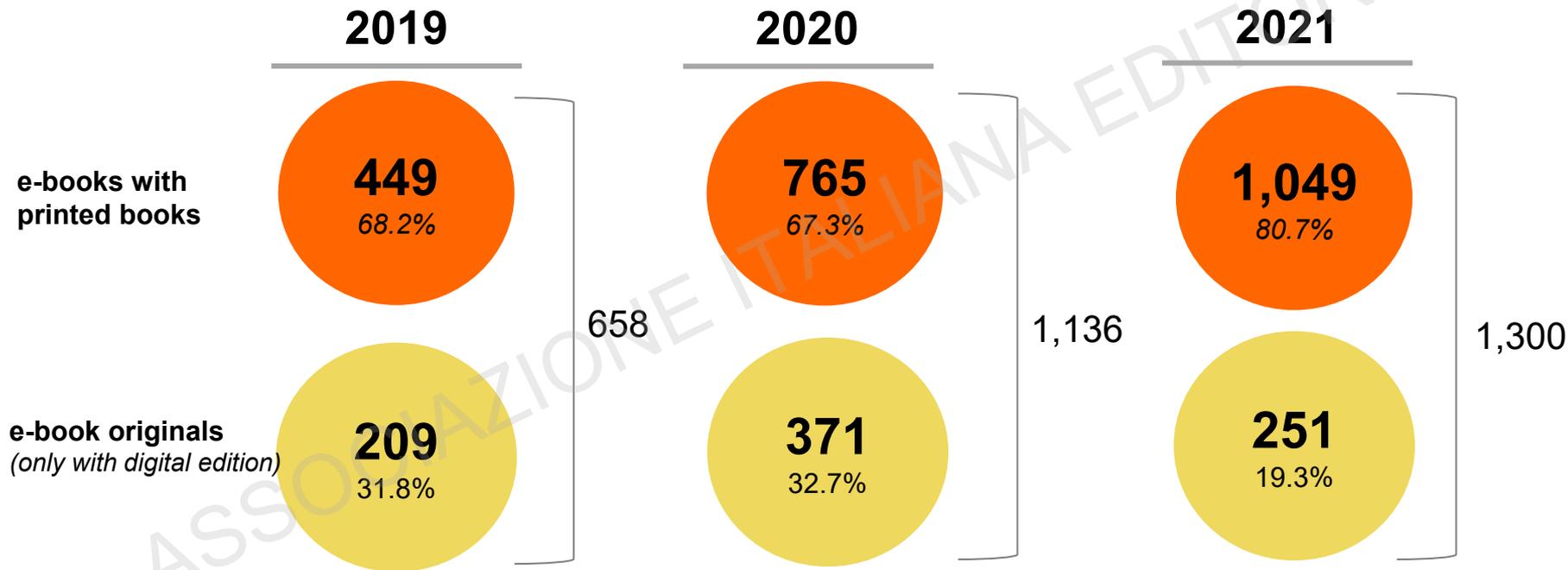
The number of e-books published doubles

Number of e-book titles
Expressed in number of titles and %



Printed comic books are increasingly released with a correlated e-book

Expressed in number of titles and %



The categories: in books and in e-books for adults, children and young adults

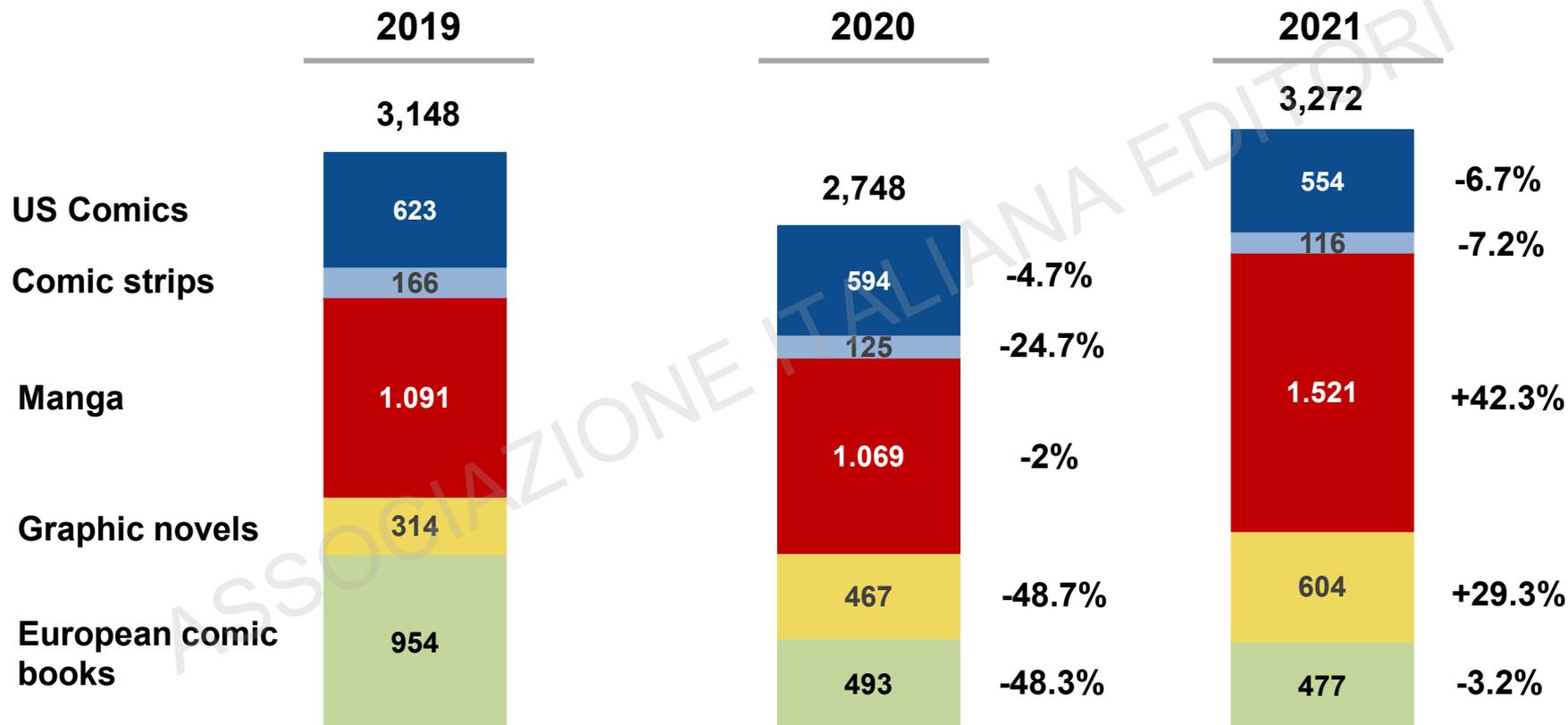
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The categories considered in the IE – Informazioni Editoriali classification

Category	Examples
Superheroes (<i>US Comics</i>)	Traditional American/English comic books that contain the adventures of superheroes such as Spiderman, Batman, Wonder Woman, Ironman, etc.
Comic strips	Short stories, few cartoons, almost always humorous (e.g. Peanuts, Calvin & Hobbes)
Manga	All Japanese (<i>Manga</i>) and Asian comic books including Korean (<i>Manhwa</i>) and Chinese (<i>Manhua</i>)
Graphic novels	Stand-alone publications, not part of a series, generally destined for adult readers, often with unusual graphics and high literary content, not usually humorous
European comic books	Stand-alone publications, <i>bandes dessinées</i> for all, classic comic books for all ages

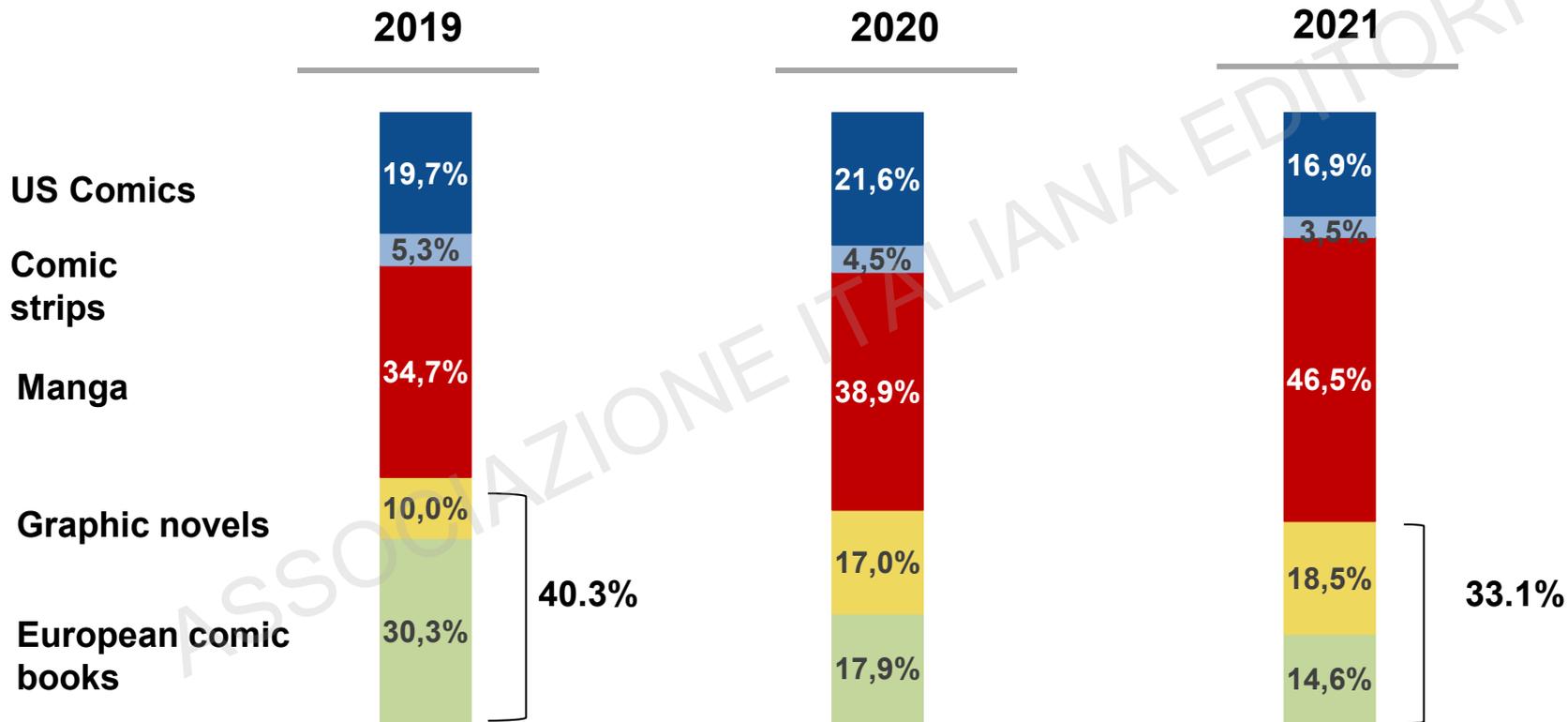
Overall trend in printed publications by category

Expressed in number of titles and %



Composition by category of new printed publications

Expressed in number of titles and %



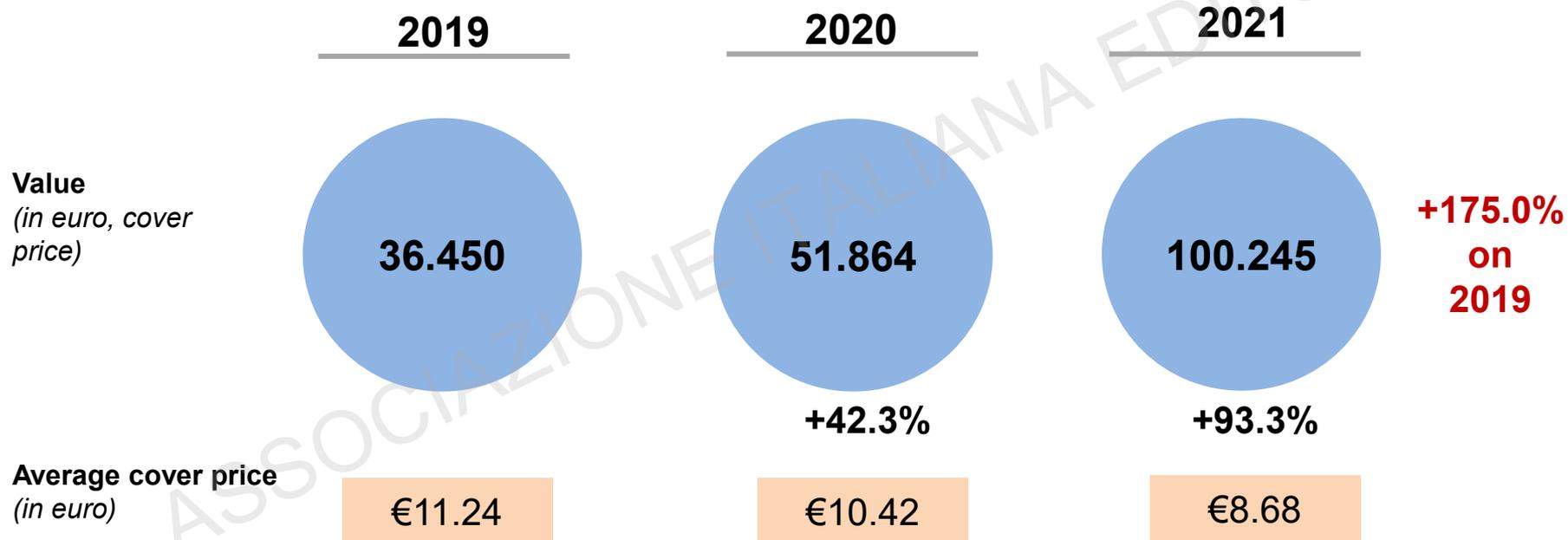
Trade market in comic books by copies and by value between 2019 and 2021

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Readers' spending on comic books in trade channels rises

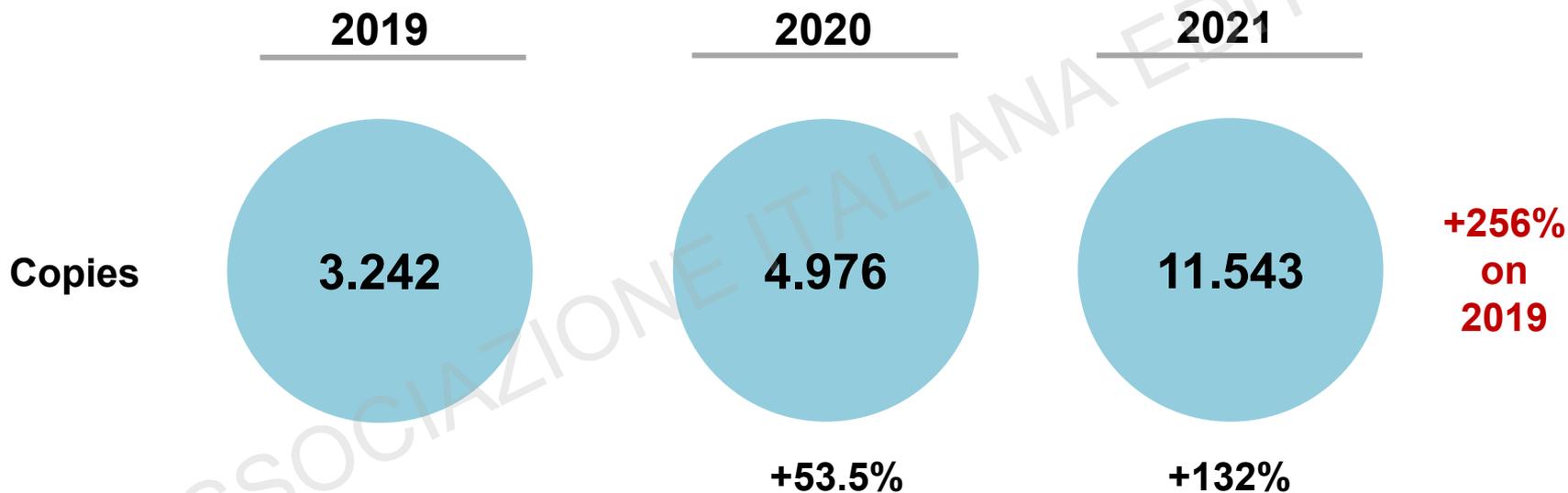
(Independent bookshops, chain bookshops including religious ones, online bookshops including Amazon, Large-scale retail book stands)

Values in millions of euro by cover price and in %



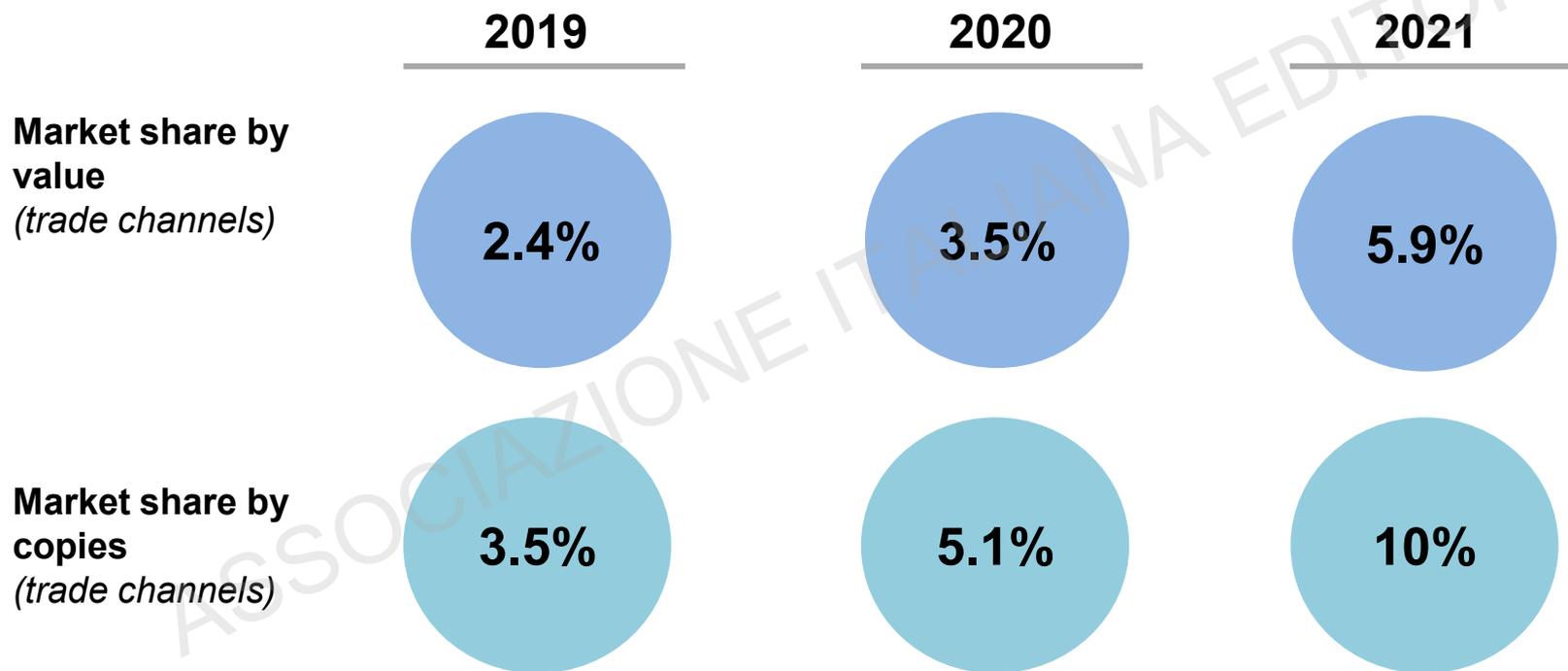
The number of copies purchased rises even more than spending

Value referring to independent bookshops, chain bookshops (including religious ones), online bookshops (including Amazon) Large-scale retail book stands. Values in millions of copies sold and in %



The weight of the comics market in the overall market grows

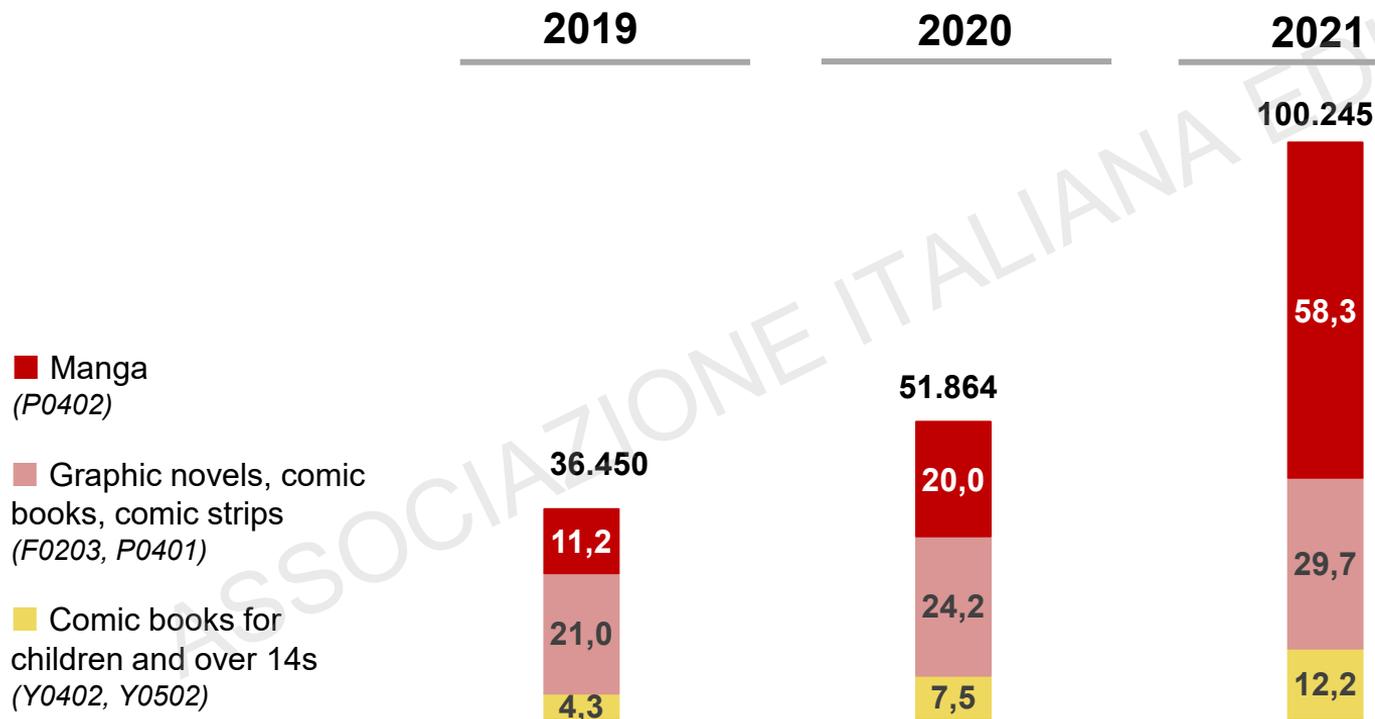
Values in %



Spending by best-selling categories

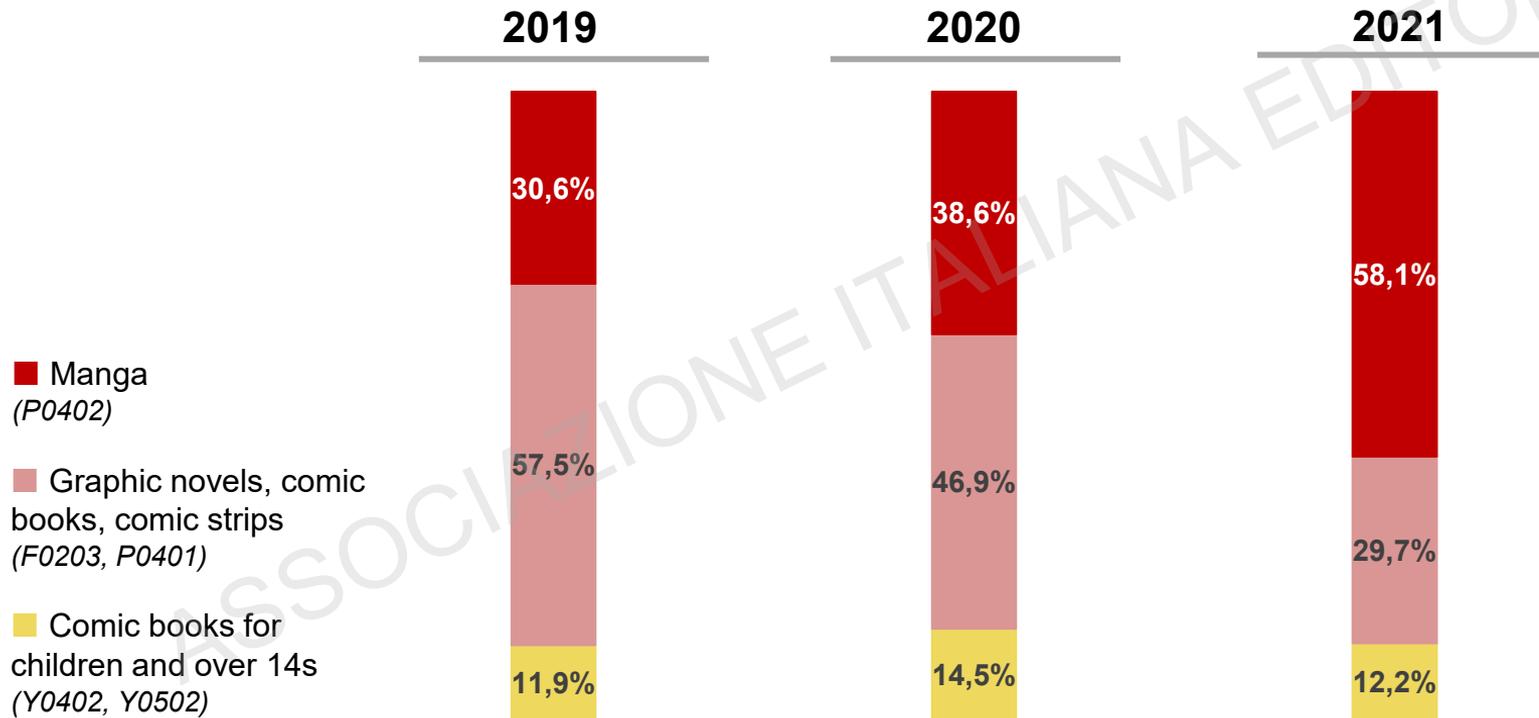
Value referring to independent bookshops, chain bookshops (including religious ones), online bookshops (including Amazon), Large-scale retail book stands

Values in millions of euro by cover price



Spending breakdown by best-selling categories

Values in %

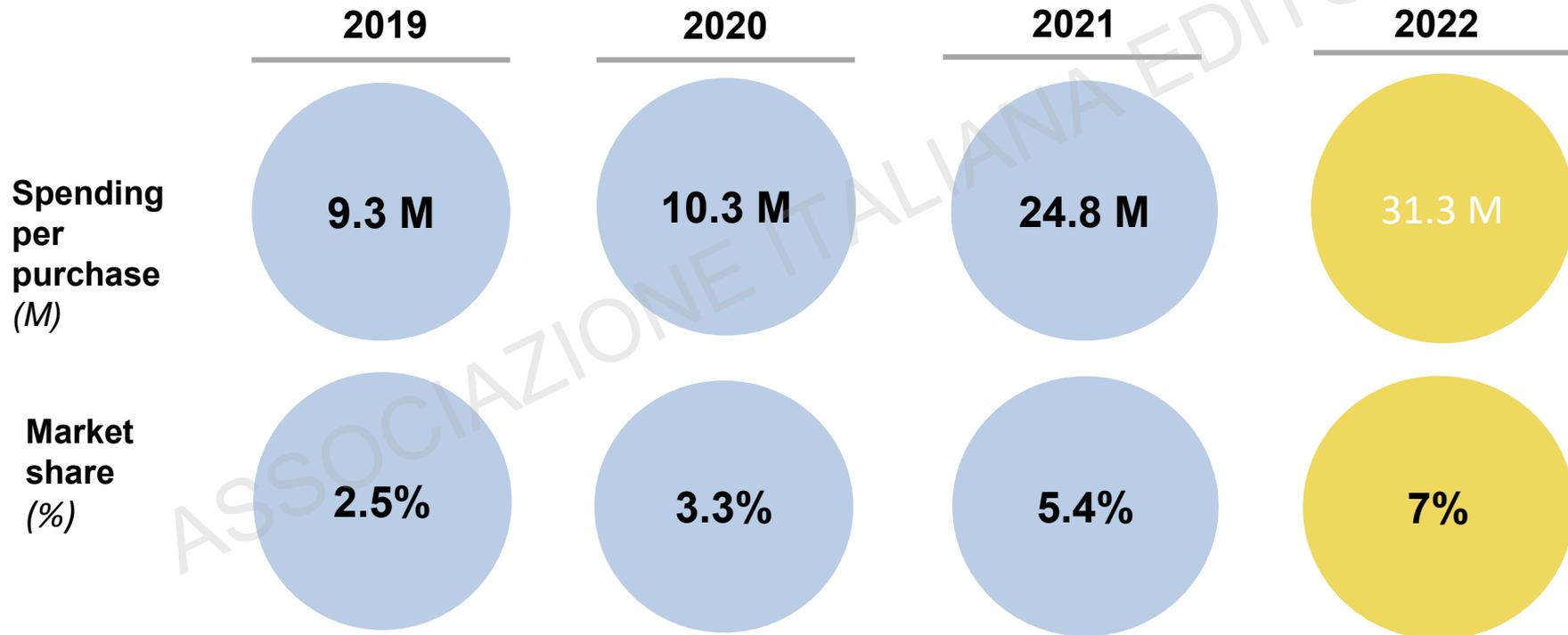


**And in the first four months
of this year?**

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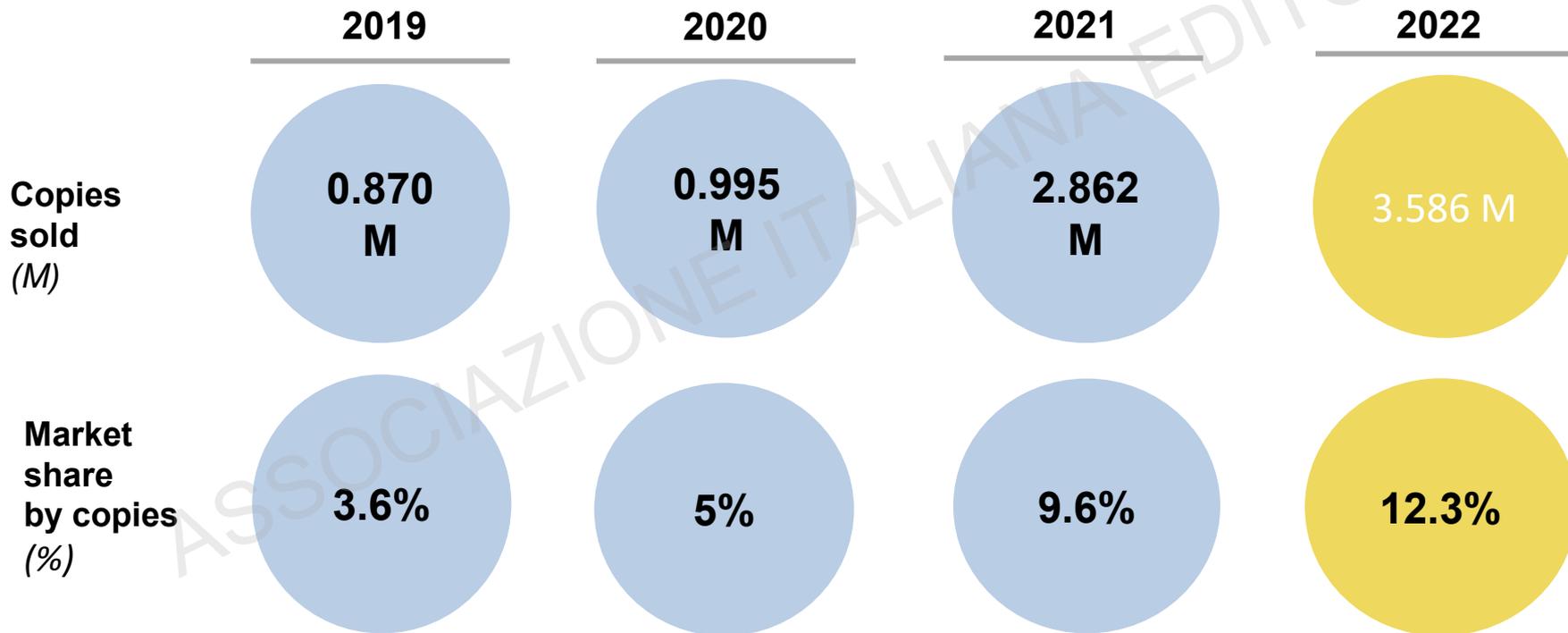
The comic book market keeps growing by value even in the first 4 months of 2022

Value referring to independent bookshops, chain bookshops (including religious ones), online bookshops (including Amazon), Large-scale retail book stands. Values in millions of euro by cover price and in %



Yet in the first 4 months of 2022, by copy value grows even more

Value referring to independent bookshops, chain bookshops (including religious ones), online bookshops (including Amazon), Large-scale retail book stands. Values in millions of copies sold and in %



**The next presentation
by the comic book Observatory
at
Lucca Comics & Games 2022**

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In the field of



European
Commission

