

Mercado do Livro

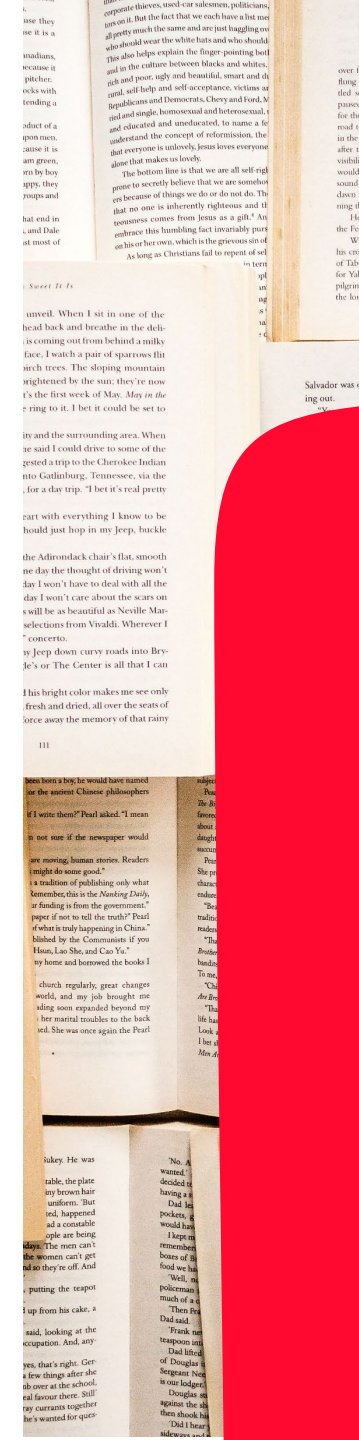
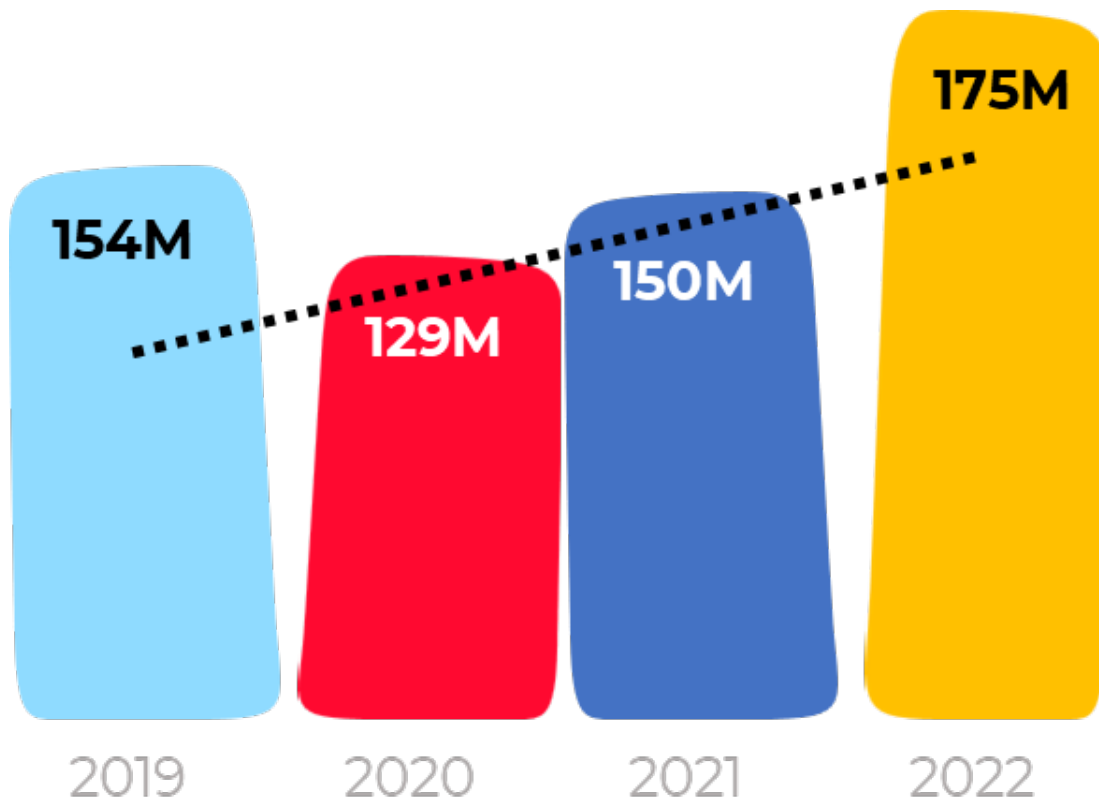
E Hábitos de Compra em Portugal

The Book Industry and Purchase Habits in Portugal



The Future of Reading

EVOLUÇÃO DO MERCADO (Euros) Market Evolution (Euros)





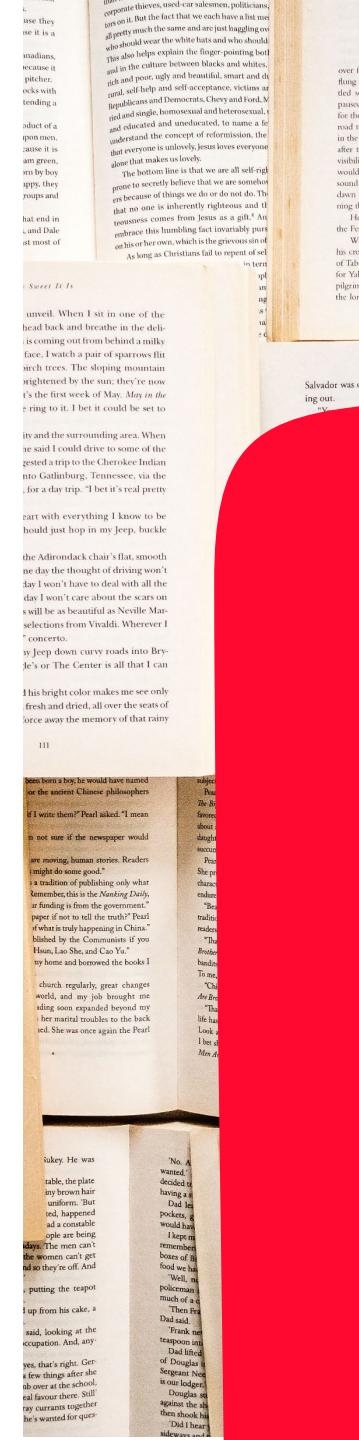
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88% DO MERCADO É CONSTITUÍDO POR / *Market Composition:*

- **4 Grupos de Livrarias em rede / *Groups of Bookstores' Chains***
80 livrarias / *bookstores*
- **9 Retalhistas Multiproduto / *Multiproduct Retailers***
1.200 pontos de venda / *selling points*
- **8 Grupos de Grande Distribuição / *Wholesale Retailers Groups***
1.800 pontos de venda / *selling points*
- **4 Livrarias Únicas / *Single Bookstores***

RESTANTES / *Others* 12%

- **Livrarias únicas e Papelarias / *Bookstores & Stationary Stores***
400 pontos de venda / *selling points*

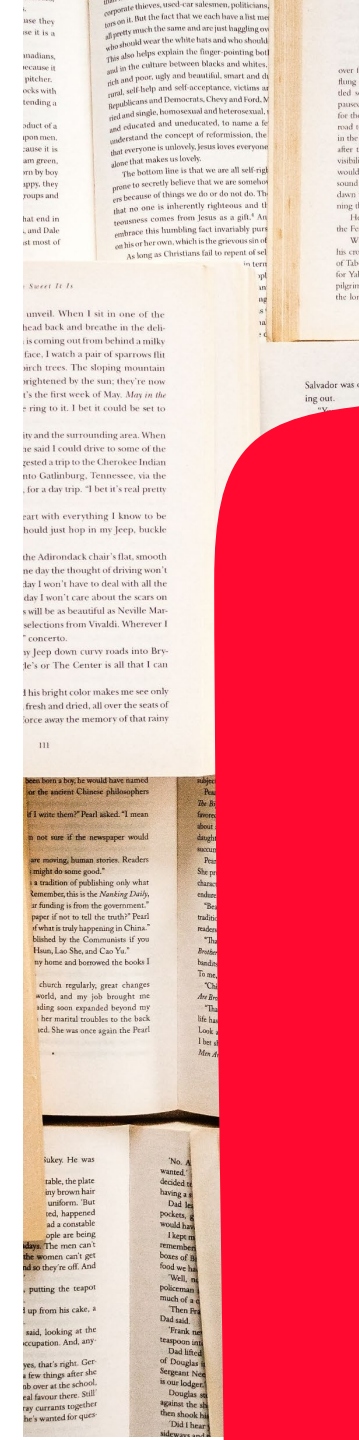
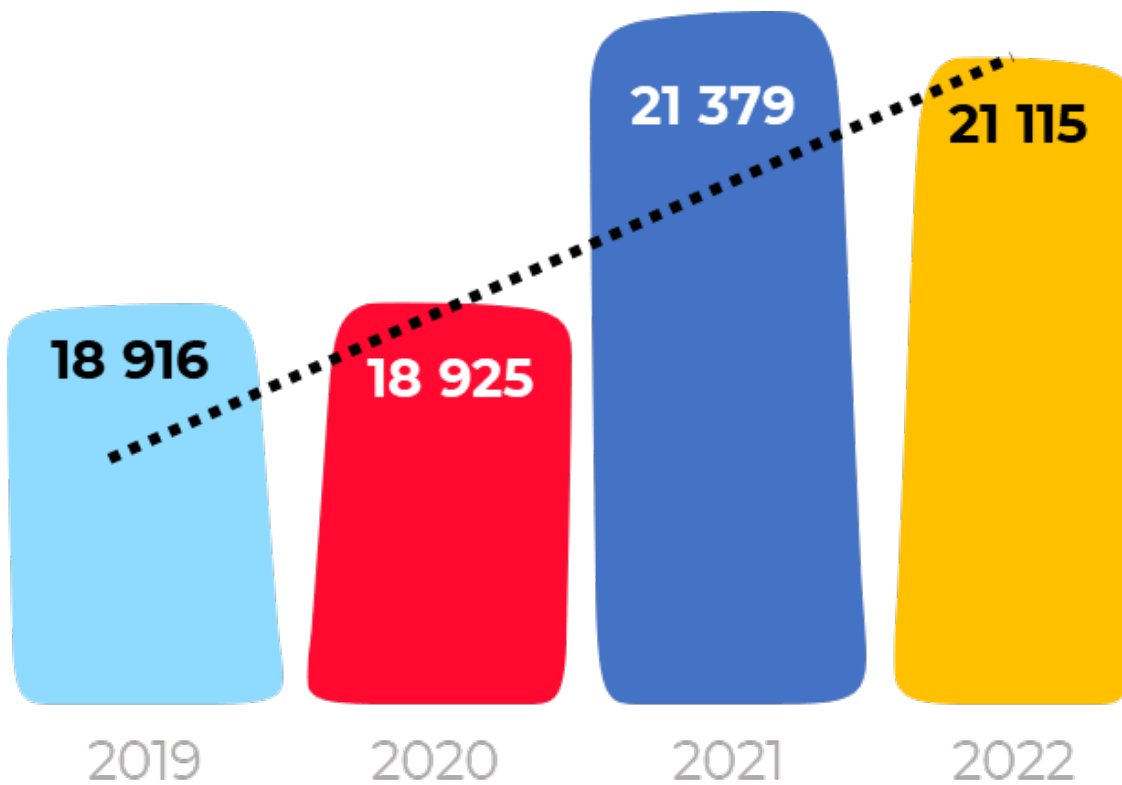




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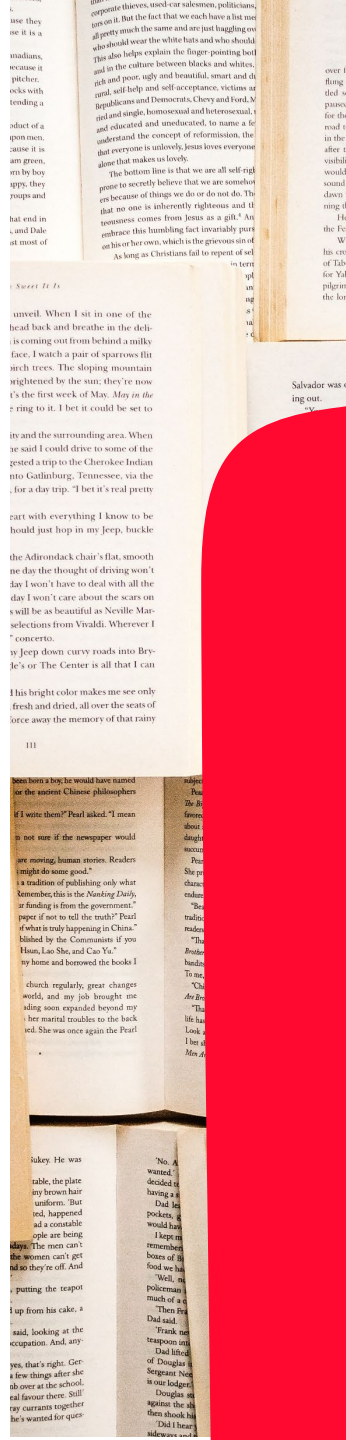
NÚMERO DE NOVOS LIVROS (ISBN)

Number of New Books (ISBN)



**62 % dos Portugueses
compraram livros
no último ano**

*62% of Portuguese
population bought books
last year*





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82%
consumo **próprio**
own consumption

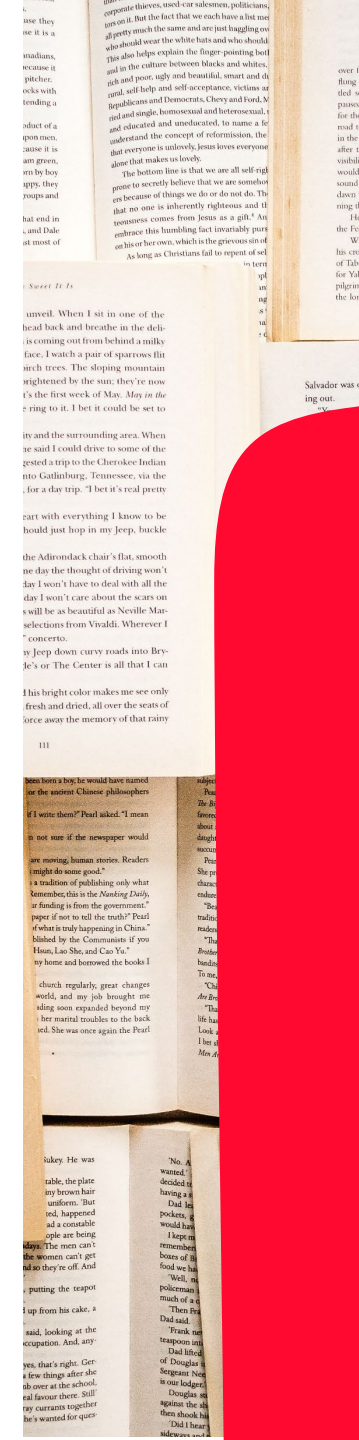
53%
para **oferecer**
for gifts

99%
em formato **físico**
in physical format

8%
em formato **digital**
in digital format

88%
em lojas **físicas**
in physical stores

39%
em lojas **online**
in online stores





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Romance 69%

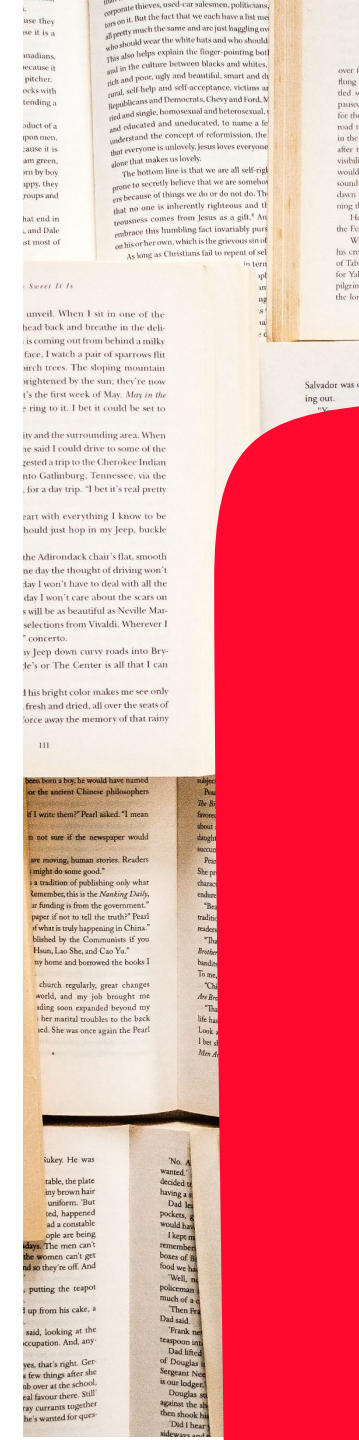
Romance Novel

Romance Histórico 52%

Historical Romance Novel

Infantil-Juvenil 50%

Children-Youth





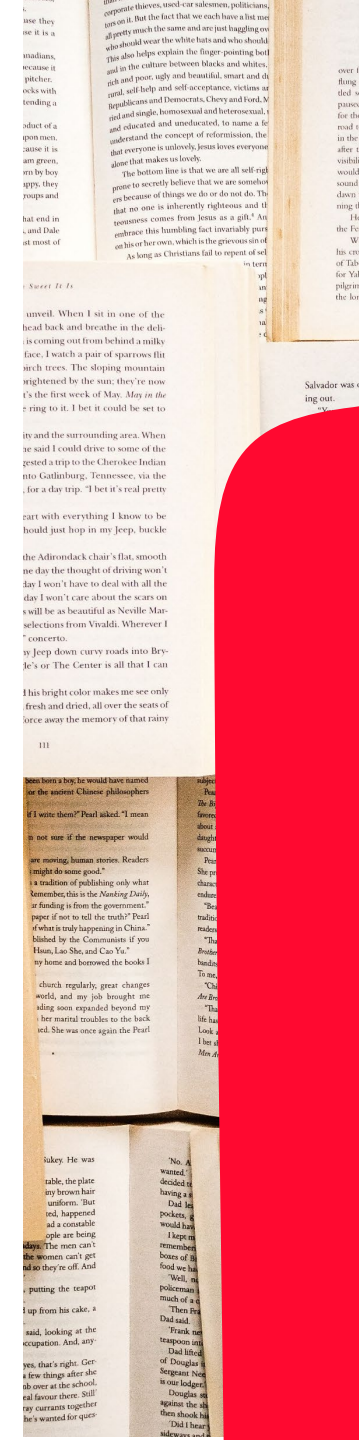
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47%
comprou a mesma
quantidade
bought the same quantity

15 - 34 anos / years old
os que mais
compram
those who bought more
(28%)

23%
comprou
mais livros
bought more books

55 - 74 anos / years old
para si próprios
for themselves
(87%)





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MAIORES QUEBRAS DE COMPRA NO ÚLTIMO ANO

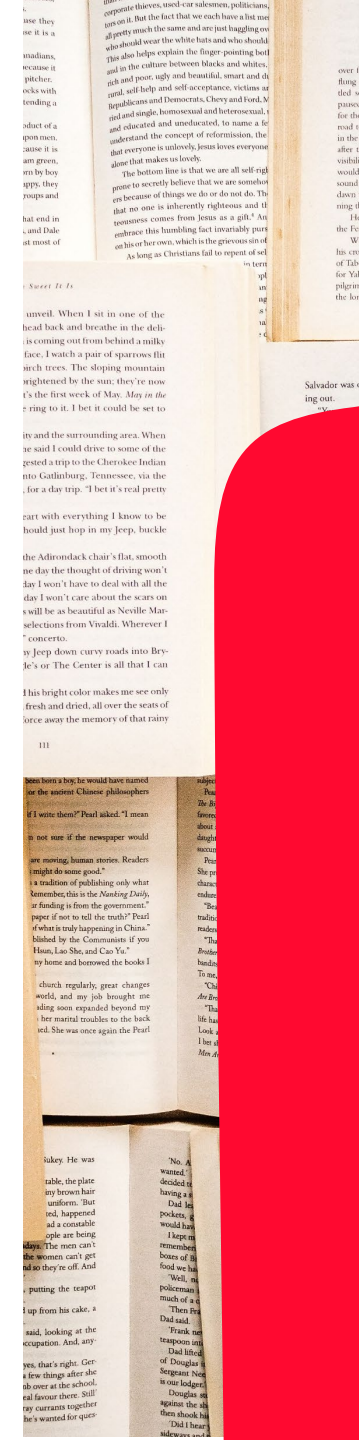
The most significant purchase losses in the last year

PORTO -14%
OPORTO

LITORAL -10%
COASTAL

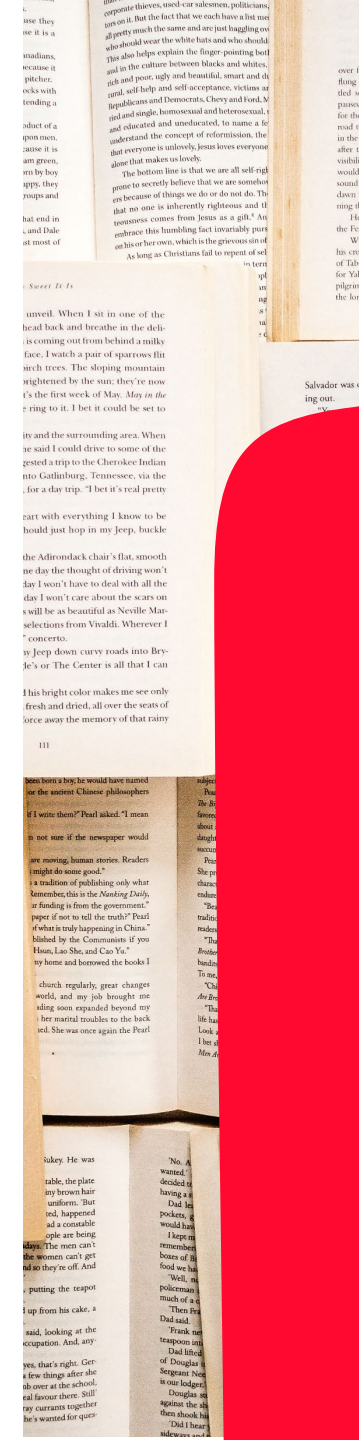
INTERIOR -10%
INTERIOR

Nas classes sociais mais baixas / In lower social classes
C -11%
D -15%



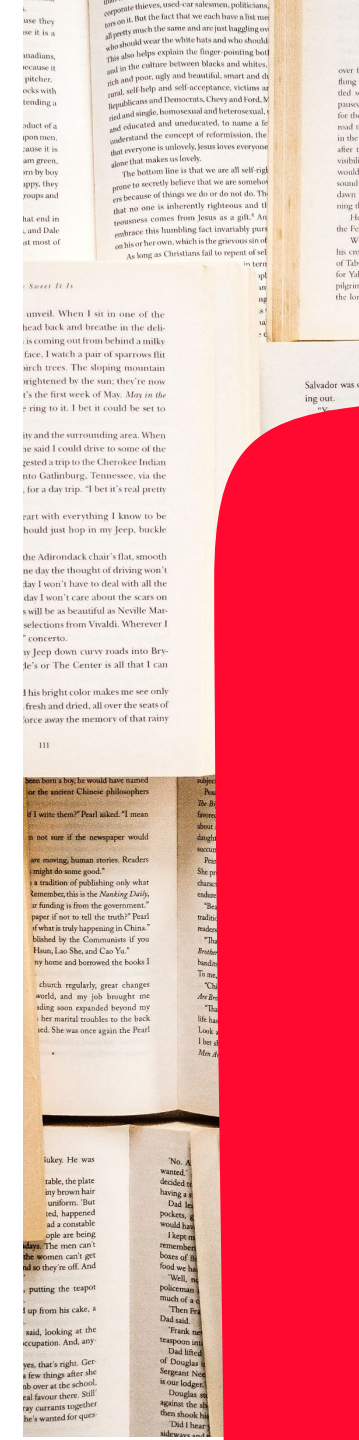
É nos lares de **status social** mais elevado que **mais** compram livros para as crianças e/ou adolescentes (42% classe AB)

It is in the higher social status households that more books for children and/or teenagers are acquired



E comparado ao ano antes da pandemia Covid?

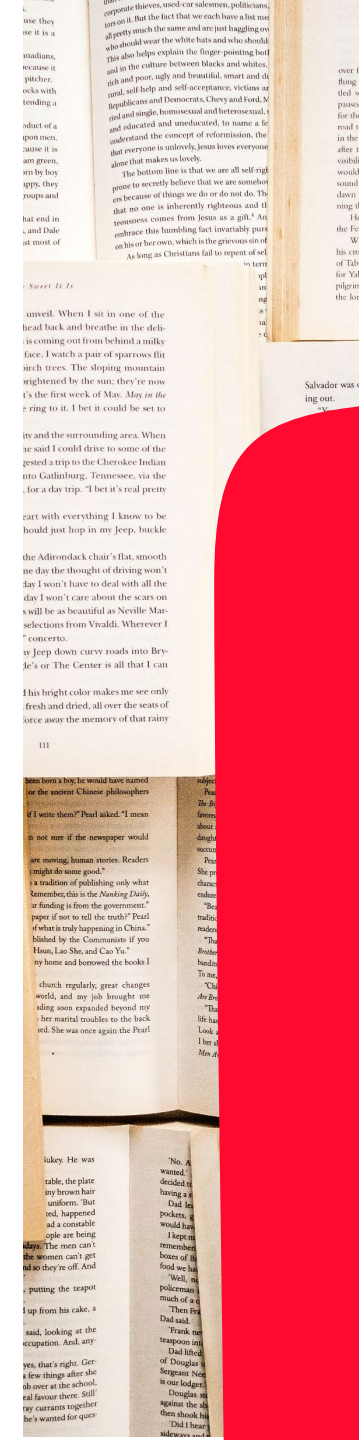
*And when compared to before the
pandemic?*



Aumento de compra nos mais jovens

*Purchase increase amongst
younger people*

15 - 34 anos / years old
+44%





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PORTO -11%
OPORTO

SUL +12%
SOUTH

LISBOA +5%
LISBON

