



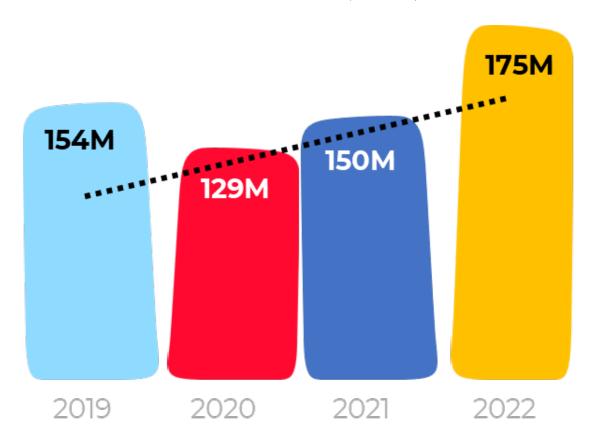
Mercado do Livro E Hábitos de Compra em Portugal

The Book Industry and Purchase Habits in Portugal



EVOLUÇÃO DO MERCADO (Euros)

Market Evolution (Euros)



use they se it is a

> adians, cause it itcher. eks with unding a

of a nen, it is reen, boy they

and next yours as more stypens are next everyone agree that makes us lovely.

The bottom line is that we are all self-righ gene to secretly believe that we are somehow ere because of things we do or do not do. The that no one is inherently righteous and the tensures comes from Jesus as a gift. An embrace this lumbling fact invariably pure onlisor her own, which is the greeness as no disorder own, which is the greeness and As long as Christians fall to repent of set.

and refused the concept of reformission, the that everyone is unlovely, Jesus loves everyone

corporate tors on it. But the fact that we each have a list mental so it. But the fact that we each have a list mental so it. But the fact that we each have a list mental so it. But the fact that sand who should wear the white hats and who should

when the second of the second was should plas also helps explain the finger-pointing hold in the culture between blacks and whites, rich and poor, ugly and beautiful, smart and dreards, self-thelp and self-acceptance, victims at liquid-class and Democrats, Chevy and Ford, A ried and single, homoexusia and heterosexual, and educated and uneducated, to name a fe

Course to te

unveil. When I sit in one of the head back and breathe in the deliis coming out from behind a milky face, I watch a pair of sparrows flit sirch trees. The sloping mountain orightened by the sun; they're now t's the first week of May. May in the e-ring to it. I bet it could be set to

ity and the surrounding area. When ne said I could drive to some of the gested a trip to the Cherokee Indian nto Gatlinburg, Tennessee, via the for a day trip. "I bet it's real pretty

eart with everything I know to be hould just hop in my Jeep, buckle

the Adriondack chair's Hat, smooth ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi, Wherever I concerto.

ny Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only fresh and dried, all over the seats of orce away the memory of that rainy

1

or the ancient Chinese p

if I write them?" Pearl asked. "I mear in not sure if the newspaper would

see moring bussan stories, Readers imight do some good."

1 a tradition of publishing only what Remember, this is the Nanking Daily, at funding is from the government. Paper if sho to tell the truth? Plearl sybwin is trutly happening in China." blished by the Communists if you Huan, Lao She, and Cao Yu.

ny home and borrowed the books I

church regularly, great changes
world, and my job brought me
ading soon expanded beyond my
her marital troubles to the back

ne ny ick arl

wanted to decided to having a single decided to having a single decided to have a single decided

sukey. He was
table, the plate
iny brown hair
uniform. 'But
ted, happened
ad a constable
ople are being
idays. The men can't
the women can't get
ad so they're off. And

, putting the teapot

said, looking at the

said, looking at the secupation. And, anyyes, that's right. Gera few things after she nb over at the school, eal favour there. Still' ray currants together he's wanted for questled
pan
for
road
in t
affe
visit
woo
sour
daw
ning

daw ning the his o of T for '

Salvador v ing out.



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

head back and breathe in the deli sirch trees. The sloping mountain grightened by the sun; they're now i's the first week of May, May in the

gested a trip to the Cherokee Indian

hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Mar selections from Vivaldi. Wherever I

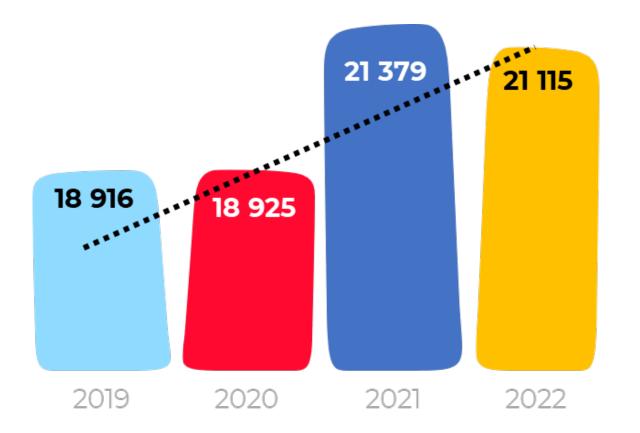
sy Jeep down curvy roads into Br le's or The Center is all that I can

I his bright color makes me see only



NÚMERO DE NOVOS LIVROS (ISBN)

Number of New Books (ISBN)



ors on it. but the same and are just haggling on all pretty much the same and are just haggling on the should wear the white hats and who should

ion that makes us lovely.

The bottom line is that we are all self-right prone to secretly believe that we are somehosers because of things we do or do not do. The teousness comes from Jesus as a gift.4 An embrace this humbling fact invariably purs

or on it. But the fact that we each have a list mer

and and poor, ugly and beautiful, smart and di

and educated and uneducated, to name a fe aderstand the concept of reformission, the that everyone is unlovely, Jesus loves everyone

unveil. When I sit in one of the head back and breathe in the deliface, I watch a pair of sparrows flit sirch trees. The sloping mountain orightened by the sun; they're now t's the first week of May. May in the

ity and the surrounding area. When ne said I could drive to some of the zested a trip to the Cherokee Indian

eart with everything I know to be hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi. Wherever I

sy Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only

i might do some good."

a tradition of publishing only what
Remember, this is the Nanking Daily, funding is from the government."
paper if not to tell the truth? Pearl
if what is truly happening in China."
blished by the Communists if you
Hsun, Lao She, and Cao Yu." ny home and borrowed the books I

world, and my job brought me ading soon expanded beyond my ther marital troubles to the back

ray currants togethe he's wanted for ques



COMO FOI A COMPRA DE LIVROS PELOS PORTUGUESES EM 2022?

How was the book purchase by the Portuguese population in 2022?

e they it is a

nadians, ecause it oitcher. cks with ending a

t of a men, e it is green, y boy

end in id Dale one to secretly believe that we are somehor s because of things we do or do not do. That at no one is inherently righteous and the consusses comes from Jesus as a gift. An abrace this humbling fact invariably purs this or her own, which is the grievous sin of a long as Christians fail to repent of sel

Forest Tr.

unveil. When I sit in one of the head back and breathe in the deliis coming out from behind a milky face, I watch a pair of sparrows flit sirch trees. The sloping mountain arightened by the sun; they're now t's the first week of May. May in the cript to it. Ther it could be set to

ity and the surrounding area. When ne said I could drive to some of the gested a trip to the Cherokee Indian nto Gatlinburg, Tennessee, via the for a day trip. "User it's real ments

eart with everything I know to be hould just hop in my Jeep, buckle

the Adirondack chair's Hat, smooth ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on swill be as beautiful as Neville Marselections from Vivaldi. Wherever I concerto.

sy Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only fresh and dried, all over the seats of lorce away the memory of that rainy

or the ancient Chinese philosop

n not sure if the newspaper woul

are moving, butman stories. Readen might do some good."

a tradition of publishing only wha kernenbee, this is the Nanisop Daily at funding is from the government. paper if not to tell the truth? Pear if what is truly happening in Chinablished by the Communists if yor Hum, Lao She, and Cao Yu."

ny home and borrowed the books

church regularly, great changes world, and my job brought me aling soon expanded beyond my ther marital troubles to the back and. She was once again the Pearl

sukey. He
rable, the
iny brow
uniform
ted, hap
ad a con
ople are
idays. The men
the women car
and so they're off

, putting the teapor

said, looking at the

at the anyc. Gerer she chool. Still' gether ques-

Figure 1 Property 1 Pr



62 % dos Portugueses compraram livros no último ano

62% of Portuguese population bought books last year they it is a

nadians, reause it oitcher. icks with ending a

a a b s

and I in The notion of the property of

Sweet II

unveil. When I sit in one of the head back and breathe in the deliics coming out from behind a milky face, I watch a pair of sparrows flit inch trees. The sloping mountain nrightened by the sur; they're now i's the first week of May. May in the e ring to it. I bet it could be set to

ity and the surrounding area. When he said I could drive to some of the gested a trip to the Cherokee Indian nto Gatlinburg, Tennessee, via the for a dwy trip. "They it's real ments

hould just hop in my Jeep, buckle

the Adirondack chair's Hat, smooth ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on swill be as beautiful as Neville Marselections from Vivaldi. Wherever I concerto.

sy Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only fresh and dried, all over the seats of orce away the memory of that rainy

or the ancient Chinese

if I write them?" Pearl asked. "I

are moving, bunnan stories. Readers might do some good.* a tradition of publishing only what Kemember, this is the Nanking Daish, ar funding is from the government.* paper if sor to tell the truth? Pearl of what is truly happening in China.* blished by the Communists if you Huan, Lao She, and Cao Yu.*

church regularly, great changes world, and my job brought me ading soon expanded beyond my her marital troubles to the back sed. She was once again the Pearl l l l

table, the pl iny brown h uniform. I ted, happen ad a constat ople are be days. The men of the women can't ad so they're off. A

putting the teapo

up from his cal

soking at the on. And, anyi's right. Genings after she at the school, or there. Still' ants together nted for quessteeded to a service and the service and the service as a service as a



82% consumo próprio own consumption

99% em formato físico in physical format

88% em lojas físicas in physical stores

53% para oferecer for gifts

8% em formato digital in digital format

39% em lojas online in online stores

s will be as beautiful as Neville Mar

head back and breathe in the deli sirch trees. The sloping mountain grightened by the sun; they're now gested a trip to the Cherokee Indian hould just hop in my Jeep, buckle day I won't care about the scars on le's or The Center is all that I can I his bright color makes me see only



Romance 69%

Romance Novel

Romance Histórico 52%

Historical Romance Novel

Infantil-Juvenil 50%

Children-Youth

The bottom line is that we are all self-right is because of things we do or do not do. The

unveil. When I sit in one of the head back and breathe in the deliface, I watch a pair of sparrows flit pirch trees. The sloping mountain orightened by the sun; they're now t's the first week of May. May in the

ity and the surrounding area. When ae said I could drive to some of the zested a trip to the Cherokee Indian , for a day trip. "I bet it's real pretty

hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi. Wherever I

sy Jeep down curvy roads into Bry le's or The Center is all that I can

I his bright color makes me see only orce away the memory of that rainy

i might do some good."

a tradition of publishing only what
Remember, this is the Nanking Daily, ar funding is from the government." paper if not to tell the truth?" Pear of what is truly happening in China

her marital troubles to the back

ed educated and uneducated, to name a fe ny home and borrowed the books I



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

unveil. When I sit in one of the head back and breathe in the delisirch trees. The sloping mountain grightened by the sun; they're now

ne said I could drive to some of the gested a trip to the Cherokee Indian

hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't care about the scars on s will be as beautiful as Neville Mar

sy Jeep down curvy roads into Br le's or The Center is all that I can

I his bright color makes me see only



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%

s because of things we do or do not do. The

unveil. When I sit in one of the head back and breathe in the delisirch trees. The sloping mountain orightened by the sun; they're now t's the first week of May. May in the

ne said I could drive to some of the zested a trip to the Cherokee Indian

hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi. Wherever I

sy Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only

her marital troubles to the back



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

toy tor

of a

of a

ien,

it is

een,

boy

t end in nd Dale most of The hottom line is that we are all self-renee to screelly believe that we are somely as because of things we do or do not do. To that no one is inherently righteous accusates comes from Jesus as a gift. Moreover, which is the grievous sin. As long as Christians fail to repent of a few or the company of th

unveil. When I sit in one of the head back and breathe in the deliis coming out from behind a milky face, I watch a pair of sparrows fill inch trees. The sloping mountain nrightened by the sun; they're now it's the first week of May. May in the e ring to it. I bet it could be set to

ity and the surrounding area. When he said I could drive to some of the gested a trip to the Cherokee Indian nto Gatlinburg, Tennessee, via the for a day trip. Thet it's real pretty

eart with everything I know to be hould just hop in my Jeep, buckle

the Adirondack chair's Hat, smooth ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi. Wherever I concerto.

y Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only fresh and dried, all over the seats of orce away the memory of that rainy

13

or the ancient Chinese phile

n not sure if the newspaper wo

are moving, buman stories. Readtinght do some good."

I taudition of publishing only wisemember, this is the Nanting Dai ar funding is from the government paper if not to tell the truth? Te siwhat is truly happening in Chin blished by the Communists if y Hsun, Lao She, and Cao Yu."

> church regularly, great change world, and my job brought m ading soon expanded beyond m ther marital troubles to the back sed. She was once again the Pear

sukey. He w
table, the pla
iny brown h
uniform. 'B
ted, happen
ad a constat
ople are bei
days. The men ca
the women can't s
ad so they're off. A
putting the teap

, putting the teapot

said, looking at the ccupation. And, any Dad 4
Fr
teasp
Da
of D
Serge
is out
Ox
then
D
Magain

No. A wated wated wated decaded to decaded to having a simple would have been a second of the second



E comparado ao ano antes da pandemia Covid?

And when compared to before the pandemic?

The bottom line is that we are all self-right s because of things we do or do not do. The

ed educated and uneducated, to name a fe erstand the concept of reformission, the

andd wear the white hats and who should

unveil. When I sit in one of the head back and breathe in the deliface, I watch a pair of sparrows fli pirch trees. The sloping mountain orightened by the sun; they're now t's the first week of May. May in the

ity and the surrounding area. When ae said I could drive to some of the zested a trip to the Cherokee Indian

eart with everything I know to be hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi. Wherever I sy Jeep down curvy roads into Bry-

le's or The Center is all that I can

I his bright color makes me see only

i might do some good."

a tradition of publishing only what temember, this is the Nanking Daily, ar funding is from the government." paper if not to tell the truth?" Pear

ny home and borrowed the books I her marital troubles to the back



28% comprou mais livros

bought more books

40% comprou o mesmo

bought the same

or on it. But the fact that we each have a list mer ha should wear the white hats and who should This also helps explain the finger-pointing both and and poor, ugly and beautiful, smart and di

and educated and uneducated, to name a fe aderstand the concept of reformission, the that everyone is unlovely, Jesus loves everyone that everyone allowely, seems over everyone alone that makes us lovely.

The bottom line is that we are all self-right

rs because of things we do or do not do. The that no one as camericity regiments and the teensness comes from Jesus as a gift. An embrace this humbling fact invariably purs on his or her own, which is the grievous sin of

unveil. When I sit in one of the head back and breathe in the deliface, I watch a pair of sparrows flit pirch trees. The sloping mountain orightened by the sun; they're now t's the first week of May. May in the

ity and the surrounding area. When ae said I could drive to some of the zested a trip to the Cherokee Indian

eart with everything I know to be hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi. Wherever I

sy Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only force away the memory of that rainy

not sure if the newspaper would

i might do some good."

a tradition of publishing only what
Remember, this is the Nanking Daily, ar funding is from the government."

paper if not to tell the truth?" Pearl
of what is truly happening in China." ny home and borrowed the books I

her marital troubles to the back

he's wanted for que



Aumento de compra nos mais jovens

Purchase increase amongst younger people

15 - 34 anos / years old +44%

ed educated and uneducated, to name a fe

The bottom line is that we are all self-right s because of things we do or do not do. The

andd wear the white hats and who should

erstand the concept of reformission, the

unveil. When I sit in one of the head back and breathe in the deliface, I watch a pair of sparrows flit pirch trees. The sloping mountain orightened by the sun; they're now t's the first week of May. May in the

ity and the surrounding area. When ae said I could drive to some of the zested a trip to the Cherokee Indian

eart with everything I know to be hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi. Wherever I

sy Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only orce away the memory of that rainy

i might do some good."

a tradition of publishing only what temember, this is the Nanking Daily, ar funding is from the government." paper if not to tell the truth?" Pear of what is truly happening in Chinany home and borrowed the books I

her marital troubles to the back



PORTO -11% OPORTO

SUL +12% SOUTH

LISBOA +5% LISBON

se it is a

tending a

st most of

understand the concept or recommission, the half everyone is unlovely, Jesus loves everyone alone that makes us lovely. The bottom line is that we are all self-righ grone to secretly believe that we are someho-ers because of things we do or do not do. The second of the second of the second of the second of the respective that we are somehoers because of things we do or do not do. In-liant no one is inherently righteous and ti-teousness comes from Jesus as a gift. An embrace this humbling fact invariably purs on his or her own, which is the grievous sin of As long as Christians fail to repent of set

corporate thieves, used-car salesmen, politicians, tors on it. But the fact that we each have a list me all prefly much the same and are just haggling on who should wear the white hats and who should the should be a subject to the form projection of the should the form project to the form projection of the should the form project to the form project to the should the form project to the form the should the form the should be should be should be should the form the should be should b

who should wear the white haits and who should his also helps explain the finger-pointing both and in the culture between blacks and whites, ich and poor, ugly and benutiful, smart and di-tural, self-liebp and self-acceptance, victims ar ural, self-help and sett-acceptance, victures at appublicans and Democrats, Chevy and Ford, N riel and single, homosexual and heterosexual, a and educated and uneducated, to name a fe-understand the concept of reformission, the understand the concept of reformission, the

unveil. When I sit in one of the head back and breathe in the deliface, I watch a pair of sparrows flit pirch trees. The sloping mountain grightened by the sun; they're now t's the first week of May. May in the

ity and the surrounding area. When ne said I could drive to some of the gested a trip to the Cherokee Indian nto Gatlinburg, Tennessee, via the , for a day trip. "I bet it's real pretty

eart with everything I know to be hould just hop in my Jeep, buckle

ne day the thought of driving won't day I won't have to deal with all the day I won't care about the scars on s will be as beautiful as Neville Marselections from Vivaldi. Wherever I

sy Jeep down curvy roads into Bryle's or The Center is all that I can

I his bright color makes me see only force away the memory of that rainy

I write them?" Pearl asked. "I mean n not sure if the newspaper would

are moving, human stories. Readers i might do some good."

a tradition of publishing only what
Remember, this is the Nanking Daily, semember, this is the Nanting Linity, ar funding is from the government." paper if not to tell the truth?" Pear! if what is truly happening in China." blished by the Communists if you Hsun, Lao She, and Cao Yu." ny home and borrowed the books I

church regularly, great changes world, and my job brought me ading soon expanded beyond my ther marital troubles to the back sed. She was once again the Pearl

table, the plate iny brown hair uniform. But ted, happened ad a constable ople are being days. The men can't the women can't get ad so they're off. And

putting the teapol up from his cake, a

said, looking at the eccupation. And, any-

wanted decoded to decoded to decoded to having a se Dad le podees, g woodd hav now have to be to boars of the food we had now he had to boars of the food we had now he had a sed to the had to be to yes, that's right. Ger-a few things after she nb over at the school, eal favour there. Still' ray currants together he's wanted for ques-