

# News and Magazine Market in Japan to 2014

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## Abstracts

### Introduction

This databook provides key data and information on the news and magazine market in Japan. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share (news and magazine) and company & brand share (newspaper only). This report also provides expenditure and consumption data for the historic and forecast periods.

### Scope

Contains information on two categories : newspapers and magazines

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share(newspaper only) as well as distribution share(news and magazine) information for 2008 and 2009

### Highlights

The market for news and magazine in Japan increased at a compound annual growth rate of 0.1% between 2004 and 2009.

The newspapers category led the news and magazine market in Japan, accounting for a share of 56.9%.

## **Reasons to Purchase**

Develop business strategies by understanding the quantitative trends within the news and magazine market in Japan

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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