

# Printed Media Sales via Key Retail Formats in Hungary to 2014

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## Abstracts

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### Introduction

Datamonitor's 'Printed Media Sales via Key Retail Formats in Hungary to 2014' databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

### Scope

Printed media retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include books, magazines and newspapers

Current and forecast analysis of sales via major retail channels in the printed media market as well as its sub-categories

### Highlights

Printed media retail sales in Hungary increased at a compound annual growth rate of 1.7% between 2004 and 2009.

Books sales led the printed media market with a share of 44.6% in 2009. Music, video,

books and stationery retailers were the leading retail format for books in 2009.

### **Reasons to Purchase**

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the printed media market in Hungary

Understand the future direction of the market with reliable historical data and full five year forecasting

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Disclaimer

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