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Printed Media Sales via Key Retail Formats in Mexico to 2014

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Introduction

Datamonitor's 'Printed Media Sales via Key Retail Formats in Mexico 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 Mexico increased at a compound annual growth rate of 5% between 2004 and 2009.

Magazines sales led the printed media market with a share of 43% in 2009. Convenience stores and gas stations were the leading retail format for magazines in

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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 Mexico

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

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Contents

DATAMONITOR VIEW

Catalyst
Summary
Methodology

PRINTED MEDIA RETAIL SALES OVERVIEW

Printed media retail market definition
Printed media sales overview
Printed media retail sales value, 2004–09
Printed media retail sales value, 2009–14

PRINTED MEDIA MARKET SEGMENTATION

Market sales analysis by category, 2004–09
Market sales analysis by category, 2009–14

PRINTED MEDIA SALES ANALYSIS BY KEY RETAIL FORMATS

Retail format definitions
Printed media sales analysis by key retail formats, overview
Printed media sales analysis by key retail formats actual, 2004–09
Printed media sales analysis by key retail formats forecast, 2009–14

BOOKS SALES ANALYSIS BY KEY RETAIL FORMATS

Books sales analysis by key retail formats, overview
Books sales analysis by key retail formats actual, 2004–09
Books sales analysis by key retail formats forecast, 2009–14

MAGAZINES ANALYSIS BY KEY RETAIL FORMATS

Magazines sales analysis by key retail formats, overview
Magazines sales analysis by key retail formats actual, 2004–09
Magazines sales analysis by key retail formats forecast, 2009–14

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NEWSPAPERS ANALYSIS BY KEY RETAIL FORMATS

Newspapers sales analysis by key retail formats, overview
Newspapers sales analysis by key retail formats actual, 2004–09
Newspapers sales analysis by key retail formats forecast, 2009–14

APPENDIX

Methodology
Related research
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List Of Figures

LIST OF FIGURES

Figure 1: Mexico, sales of printed media, value ($m), 2004–14
Figure 2: Mexico , sales of printed media, value ($m), 2004–09
Figure 3: Mexico, forecast sales of printed media, value ($m), 2009–14
Figure 4: Mexico, sales of printed media, value break down by category (%), 2009
Figure 5: Mexico, sales of printed media, value break down by category ($m), 2004–09
Figure 6: Mexico, sales of printed media, value break down by category (%), 2014
Figure 7: Mexico, forecast sales of printed media, value break down by category ($m), 2009–14
Figure 8: Mexico, printed media, revenue split by key retail formats (%), 2009
Figure 9: Mexico, books, revenue split by key retail formats (%), 2009
Figure 10: Mexico, magazines, revenue split by key retail formats (%), 2009
Figure 11: Mexico, newspapers, revenue split by key retail formats (%), 2009

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List Of Tables

LIST OF TABLES

Table 1: Printed media retail market definition
Table 2: Mexico, sales of printed media, value ($m), 2004–14
Table 3: Mexico sales of printed media, value ($m and MXNm), 2004–09
Table 4: Mexico, forecast sales of printed media, value ($m and MXNm), 2009–14
Table 5: Mexico, sales of printed media, value break down by category ($m), 2004–09
Table 6: Mexico, forecast sales of printed media, value break down by category ($m), 2009–14
Table 7: (Part 1) Retail format definitions
Table 8: (Part 2) Retail format definitions
Table 9: (Part 3) Retail format definitions
Table 10: Mexico printed media, revenues split by key retail formats ($m), 2004–09
Table 11: Mexico, printed media forecast, revenues split by key retail formats ($m), 2009–14
Table 12: Mexico, books, revenues split by key retail formats ($m), 2004–09
Table 13: Mexico, books forecast, revenues split by key retail formats ($m), 2009–14
Table 14: Mexico, magazines, revenues split by key retail formats ($m), 2004–09
Table 15: Mexico, magazines forecast, revenues split by key retail formats ($m), 2009–14
Table 16: Mexico, newspapers, revenues split by key retail formats ($m), 2004–09
Table 17: Mexico, newspapers forecast, revenues split by key retail formats ($m), 2009–14

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