

Book Printing Market - Global Outlook and Forecast 2019-2024

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Abstracts

The global book printing market is anticipated to reach values of around \$49 billion by 2024, growing at a CAGR of more than 1% during 2018-2024.

The growing preference for offset printers and the rise in adoption of small and large-scale digital printing capabilities is expected to transform the market over the next few years. The rising trend of demand for shorter run printing jobs, fueled by increasing self-publishing and print-on-demand orders will create lucrative opportunities for leading vendors operating in the market. The global book printing market is driven by business consolidation and the rising number of self-publishing opportunities. The introduction and adoption of digital printing capabilities will revolutionize the global market over the next few years. The market research report provides in-depth market analysis and segmental analysis of the global book printing market by type, revenue channels, and geography.

The report considers the present scenario of the global book printing market and its market dynamics for the period 2019-2024. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the market.

Book Printing Market – Dynamics

The increase in the sales of printed books signals the return of readers and customers toward this format. With helping from declining sales and demand for e-books, the printed books are witnessing an enduring appeal and demand. The books are becoming priced possessions and carry an image of objects of beauty. Reading has also been

one of the favorite pastimes of people of all ages across the globe, ranking after only to watching TV and listening to music. The publishers and book printers now invest significant time and resources to make beautiful and alluring books. The online commerce platforms are presenting opportunities to both direct and indirect clientele of book printing. The clients include publishers, authors, and agents who utilize online platforms to place their orders to book publishers and manufacturers. Such developments in the marketplace are allowing the book publishers and traders to expand their clientele from large corporates to an increased number of small and individual customers. The trend of book publishers and traders expanding their customer and target base is generating a new increase in book printing jobs, thereby driving the global book printing market. Gutenberg contributed to print with the development of a punch and mold printing mechanism, which enabled mass production of movable type casts used to print a page of text multiple times. The letters were put together in the order in a type tray and used to print a page of the book. If a letter piece broke down, it was easily replaced. After the printing, the required number of copies of one sheet, the letters in type tray could be rearranged and reused for the next page of the book. The entire process of book manufacturing has seen tidal shifts and reached where it is now.

Book Printing Market – Segmentation

This market research report includes a detailed segmentation of the market by type, revenue channels, and geography. The book printing market by type is classified into children's books, educational and professional books, leisure and lifestyle books, and other books. Leisure and lifestyle books dominated more than 1/3rd of the total market share in 2018, growing at a CAGR of over 1% during the forecast period. The rapid changes in the lifestyle of consumers and exponential increase in marketing and advertising activities are positively impacting the growth and development of this segment in the global market. The use of expensive glossy paper and color printing technologies is one of the major factors contributing to the revenues in this segment in the global market. The market for children's print books is facing intense competition from several substitutes, some even backed by scientific researches, to maintain a significant share of time-use. The share of time-use is getting distributed among several day to day activities including study and school time, toys, indoor as well as outdoor games, and an increasing amount of digital content curated for children.

The revenue channel segment in the global book printing market is divided into publishers and self-publishing. Self-publishing is the fastest growing segment in the global market, at a CAGR of approximately 17% during the forecast period. Self-

publishing is the upcoming trend, gaining high traction among independent authors in the global market. Self-publishing is a very cost-effective way to publish a book as it removes the need for publishers and book agents in the market. This method is encouraging smaller, independent authors to get their work marketed to a large group of consumers at a significantly lower price. Books are also available to consumers through the publisher's online shopping websites as well as online direct-to-consumer publishing and distribution channels such as Amazon KDP, Draft2Digital, Barnes & Noble, and Pronoun. Online sales accounted for over 40% of the distribution channel for books, while sales from mass merchants and book stores accounted for the remaining share. The major reasons for the spurt in online sales across major toy markets are the availability of variety and instant price comparison.

Market Segmentation by Type

Children's Books

Educational and Professional Books

Leisure and Lifestyle Books

Other Books

Market Segmentation by Revenue Channels

Publishers

Self-Publishing

Book Printing Market – Geography

The global book printing market by geography is segmented into APAC, Europe, North America, and ROW. APAC occupied the largest market share in 2018, growing at a CAGR of around 2% during the forecast period. The accelerating export growth and rapid changes in consumption pattern are offering lucrative opportunities for business expansion in the APAC market. Trade liberalization is one of the largest factors attributing to the growth of the APAC market. The leading vendors are re-focusing and redefining new product development and making partnerships with companies to

expand their businesses in new regions in the APAC market. The publisher revenues in the US are witnessing steady growth in leisure and lifestyle books. This can be attributed to the rising investment and focus of marketers in travel retail and advertising. The increase in annual savings among end-users and their enhanced spending sentiments because of the economic recovery is allowing the rise in demand for print books in US households. Print books are also one of the most valued gifts among several age-groups.

Market Segmentation by Geography

North America

US

Canada

Europe

UK

Germany

France

APAC

China SAR

Indonesia

Singapore

ROW

Argentina

UAE

Key Vendor Analysis

The global book printing market is highly fragmented with the majority of the business rolling in from the US, China, and Hong Kong. The leading vendors are focusing on adoption of small- and large-scale digital printing capabilities to sustain the intense competition in the global market. The recent trend of self-publishing and print-on-demand orders is expected to transform the competition level in the market. The popularity of digital commerce and publishing platforms will create lucrative opportunities for leading players in the global market. The latest innovations in print technologies will help vendors increase their profitability in the global book printing market.

The major vendors in the global book printing market are:

RR Donnelley & Sons

Quad Graphics

LSC Communications

CPI Corporate

Key companies to watch in the global book printing market are:

Toppan Printing Co

Bertelsmann

Other prominent vendors include Command Companies, Walsworth, Transcontinental Inc, Bonacia, Inky Little Fingers, Marquis, China South Publishing & Media Group Co Ltd, Asia Korea Printing Inc, Lion Rock Group, and CTPS.

Key market insights include

1. The analysis of global book printing market provides market size and growth rate for the forecast period 2019-2024.
2. It offers comprehensive insights into current industry trends, trend forecast, and

growth drivers about the global book printing market.

3. The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.

4. It offers a complete overview of market segments and the regional outlook of global book printing market.

5. The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 REPORT COVERAGE

4.1 Market Definition

4.2 Base Year

4.3 Scope of Study

4.3.1 Market Segmentation by Book Type

4.3.2 Market Segmentation by Revenue Channel

4.3.3 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Inclusions

5.3 Exclusions

5.4 Currency Conversion

5.5 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.1.1 Book Publishing Value Chain and Book Printing Revenue Channels

7.1.2 Use of Print in Advertisements

8 MARKET DYNAMICS

8.1 Market Growth Enablers

8.1.1 Increasing focus on education and student enrollments

8.1.2 Increased access to improved book printing services

8.1.3 Growing popularity of literature fests globally

- 8.1.4 Online sales and digital publishing platforms boosting revenues
- 8.1.5 YOY Impact of Market Growth Enablers
- 8.1.6 Impact of Market Growth Enablers on Regions
- 8.2 Market Growth Restraints
 - 8.2.1 Increasing information and entertainment delivery through connected devices
 - 8.2.2 Substitutes for printed books and textbooks expected to gain demand
 - 8.2.3 Availability of counterfeit and second-hand books
 - 8.2.4 YOY Impact of Market Growth Restraints
 - 8.2.5 Impact of Market Growth Restraints on Regions
- 8.3 Market Opportunities & Trends
 - 8.3.1 The comeback of print
 - 8.3.2 Self-publishing and short-run digital printing
 - 8.3.3 Innovations in raw materials and printing technologies
 - 8.3.4 YOY Impact of Market Opportunities & Trends
 - 8.3.5 Impact of Market Opportunities & Trends on Regions

9 GLOBAL BOOK PRINTING MARKET

- 9.1 Market Overview
- 9.2 Porter's Five Forces Analysis
 - 9.2.1 Threat of New Entrants
 - 9.2.2 Bargaining Power of Suppliers
 - 9.2.3 Bargaining Power of Buyers
 - 9.2.4 Threat of Substitutes
 - 9.2.5 Competitive Rivalry

10 BY BOOK TYPE

- 10.1 Market Overview
 - 10.1.1 Global Book Printing Market by Book Type
- 10.2 Leisure & Lifestyle
 - 10.2.1 Market Size & Forecast
 - 10.2.2 Market by Geography
- 10.3 Educational & Professional Books
 - 10.3.1 Market Size & Forecast
 - 10.3.2 Market by Geography
- 10.4 Children's Books
 - 10.4.1 Market Size & Forecast
 - 10.4.2 Market by Geography

10.5 Other Books

10.5.1 Market Size & Forecast

10.5.2 Market by Geography

11 BY REVENUE CHANNEL

11.1 Market Overview

12 BY GEOGRAPHY

12.1 Market Overview

13 APAC

13.1 Market Size & Forecast

13.2 Segmentation By Book Type

13.2.1 Market Size & Forecast

13.3 Key Countries

13.3.1 China SAR: Market Size & Forecast

13.3.2 Indonesia: Market Size & Forecast

13.3.3 Singapore: Market Size & Forecast

14 NORTH AMERICA

14.1 Market Size & Forecast

14.2 Segmentation By Book Type

14.2.1 Market Size & Forecast

14.3 Key Countries

14.3.1 US: Market Size & Forecast

14.3.2 Canada: Market Size & Forecast

15 EUROPE

15.1 Market Size & Forecast

15.2 Segmentation By Book Type

15.2.1 Market Size & Forecast

15.3 Key Countries

15.3.1 UK: Market Size & Forecast

15.3.2 Germany: Market Size & Forecast

15.3.3 France: Market Size & Forecast

16 REST OF WORLD

16.1 Market Size & Forecast

16.2 Segmentation By Book Type

16.2.1 Market Size & Forecast

16.3 Key Countries

16.3.1 Argentina: Market Size & Forecast

16.3.2 UAE: Market Size & Forecast

17 COMPETITIVE LANDSCAPE

17.1 Market Overview

18 KEY COMPANY PROFILES

18.1 RR Donnelley & Sons

18.1.1 Business Overview

18.1.2 Major Product Offerings

18.1.3 Key Strategies

18.1.4 Key Strengths

18.1.5 Key Opportunities

18.2 Quad Graphics

18.2.1 Business Overview

18.2.2 Major Product Offerings

18.2.3 Key Strategies

18.2.4 Key Strengths

18.2.5 Key Opportunities

18.3 LSC Communications

18.3.1 Business Overview

18.3.2 Major Product Offerings

18.3.3 Key Strategies

18.3.4 Key Strengths

18.3.5 Key Opportunities

18.4 CPI Corporate

18.4.1 Business Overview

18.4.2 Major Product Offerings

18.4.3 Key Strategies

18.4.4 Key Strengths

18.4.5 Key Opportunities

19 KEY COMPANIES TO WATCH

19.1 Toppan Printing Co

19.1.1 Business Overview

19.2 Bertelsmann

19.2.1 Business Overview

20 OTHER PROMINENT VENDORS

20.1 Command Companies

20.1.1 Business Overview

20.2 Walsworth

20.2.1 Business Overview

20.3 Transcontinental Inc.

20.3.1 Business Overview

20.4 Bonacia

20.4.1 Business Overview

20.5 Inky Little Fingers

20.5.1 Business Overview

20.6 Marquis

20.6.1 Business Overview

20.7 China South Publishing & Media Group Co Ltd

20.7.1 Business Overview

20.8 Asia Korea Printing Inc

20.8.1 Business Overview

20.9 Lion Rock Group

20.9.1 Business Overview

20.10 CTPS

20.10.1 Business Overview

21 REPORT SUMMARY

21.1 Key Takeaways

21.2 Strategic Recommendations

21.3 Qualitative Summary

21.4 Quantitative Summary

21.4.1 Market by Geography

21.4.2 Market by Book Type

22 KEY OPINIONS

23 APPENDIX

23.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Book Printing Market
- Exhibit 2 Market Size Calculation Approach 2018
- Exhibit 3 Global Book Printing Market: Overview
- Exhibit 4 Educational and Learning Materials: Print Trumps Digital
- Exhibit 5 Book Printing Companies Value Chain
- Exhibit 6 Print vs. Digital in Ads and Marketing Activities
- Exhibit 7 US: Enrollment in Secondary and Elementary Classes 2010?2027 (million)
- Exhibit 8 Rate of Nil Education in Select Countries (% of population)
- Exhibit 9 Impact of Literature Festivals
- Exhibit 10 Internet Penetration Across Key Regions 2018
- Exhibit 11 Global Digital Media and Channels Overview
- Exhibit 12 Sales Revenue of Printed and Electronic Books 2013 & 2018 (US\$ billion)
- Exhibit 13 Purchase Behavior of Education and Learning Material 2014 and 2018 (%)
- Exhibit 14 Global E-books Growth Rate of Revenue 2010?2018 (%)
- Exhibit 15 Global Book Printing Market 2018–2024 (US\$ billion)
- Exhibit 16 Five Forces Analysis 2018
- Exhibit 17 Global Book Printing Market by Book Type 2018–2024 (US\$ billion)
- Exhibit 18 Global Book Printing Market by Book Type
- Exhibit 19 Global Leisure & Lifestyle Book Printing Market 2018–2024 (US\$ billion)
- Exhibit 20 Advantages of Marketing Leisure & Lifestyle Books in Print
- Exhibit 21 Leisure & Lifestyle Books Market Share 2018 and 2024 (%)
- Exhibit 22 Overview of Leisure & Lifestyle Book Segment by Geography 2018?2024
- Exhibit 23 Global Educational & Professional Books Printing Market 2018–2024 (US\$ billion)
- Exhibit 24 Educational & Professional Books Market Share 2018 and 2024 (%)
- Exhibit 25 Overview of Educational & Professional Books Segment by Geography 2018?2024
- Exhibit 26 Global Children's Books Printing Market 2018–2024 (US\$ billion)
- Exhibit 27 Children's Books Market Share 2018 and 2024 (%)
- Exhibit 28 Overview of Children's Book Segment by Geography 2018–2024
- Exhibit 29 Global Other Books Printing Market 2018–2024 (US\$ billion)
- Exhibit 30 Other Books Market Share 2018 and 2024 (%)
- Exhibit 31 Overview of Other Books Segment by Geography 2018?2024
- Exhibit 32 Global Book Printing Market by Revenue Channel 2018–2024 (US\$ billion)
- Exhibit 33 Global Book Printing Market by Revenue Channel: Overview

- Exhibit 34 Book Printing: Revenue Channel Breakdown 2018
- Exhibit 35 Global Book Printing Market by Geography 2018–2024 (US\$ billion)
- Exhibit 36 Market Share of Geographies in Global Book Printing Market 2018 & 2024
- Exhibit 37 Share of Geographies in Revenue Increment 2018–2024 (US\$ billion)
- Exhibit 38 Book Printing Market in APAC 2018–2024 (US\$ billion)
- Exhibit 39 APAC Increase in Urban Population (% of Overall Population) 2005–2045
- Exhibit 40 India: Internet Penetration and Growth Prospects 2018
- Exhibit 41 Market Share Change by Type 2018 and 2024 (%)
- Exhibit 42 Book Printing Market in APAC by Key Countries 2018 & 2024 (US\$ billion)
- Exhibit 43 Book Printing Market in China 2018–2024 (US\$ billion)
- Exhibit 44 Book Printing Market in Indonesia 2018–2024 (US\$ billion)
- Exhibit 45 Book Printing Market in Singapore 2018–2024 (US\$ billion)
- Exhibit 46 Book Printing Market in North America 2018–2024 (US\$ billion)
- Exhibit 47 US Leisure & Lifestyle Print Revenues 2013–2017 (US\$ billion)
- Exhibit 48 Market Share Change by Type 2018 and 2024 (%)
- Exhibit 49 Book Printing Market in US by Key Countries 2018 & 2024 (US\$ billion)
- Exhibit 50 Book Printing Market in US 2018–2024 (US\$ billion)
- Exhibit 51 Book Printing Market in Canada 2018–2024 (US\$ billion)
- Exhibit 52 Book Printing Market in Europe 2018–2024 (US\$ billion)
- Exhibit 53 Spain: Reading Print and Electronic Books 2017
- Exhibit 54 Europe: Devices Used for Surfing Internet by Age Group 2017
- Exhibit 55 Market Share Change by Type 2018 and 2024 (%)
- Exhibit 56 Book Printing Market in Europe by Key Countries 2018 & 2024 (US\$ billion)
- Exhibit 57 Book Printing Market in UK 2018–2024 (US\$ billion)
- Exhibit 58 Book Printing Market in Germany 2018–2024 (US\$ billion)
- Exhibit 59 Book Printing Market in France 2018–2024 (US\$ billion)
- Exhibit 60 Book Printing Market in ROW 2018–2024 (US\$ billion)
- Exhibit 61 Internet Penetration in Latin American Countries 2017 (% of population)
- Exhibit 62 Rate of No Education in Select ROW Countries 2018 (% of population)
- Exhibit 63 Market Share Change by Type 2018 and 2024 (%)
- Exhibit 64 Book Printing Market in ROW by Key Countries 2018 & 2024 (US\$ billion)
- Exhibit 65 Book Printing Market in Argentina 2018–2024 (US\$ billion)
- Exhibit 66 Book Printing Market in UAE 2018–2024 (US\$ billion)
- Exhibit 67 Market Fragmentation in US and UK 2018

List Of Tables

LIST OF TABLES

Table 1 Key Geographies Definition

Table 2 Key Caveats

Table 3 Currency Conversion 2013?2018

Table 4 Printed Book Sales in Select Categories 2018

Table 5 YOY Impact of Market Growth Enablers 2018?2024

Table 6 Impact of Market Growth Enablers on Regions 2018

Table 7 US: Average Time Spent per Day by Adults on Various Media Channels
2012–2018 (in hours: minutes)

Table 8 Select E-learning Vendors

Table 9 YOY Impact of Market Growth Restraints 2018?2024

Table 10 Impact of Market Growth Restraints on Regions 2018

Table 11 YOY Impact of Market Opportunities & Trends 2018?2024

Table 12 Impact of Market Opportunities & Trends on Regions 2018

Table 13 Global Book Printing Market by Book Type 2018?2024 (US\$ billion)

Table 14 Global Leisure & Lifestyle Book Printing Market by Geography 2018–2024
(US\$ billion)

Table 15 Global Educational & Professional Books Printing Market by Geography
2018–2024 (US\$ billion)

Table 16 Global Children's Books Printing Market by Geography 2018–2024 (US\$
billion)

Table 17 Global Other Books Printing Market by Geography 2018–2024 (US\$ billion)

Table 18 Book Printing Market in APAC by Book Type 2018?2024 (US\$ billion)

Table 19 Book Printing Market in North America by Book Type 2018?2024 (US\$ billion)

Table 20 Best Selling Printed Books in the US 2018

Table 21 Book Printing Market in Europe by Book Type 2018?2024 (US\$ billion)

Table 22 Leading Universities in Middle East

Table 23 Book Printing Market in ROW by Book Type 2018?2024 (US\$ billion)

Table 24 RR Donnelley & Sons: Product Offerings

Table 25 Quad Graphics: Product Offerings

Table 26 LSC Communications: Product Offerings

Table 27 CPI Corporate: Product Offerings

Table 28 Qualitative Summary of Global Book Printing Market

Table 29 Global Book Printing Market by Geographies (US\$ billion)

Table 30 Book Printing Market in APAC by Book Type (US\$ billion)

Table 31 Book Printing Market in North America by Book Type (US\$ billion)

Table 32 Book Printing Market in Europe by Book Type (US\$ billion)

Table 33 Book Printing Market in ROW by Book Type (US\$ billion)

Table 34 Global Book Printing Market by Book Type 2018–2024 (US\$ billion)

Table 35 Global Children's Book Printing Market 2018–2024 (US\$ billion)

Table 36 Global Educational & Professional Book Printing Market 2018–2024 (US\$ billion)

Table 37 Global Leisure & Lifestyle Book Printing Market 2018–2024 (US\$ billion)

Table 38 Global Other Books Printing Market 2018–2024 (US\$ billion)

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