

# 2020 Worldwide Direct Mail Advertising Industry- Industry & Market Report

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## Abstracts

The 2020 Worldwide Direct Mail Advertising Industry-Industry & Market Report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics. Sixty-one countries are included as well as the proprietary 2020 Worldwide Economic Forecast executive summary.

The report features 2020 current and 2021 forecast estimates on the size of the industry (sales, establishments, employment) for the 61 largest world countries, such as Japan, China, India, Russia, Canada, Mexico, Brazil, Argentina, UK, France, Germany, Italy and U.S.. The report also includes industry definition, 5-year historical trends on industry sales, establishments and employment and estimates on up to 10 sub-industries, including mailing services, mailing list services and brokers.

Barnes Reports' Industry & Market reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix.

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