

Global Audiobooks Market Size study, byGenre (Fiction, Non-Fiction), By Preferred Device (Smartphones, Laptops & Tablets, Personal Digital Assistants), By Distribution Channel (One-Time Download, Subscription Based), By Target Audience (Kids, Adults) and Regional Forecasts 2022-2028

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Abstracts

Global Audiobooks Market is valued at approximately XX in 2021 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2022-2028. Audiobooks are becoming increasingly popular among folks due to several advantages such as listening on the go and multitasking. From Compact Discs (CDs) and books-on-tape with portable media players in the early 2000s to smartphones becoming ubiquitous today, the audiobooks business has developed organically by accepting new listening modalities. The internet's widespread use has also contributed to the show's growing popularity among fans. The increased adoption of smart home technologies has created numerous industry opportunities. The rise of digital transformation technologies is predicted to stimulate market innovation in the audiobook industry. Customers can now obtain audiobooks more easily thanks to the integration of advanced technologies such as the Internet of Things (IoT) and Artificial Intelligence (AI), and publishers have benefited from the current state of technology, which allows them to convert their physically written manuscripts to audio files. Audiobooks are becoming increasingly popular among younger age groups and consumers. The growing popularity of audiobooks among the younger generation is expected to drive market expansion, as these individuals are likely to encourage and inspire their relatives and peers, resulting in a larger pool of potential buyers. Furthermore, audiobook genre requirements for different age groups are expected to differ, creating multiple opportunities for the audiobook market. However, cannibalization of customer owed to

already profitable e-books business is hampering the market growth.

The key regions considered for the global Audiobooks market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific is likely to have a significant profit share over the forecast period, with Japan and China dominating regional development. The availability of books in languages other than English, as well as various regional languages, is likely to enhance growth in this region. North America had the greatest revenue share of more than 45.0 percent in 2021 and is expected to lead the market throughout the forecast period due to early and rapid technological adoption for better user experience. The presence of a large number of prominent firms offering audiobooks in the region is driving market growth. Another factor fueling market expansion is the region's significant number of smartphone users.

Major market players included in this report are:

Amazon.com, Inc.

Apple Inc.

Audible, Inc

Barnes & Noble Booksellers, Inc.

Downpour

Google LLC

PLAYSTER (SOFTONIC INTERNATIONAL S.A.)

Rakuten Group, Inc.

Storytel

W.F.Howes Ltd.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Genre:

Fiction

Non-Fiction

By Preferred Device:

Smartphones

Laptops & Tablets

Personal Digital Assistants

Others

By Distribution Channel:

One-time Download

Subscription-based

By Target Audience:

Kids

Adults

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020
Base year – 2021
Forecast period – 2022 to 2028

Target Audience of the Global Audiobooks Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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