

Global Newspaper Market Size study & Forecast, by Platform (Print and Digital), Business Model (Subscription and Advertising) and Regional Analysis, 2022-2029

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Abstracts

Global Newspaper Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. A Newspaper is an effective platform readers and image advertisers across the globe. It is cost-effective and contains detailed information and vivid news in print and digital format. The Newspaper market is expanding because of factors such as rising demand for sustainable and eco-friendly solutions and rising public awareness towards magazines and newspapers etc. in the forecast period.

According to the New York Times in 2018, nearly 39% of subscribers subscribed to the digital newspaper. Furthermore, digital newspaper and magazine advertising is gaining traction in the advertising world because it raises brand awareness while complementing the brand's advertising campaigns on other channels. Whereas, cost-effective mode for advertisement and growing R&D activities by market players are creating lucrative opportunities for the market. However, the threat of substitutes hampers the market growth in the forecast period.

The key regions considered for the Global Newspaper Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominates the region in terms of revenue, owing to the increasing popularity and acceptance of digital newspapers & magazine advertising in various industries. The Asia Pacific is expected to grow during the forecast period, owing to factors such as the increased spending on magazines and digital newspapers, growing adoption of paid subscriptions among users

Major market player included in this report are:

Dan Gannett Co. Inc.
Fairfax Media
The New York Times
Axel Springer SE
Schibsted Media Group
APN News and Media
Daily Mail and General Trust
Dogan Yayin Holding
Gruppo Editoriale L'Espresso
Johnston Press

Recent Developments in the Market:

In February 2022, Online subscriptions have shown promise for local newspapers. For an industry accustomed to doomsaying, people's willingness to pay for digital access gives many publishers hope that they have discovered a way to survive. The Wall Street Journal and the New York Times were the first to capitalise on online subscriptions. In July 2021, In America, newspaper circulation revenue surpassed advertising revenue. According to the Pew Research Center, circulation revenue from people buying or printing subscriptions will reach USD 11.1 billion in 2020, while advertising revenue will total USD 8.8 billion.

Global Newspaper Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Platform, Business Model, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Product:

Print

Digital

By Business Model:

Subscription

Advertising

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

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