

# Information and Communications in the USA

<https://marketpublishers.com/r/IF36DA189C13EN.html>

Date: October 2020

Pages: 25

Price: US\$ 660.00 (Single User License)

ID: IF36DA189C13EN

## Abstracts

The US information and communications industry continued growing strongly in 2019, with rising revenues across all major categories. IT companies benefited from continuing digitisation in the industrial sector and rising internet revenues in the e-commerce and social media segments. Meanwhile, the country's telecoms companies increased revenues on the back of additional offerings, related to greater content development. The US media segment was also on a growth path, thanks to rising viewership.

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Information and Communications market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** Computer and Related Services, Filmmaking, Radio and TV, Publishing and Printing, Telecommunications.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Information and Communications market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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