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Abstracts

PPI

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 Publishing of Books 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: Books, Dictionaries, Encyclopaedias, Maps and Charts.

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

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Pinpoint growth sectors and identify factors driving change;

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Contents

Publishing of Books in Spain: ISIC 2211
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LIST OF CONTENTS AND TABLES

PUBLISHING OF BOOKS IN SPAIN: ISIC 2211
HEADLINES
INDUSTRY OVERVIEW
CHART 1 Key Industry's Indicators 2018-2028
PRODUCTION SCORECARD
Summary 1 Scorecard of Production Pillar 2018-2028
CHART 2 Production Value Regional Comparison 2023
CHART 3 Production Value per Capita Regional Comparison 2023
CHART 4 Production Value Growth Regional Comparison 2018-2028
CHART 5 Production Value 2018-2028
CHART 6 Production Value by Category 2018-2023
CHART 7 Production Value by Category 2023-2028
CHART 8 Production Value per Employee 2018-2023
CHART 9 Exports 2018-2023
CHART 10 Exports Regional Comparison 2023
COST STRUCTURE
CHART 11 Cost Structure Comparison 2023
CHART 12 Cost Structure 2018-2023
CHART 13 Prices of Selected Commodities and Other Economic Indicators 2023 Q3-2024 Q4, Index
CHART 14 Profit and Profit Margin 2018-2023
CHART 15 Average Salary 2018-2023
CHART 16 Labour Costs and Employee Productivity Comparison 2018-2023
FIRMOGRAPHICS
CHART 17 Number of Companies by Size 2018/2023
CHART 18 Competitive Landscape Structure by Company Size 2018/2023
CHART 19 Top Companies' Ranking 2018-2023 and % of Production Value 2023
MARKET OVERVIEW
CONSUMPTION SCORECARD
Summary 2 Scorecard of Consumption 2018-2023
CHART 20 Market Size Regional Comparison 2023

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CHART 21 Market Size per Capita Regional Comparison 2023
CHART 22 Market Size Growth Regional Comparison 2018-2023
CHART 23 Market Structure by Buyer 2018-2023
CHART 24 Market Structure 2018-2023
CHART 25 Market Structure by Category 2018-2023
CHART 26 Imports 2018-2023
CHART 27 Imports Regional Comparison 2023
ATTRACTIVENESS INDEX
CHART 28 Attractiveness Index in Selected Industries 2023
CHART 29 Publishing of Books Attractiveness Index Comparison Across All Industries 2023
CHART 30 Attractiveness Index Methodology
ECONOMIC CONTEXT AND LABOUR MARKET
Summary 3 Economic Context and Labour Market 2023-2028

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