

Digital Newspapers & Magazines Market Size, Share & Trends Analysis Report By Type (e-Newspapers, e-Magazines, Digital Newspaper Advertising, Digital Magazine Advertising), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Digital Newspapers & Magazines Market Growth & Trends

The global digital newspapers & magazines market size is projected to reach USD 45.75 billion by 2028, registering a CAGR of 4.2% during the forecast period, according to a new report by Grand View Research, Inc. The growing popularity and acceptance of digital newspapers & magazine media across the globe are accelerating market growth. Moreover, the increasing number of paid subscribers of digital publishing across the globe is accelerating market growth.

Nowadays, the traditional print media industry is shifting towards digital media formats which in turn is expected to accelerate the market growth. Moreover, the increasing penetration rate of the internet and the number of smartphone users across the globe is propelling the market growth.

Moreover, a lockdown situation has been observed during the COVID 19 pandemic, and it showed a slight impact on the digital newspapers & magazines market due to the rising number of users who engaged in reading newspapers and magazines through digital platforms around the world. Furthermore, technological advancement in artificial intelligence and machine learning is expected to drive market growth during the forecast period.

Additionally, an increasing number of digital newspapers and magazine providers across the globe are expected to propel market growth. In addition to this, the increasing investment in digital newspapers & magazines after the ease of several restrictions during the pandemic will boost the market growth during the forecast period.

The e-Newspapers segment is expected to register the highest CAGR of 5.8% from 2022 to 2028. The increasing number of subscribers of newspapers by people is expected to boost the market growth during the forecast period. Moreover, digital publishing, strategic partnerships, and diversified business models are expected to accelerate market growth during the forecast period. Moreover, the publisher is focusing on developing in-house data and analytics capabilities, which may propel market growth. However, the strict norms regarding data piracy are hindering the market growth.

North America dominated the market with a revenue share of around 45% in 2021. The growing penetration of smartphone users in the U.S. and Canada is accelerating the market growth in this region. Furthermore, the increasing investments in technological development and virtual reality platforms globally by the various companies have projected market growth over the upcoming years. Additionally, the increasing adoption of paid subscriptions to digital newspapers and magazines in this region is boosting the market growth during the forecast period. Moreover, newspaper and magazine advertising is gaining popularity in the advertising world as it creates brand awareness among the people, thus driving the market growth.

Digital Newspapers & Magazines Report Highlights

North America registered the largest market share of around 45% in 2021 owing to increasing digital newspaper circulation

e-Newspapers segment is expected to foresee the fastest growth, with a CAGR of 5.8% from 2022 to 2028 due to the rising number of readers

Digital newspaper advertising segment held the largest market share in 2021 and contributed over 35% of the total revenue due to increasing spending by various industries in advertising through the digital format

Asia Pacific is expected to witness the fastest growth, with a CAGR of 6.6% from 2022 to 2028 owing to growing spending on digital newspapers &

magazines

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