

# **U.S. Newspaper Market Size, Share & Trends Analysis Report By Type (Digital, Print), By Revenue Generation (Circulation, Advertising, Others), By Region, And Segment Forecasts, 2022 - 2030**

<https://marketpublishers.com/r/U5EF84B575FEN.html>

Date: April 2022

Pages: 75

Price: US\$ 3,950.00 (Single User License)

ID: U5EF84B575FEN

## **Abstracts**

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### **U.S. Newspapers Market Growth & Trends**

The U.S. newspaper market is expected to reach USD 10.69 billion by 2030, expanding at a CAGR of -6.5%, according to a new report by Grand View Research, Inc. The transition of news from print, television, and radio to digital spaces has caused huge disruptions in the traditional news industry. As per the Pew Research Center Survey, most Americans get news from digital devices.

Digital outlets have several options for reaching customers online, including apps, podcasts, newsletters, etc. Among the digital platforms, the most preferred one is the news app, which consists of around 26% of adults compared to 12% who prefer a google search. For instance, in the U.S. millennials now make up nearly a quarter of all newspaper readership.

Mobile devices like smartphones and tablets are becoming a preferred method of getting news online. This usage is anticipated to expand to around 70% of the global internet consumption. More than two-thirds of Americans get news from social media like YouTube, Twitter, and Google searches. This social media usage is not just confined to the young population but also to Americans over the age of 50.

Newspapers are experimenting with new technologies like 'chatbots' that can provide

readers with personalized news feeds and headlines based on their searches on the internet. For instance, in the local newspapers, the news mostly comes from wire services like Associated Press (a 24-hr news agency, the largest and oldest in the U.S.), so the same stories appear in multiple outlets on and offline.

### U.S. Newspapers Market Report Highlights

Digital advertising accounted for 25.3% of newspaper advertising revenue in 2020, based on the analysis of publicly traded newspaper agencies. Advertisers are more likely to place ads on social media sites than in digital newspapers

In 2021, the advertising segment dominated the market, accounting for 55.47% of total revenue. Within the U.S. newspaper market, advertising has emerged as the most revenue-generating segment

The print category had the leading market share in 2021, with 74.67%. This is due to changing consumer preferences for digital news, this segment is seeing a shift in customer mindset. A few newspapers have been able to stay solvent thanks to the internet component

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