

# **Global Book Industry 2012-2017: Trend, Profit, and Forecast Analysis, June 2012**

<https://marketpublishers.com/r/GEE6F6200DEEN.html>

Date: June 2012

Pages: 0

Price: US\$ 1,980.00 (Single User License)

ID: GEE6F6200DEEN

## **Abstracts**

The book industry is undergoing a sea change with technology penetration. In this digital age, the e-book is the new face of the industry and is expected to be the fastest growing market in future. During 2006-2011, the global book industry reached \$121.6 billion in 2011 and is forecast to reach approximately \$172.2 billion by 2017 with 6% CAGR over 2012-2017.

Lucintel, a leading global management consulting and market research firm, has analyzed the global book industry and offers its findings in "Global Book Industry 2012-2017: Trend, Profit, and Forecast Analysis."

The focus of the report is North America, Europe, Asia Pacific, and Rest of the World. Currently, Europe dominates the industry. During 2006-2011, APAC witnessed the highest growth and is expected to hold its lead position over the next five years.

Lucintel observes that with the unveiling of more sophisticated tablets and cheaper wireless internet access is expected to fuel growth in the consumer book market. Some of the essential emerging trends that are expected to shape the industry's future course are digital publishing and convergent platforms. A variety of factors such as literacy level, income level, and technological changes is seen to impact the industry dynamics significantly.

Digital Right Management (DRM) software and monetizing growing demand for digital content or digital transformation are hampering the growth elements in the industry. Lucintel's research indicates that increasing disposable income with improved economic condition and changing distribution channels are some of the key factors that drive the industry.

This Lucintel research report provides insights into the recent industry scope and overview, global macroeconomic overview, annual industry trend, emerging trends, industry forecasts, future opportunities, hazards, and the profitability analysis of the major industry players.

The data and analysis found in this report can be utilized for a variety of functional business reasons, including business development, strategic planning, determination of market size and trends, competitive analysis, investment decisions, and joint product development.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global book industry. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions

Global book industry annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global book industry

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012 – Q4 2012) for global book industry

Gross and net profit trends in the global book industry

Cost structure trend in the global as well as regional book industry

More than 44 available figures/charts and nine tables are provided in this report

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