

# Books in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/BC114D55DCDAEN.html>

Date: March 2021

Pages: 30

Price: US\$ 350.00 (Single User License)

ID: BC114D55DCDAEN

## Abstracts

Books in the United States of America (USA) - Market @Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Books in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The books market is comprised of the value of total retail sales of physical and e-books. The physical segment of the books market includes atlases, dictionaries, encyclopedias, text books, guidebooks, musical scores, maps, fiction and non-fiction. The e-books segment of the books market consists of electronic books which can be read on computers or other electronic devices such as tablets. Other segment includes magazines, download audio, physical audio and other not included in the above segments.

The US books market had total revenues of \$25.9bn in 2020, representing a compound annual rate of change (CARC) of -0.4% between 2016 and 2020.

The physical segment was the market's largest in 2020, with total revenues of \$20.0bn, equivalent to 77.4% of the market's overall value.

E-commerce sales have increased as consumers confined to their homes purchase books to read from home during the pandemic.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the books market in the United States

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the books market in the United States

Leading company profiles reveal details of key books market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the United States books market with five year forecasts

## **REASONS TO BUY**

What was the size of the United States books market by value in 2020?

What will be the size of the United States books market in 2025?

What factors are affecting the strength of competition in the United States books market?

How has the market performed over the last five years?

What are the main segments that make up the United States's books market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

7.1. Who are the leading players?

7.2. What strategies have leading players followed in recent years?

7.3. How has the COVID-19 pandemic affected leading players?

## **8 MACROECONOMIC INDICATORS**

8.1. Country data

## **9 APPENDIX**

9.1. Methodology

9.2. Industry associations

9.3. Related MarketLine research

9.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: United States books market value: \$ million, 2016-20

Table 2: United States books market category segmentation: \$ million, 2020

Table 3: United States books market geography segmentation: \$ million, 2020

Table 4: United States books market value forecast: \$ million, 2020-25

Table 5: United States size of population (million), 2016-20

Table 6: United States gdp (constant 2005 prices, \$ billion), 2016-20

Table 7: United States gdp (current prices, \$ billion), 2016-20

Table 8: United States inflation, 2016-20

Table 9: United States consumer price index (absolute), 2016-20

Table 10: United States exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: United States books market value: \$ million, 2016-20

Figure 2: United States books market category segmentation: % share, by value, 2020

Figure 3: United States books market geography segmentation: % share, by value, 2020

Figure 4: United States books market value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the books market in the United States, 2020

Figure 6: Drivers of buyer power in the books market in the United States, 2020

Figure 7: Drivers of supplier power in the books market in the United States, 2020

Figure 8: Factors influencing the likelihood of new entrants in the books market in the United States, 2020

Figure 9: Factors influencing the threat of substitutes in the books market in the United States, 2020

Figure 10: Drivers of degree of rivalry in the books market in the United States, 2020

## I would like to order

Product name: Books in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/BC114D55DCDAEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BC114D55DCDAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

