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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

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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.

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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?

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