

Books in China

<https://marketpublishers.com/r/BE46478988AEN.html>

Date: April 2024

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: BE46478988AEN

Abstracts

Books in China

Summary

Books in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). 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 segmented into physical, e-book, and other books. The market value represents the retail sales.

The Chinese book market recorded total revenues of \$40 billion in 2023, representing a compound annual growth rate (CAGR) of 2.3% between 2018 and 2023.

The physical segment accounted for the market's largest proportion in 2023, with total revenues of \$23.8 billion, equivalent to 59.5% of the market's overall value.

China accounted for a 45.4% share of the Asia-Pacific book market in 2023.

Scope

Save time carrying out entry-level research by identifying the size, growth, major

segments, and leading players in the books market in China

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

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 China books market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the China books market by value in 2023?

What will be the size of the China books market in 2028?

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

How has the market performed over the last five years?

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

Contents

Table of 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. What are the strengths of the leading players?
- 7.4. What are the recent developments in the market?

8 COMPANY PROFILES

- 8.1. China Publishing Group Corp
- 8.2. E-Commerce China Dangdang Inc.
- 8.3. Amazon.com Inc
- 8.4. JD.com Inc

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: China books market value: \$ million, 2018-23
- Table 2: China books market category segmentation: % share, by value, 2018-2023
- Table 3: China books market category segmentation: \$ million, 2018-2023
- Table 4: China books market geography segmentation: \$ million, 2023
- Table 5: China books market value forecast: \$ million, 2023-28
- Table 6: China Publishing Group Corp: key facts
- Table 7: China Publishing Group Corp: Key Employees
- Table 8: E-Commerce China Dangdang Inc.: key facts
- Table 9: Amazon.com Inc: key facts
- Table 10: Amazon.com Inc: Annual Financial Ratios
- Table 11: Amazon.com Inc: Key Employees
- Table 12: Amazon.com Inc: Key Employees Continued
- Table 13: JD.com Inc: key facts
- Table 14: JD.com Inc: Annual Financial Ratios
- Table 15: JD.com Inc: Key Employees
- Table 16: China size of population (million), 2019-23
- Table 17: China gdp (constant 2005 prices, \$ billion), 2019-23
- Table 18: China gdp (current prices, \$ billion), 2019-23
- Table 19: China inflation, 2019-23
- Table 20: China consumer price index (absolute), 2019-23
- Table 21: China exchange rate, 2019-23

List Of Figures

LIST OF FIGURES

Figure 1: China books market value: \$ million, 2018-23

Figure 2: China books market category segmentation: \$ million, 2018-2023

Figure 3: China books market geography segmentation: % share, by value, 2023

Figure 4: China books market value forecast: \$ million, 2023-28

Figure 5: Forces driving competition in the books market in China, 2023

Figure 6: Drivers of buyer power in the books market in China, 2023

Figure 7: Drivers of supplier power in the books market in China, 2023

Figure 8: Factors influencing the likelihood of new entrants in the books market in China, 2023

Figure 9: Factors influencing the threat of substitutes in the books market in China, 2023

Figure 10: Drivers of degree of rivalry in the books market in China, 2023

I would like to order

Product name: Books in China

Product link: <https://marketpublishers.com/r/BE46478988AEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/BE46478988AEN.html>