

Books in United States

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Abstracts

Books in United States

SUMMARY

Books in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). 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 digital books.

The US books market had total revenues of \$26.1bn in 2019, representing a compound annual rate of change (CARC) of -1.6% between 2015 and 2019.

Downloaded audio sales grew 33.8%, reaching \$279m, led by Amazon audio entertainment subscription business, Audible, which provides consumers with free audio downloads for a monthly fee.

The physical segment was the market's most lucrative in 2019, with total revenues of \$25.0bn, equivalent to 96.0% of the market's overall value.

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 2019?

What will be the size of the United States books market in 2024?

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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