

# Brazil Publishing Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

Brazil Publishing Market Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Publishing in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The publishing market consists of books, newspapers and magazines.

The Brazilian publishing market had total revenues of \$3.4 billion in 2021, representing a compound annual growth rate (CAGR) of 0.9% between 2016 and 2021.

The newspapers segment accounted for market's the largest proportion in 2021, with total revenues of \$1.6 billion, equivalent to 48.1% of the market's overall value.

According to a survey published by the National Union of Book Publishers (SNEL), Brazil recorded approximately 30% growth in the number of books sold in 2021 compared to 2020.

## **SCOPE**

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in Brazil

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

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil publishing market with five year forecasts

## **REASONS TO BUY**

What was the size of the Brazil publishing market by value in 2021?

What will be the size of the Brazil publishing market in 2026?

What factors are affecting the strength of competition in the Brazil publishing market?

How has the market performed over the last five years?

What are the main segments that make up Brazil's publishing market?

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