

# China Books Market Summary and Forecast

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## Abstracts

### China Books Market Summary and Forecast

#### Summary

Books in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 books market had total revenues of \$40,186.3 million in 2022, representing a compound annual growth rate (CAGR) of 5% between 2017 and 2022.

The physical segment accounted for the market's largest proportion in 2022, with total revenues of \$30,626.7 million, equivalent to 76.2% of the market's overall value.

China accounts for a 51.3% share of the Asia-Pacific book market.

#### 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

## Reasons to Buy

What was the size of the China books market by value in 2022?

What will be the size of the China books market in 2027?

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?

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