

China Newspapers Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Newspapers in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 newspaper market is valued as the sum total of all revenues gained from the selling of newspapers including those gained through circulation, subscription (inc. online subscription), and advertising revenue.

The Chinese newspapers market had total revenues of \$5.9bn in 2021, representing a compound annual rate of change (CARC) of -3.1% between 2016 and 2021.

Market consumption volume increased with a compound annual growth rate (CAGR) of 0.3% between 2016 and 2021, to reach a total of 177.7 million copies in 2021.

The value of the Chinese newspaper market declined by 1.6% in 2021, remaining at the downward trajectory of recent years caused by the decline of readership.

SCOPE

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the China newspapers market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the China newspapers market by value in 2021?

What will be the size of the China newspapers market in 2026?

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

How has the market performed over the last five years?

Who are the top competitors in China's newspapers market?

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