

China Publishing Market Summary and Forecast

<https://marketpublishers.com/r/CFC1C05FF17EEN.html>

Date: January 2024

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: CFC1C05FF17EEN

Abstracts

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Summary

Publishing in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 publishing market is segmented into books, newspapers, and magazines.

The Chinese publishing market had total revenues of \$57.6 billion in 2022, representing a compound annual growth rate (CAGR) of 3.2% between 2017 and 2022.

The books segment accounted for the market's largest proportion in 2022, with total revenues of \$40.2 billion, equivalent to 69.8% of the market's overall value.

The robust expansion of the Chinese publishing market will persist, propelled by enhanced efficiency in publishing processes, increased demand for academic books, and rising government support.

Scope

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

leading players in the publishing market in China

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

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