

Germany Publishing Market Summary and Forecast

<https://marketpublishers.com/r/GB13E41A1E68EN.html>

Date: January 2024

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: GB13E41A1E68EN

Abstracts

Germany Publishing Market Summary and Forecast

Summary

Publishing in Germany 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 publishing market is segmented into books, newspapers, and magazines.

The German publishing market had total revenues of \$20.1 billion in 2022, representing a negative compound annual growth rate (CAGR) of 0.7% between 2017 and 2022.

The books segment accounted for the market's largest proportion in 2022, with total revenues of \$9.9 billion, equivalent to 49.4% of the market's overall value.

The newspaper and magazine sectors within this market grapple with declining circulation rates and plummeting advertising revenues.

Scope

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

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

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 Germany publishing market with five year forecasts

Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do leading players follow?
- 7.3. How is technology being used in the leading players' strategies?
- 7.4. Which companies offer substitutes to the main market?
- 7.5. What has been the recent M&A activity?

8 COMPANY PROFILES

- 8.1. Bertelsmann SE & Co. KGaA
- 8.2. Axel Springer SE
- 8.3. Sudwestdeutsche Medien Holding GmbH
- 8.4. Verlagsgruppe Georg von Holtzbrinck GmbH

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Germany publishing market value: \$ million, 2017–22
- Table 2: Germany publishing market category segmentation: % share, by value, 2017–2022
- Table 3: Germany publishing market category segmentation: \$ million, 2017-2022
- Table 4: Germany publishing market geography segmentation: \$ million, 2022
- Table 5: Germany publishing market value forecast: \$ million, 2022–27
- Table 6: Bertelsmann SE & Co. KGaA: key facts
- Table 7: Bertelsmann SE & Co. KGaA: Key Employees
- Table 8: Axel Springer SE: key facts
- Table 9: Axel Springer SE: Key Employees
- Table 10: Sudwestdeutsche Medien Holding GmbH: key facts
- Table 11: Sudwestdeutsche Medien Holding GmbH: Key Employees
- Table 12: Verlagsgruppe Georg von Holtzbrinck GmbH: key facts
- Table 13: Verlagsgruppe Georg von Holtzbrinck GmbH: Key Employees
- Table 14: Germany size of population (million), 2018–22
- Table 15: Germany gdp (constant 2005 prices, \$ billion), 2018–22
- Table 16: Germany gdp (current prices, \$ billion), 2018–22
- Table 17: Germany inflation, 2018–22
- Table 18: Germany consumer price index (absolute), 2018–22
- Table 19: Germany exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Germany publishing market value: \$ million, 2017–22

Figure 2: Germany publishing market category segmentation: \$ million, 2017-2022

Figure 3: Germany publishing market geography segmentation: % share, by value, 2022

Figure 4: Germany publishing market value forecast: \$ million, 2022–27

Figure 5: Forces driving competition in the publishing market in Germany, 2022

Figure 6: Drivers of buyer power in the publishing market in Germany, 2022

Figure 7: Drivers of supplier power in the publishing market in Germany, 2022

Figure 8: Factors influencing the likelihood of new entrants in the publishing market in Germany, 2022

Figure 9: Factors influencing the threat of substitutes in the publishing market in Germany, 2022

Figure 10: Drivers of degree of rivalry in the publishing market in Germany, 2022

I would like to order

Product name: Germany Publishing Market Summary and Forecast

Product link: <https://marketpublishers.com/r/GB13E41A1E68EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GB13E41A1E68EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970