

# Global Newspapers Industry Profile & Value Chain Analysis

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## Abstracts

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### SUMMARY

Global Newspapers industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value and supply chain analysis reveals the business activities which comprise the global newspapers value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value chain. Key value/supply chain stages analyzed include content creation, printing, distribution and end users.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global newspapers market. Includes market size data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### 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 (including online subscription), and advertising revenue.

The global newspapers market had total revenues of \$93.0bn in 2017, representing a compound annual rate of change (CARC) of -3.1% between 2013 and 2017.

Market consumption volume increased with a compound annual growth rate (CAGR) of 0.1% between 2013 and 2017, to reach a total of 548.8 million copies in 2017.

The shrinkage of the global market value stems from a fall in advertising revenue that prevails in most developed markets. The revenue from newspaper sales has now surpassed those from advertising in the global market. What's more, the decline in advertising revenue is a result of the competition induced by online news aggregators such as Google, Yahoo and Facebook which have increased their share.

The printing stage brings all of the content together in a hard copy, ready to be distributed but the increasing level of digitalization is negatively impacting this stage of the value chain.

Stock control is a major issue for print newspapers, something that is irrelevant for online newspapers

## SCOPE

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

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

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 global newspapers market with five year forecasts by both value and volume

Quickly and easily identify the key stages and sub-stages of the global newspapers market value/supply chain

See examples of companies active at each stage of the global newspapers market value/supply chain

Examine trends and burning issues impacting the global newspapers market value/supply chain

## **REASONS TO BUY**

What was the size of the global newspapers market by value in 2017?

What will be the size of the global newspapers market in 2022?

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

How has the market performed over the last five years?

How large is the global newspapers market in relation to its regional counterparts?

Who are the top competitors in the global newspapers market?

What are the main segments that make up the global newspapers market?

Who are the top competitors in the global newspapers market?

What are the key stages of the global newspapers market value/supply chain?

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