

# Japan Newspapers Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/J6181B58CCEEN.html>

Date: June 2022

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: J6181B58CCEEN

## Abstracts

Japan Newspapers Market @Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Newspapers in Japan 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 Japanese newspapers market had total revenues of \$9.9bn in 2021, representing a compound annual rate of change (CARC) of -5.2% between 2016 and 2021.

Market consumption volumes declined with a CARC of -5.3% between 2016 and 2021, to reach a total of 41.6 million copies in 2021.

The value of the Japanese newspaper market declined by 3.2% 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 Japan

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

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Geography segmentation
- 1.6. Market rivalry
- 1.7. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value
- 3.2. Market volume

### **4 MARKET SEGMENTATION**

- 4.1. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast
- 5.2. Market volume 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 the leading players follow?
- 7.3. How are the leading players responding to the rise of digital alternatives?
- 7.4. What are the future disruptions in the market?

## **8 COMPANY PROFILES**

- 8.1. The Yomiuri Shimbun
- 8.2. The Asahi Shimbun Company
- 8.3. The Mainichi Newspapers Co Ltd
- 8.4. Nikkei Inc

## **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: Japan newspapers market value: \$ million, 2016-21
- Table 2: Japan newspapers market volume: thousand copies, 2016-21
- Table 3: Japan newspapers market geography segmentation: \$ million, 2021
- Table 4: Japan newspapers market value forecast: \$ million, 2021-26
- Table 5: Japan newspapers market volume forecast: thousand copies, 2021-26
- Table 6: The Yomiuri Shimbun: key facts
- Table 7: The Yomiuri Shimbun: Key Employees
- Table 8: The Asahi Shimbun Company: key facts
- Table 9: The Asahi Shimbun Company: Key Employees
- Table 10: The Asahi Shimbun Company: Key Employees Continued
- Table 11: The Mainichi Newspapers Co Ltd: key facts
- Table 12: The Mainichi Newspapers Co Ltd: Key Employees
- Table 13: Nikkei Inc: key facts
- Table 14: Nikkei Inc: Key Employees
- Table 15: Japan size of population (million), 2017-21
- Table 16: Japan gdp (constant 2005 prices, \$ billion), 2017-21
- Table 17: Japan gdp (current prices, \$ billion), 2017-21
- Table 18: Japan inflation, 2017-21
- Table 19: Japan consumer price index (absolute), 2017-21
- Table 20: Japan exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

Figure 1: Japan newspapers market value: \$ million, 2016-21

Figure 2: Japan newspapers market volume: thousand copies, 2016-21

Figure 3: Japan newspapers market geography segmentation: % share, by value, 2021

Figure 4: Japan newspapers market value forecast: \$ million, 2021-26

Figure 5: Japan newspapers market volume forecast: thousand copies, 2021-26

Figure 6: Forces driving competition in the newspapers market in Japan, 2021

Figure 7: Drivers of buyer power in the newspapers market in Japan, 2021

Figure 8: Drivers of supplier power in the newspapers market in Japan, 2021

Figure 9: Factors influencing the likelihood of new entrants in the newspapers market in Japan, 2021

Figure 10: Factors influencing the threat of substitutes in the newspapers market in Japan, 2021

Figure 11: Drivers of degree of rivalry in the newspapers market in Japan, 2021

## I would like to order

Product name: Japan Newspapers Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/J6181B58CCEEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/J6181B58CCEEN.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