

# Newspapers in China - Market Summary, Competitive Analysis and Forecast to 2025

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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 size (value 2016-20, and forecast to 2025). 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 \$5.6bn in 2020, representing a compound annual rate of change (CARC) of -3.3% between 2016 and 2020.

Market consumption volume increased with a compound annual growth rate (CAGR) of 1% between 2016 and 2020, to reach a total of 174.2 million copies in 2020.

Despite circulation volumes increasing, the market's value has been declining over the past five years. The market is being hit by falling advertising revenue. Strict censorship by the government means that newspapers are not always an

attractive revenue stream for advertisers.

## 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

## REASONS TO BUY

What was the size of the China newspapers market by value in 2020?

What will be the size of the China newspapers market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up China's newspapers market?

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