

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

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Abstracts

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SUMMARY

Newspapers in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 German Newspapers market had total revenues of \$7.2bn in 2020, representing a compound annual rate of change (CARC) of -2.2% between 2016 and 2020.

Market consumption volumes declined with a CARC of -4.7% between 2016 and 2020, to reach a total of 12.6 million copies in 2020.

The proliferation of print media is significantly higher in Germany than most developed markets - two times higher than in the UK and the US - indicating greater attachment of German readers to traditional print press.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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