

Newspapers in Japan

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Abstracts

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SUMMARY

Newspapers in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). 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 \$11,328.5m in 2019, representing a compound annual rate of change (CARC) of -3.9% between 2015 and 2019.

Market circulation volumes declined with a CARC of -4.3% between 2015 and 2019, to reach a total of 46.2 million copies in 2019.

Around 57% of the Japanese market is accounted for by circulation, with revenues from this source declining year-on-year.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, 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 2019?

What will be the size of the Japan newspapers market in 2024?

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

How has the market performed over the last five years?

How large is Japan's newspapers market in relation to its regional counterparts?

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