

# Newspapers in United States

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## Abstracts

Newspapers in United States

### SUMMARY

Newspapers in the United States 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 US newspapers market had total revenues of \$23,758.4m in 2019, representing a compound annual rate of change (CARC) of -5.1% between 2015 and 2019.

Market circulation volumes declined with a CARC of -8.7% between 2015 and 2019, to reach a total of 29.7 million copies in 2019.

In the US, the majority of the market's value is generated from advertising, with this accounting for over 56% of revenues. However, both advertising and circulation revenue have been declining in recent years.

### SCOPE

*Newspapers in United States*

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

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

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 United States newspapers market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the United States newspapers market by value in 2019?

What will be the size of the United States newspapers market in 2024?

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

How has the market performed over the last five years?

How large is the United States's newspapers market in relation to its regional counterparts?

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