

# **Publishing Global Industry Almanac - Market Summary, Competitive Analysis and Forecast, 2016-2025**

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## **Abstracts**

Publishing Global Industry Almanac - Market Summary, Competitive Analysis and Forecast, 2016-2025

### **SUMMARY**

Global Publishing 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 publishing market consists of books, newspapers and magazines.

The book publishing segment includes publishers of academic, professional, general and other (fictions, non-fiction etc) books. The market value of this segment refers to the domestic B2C sales of books only at the retail sales price (RSP).

The newspaper segment is valued as the sum total of all revenues gained from the sale of newspapers including those gained through circulation, subscription (inc. online subscription), and advertising revenue.

The magazine segment value is calculated as the revenues generated by publishers from B2C sales of copies of their products, and does not include

advertising revenues.

All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The global publishing market had total revenues of \$245.1bn in 2020, representing a compound annual growth rate (CAGR) of -1.9% between 2016 and 2020.

The books segment was the market's most lucrative in 2020, with total revenues of \$131.9bn, equivalent to 53.8% of the market's overall value.

The COVID-19 pandemic has caused severe disruption to almost all global markets, including publishing. Footfall at physical bookstores has been reduced due to nationwide lockdown restrictions, whilst widespread economic uncertainty has discouraged unnecessary spending on products such as magazines and paid subscriptions.

## **SCOPE**

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global publishing market

Leading company profiles reveal details of key publishing market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global publishing market with five year forecasts.

## **REASONS TO BUY**

What was the size of the global publishing market by value in 2020?

What will be the size of the global publishing market in 2025?

What factors are affecting the strength of competition in the global publishing market?

How has the market performed over the last five years?

What are the main segments that make up the global publishing market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive Landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL PUBLISHING**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis
- 3.6. Macroeconomic Indicators

### **4 PUBLISHING IN ASIA-PACIFIC**

- 4.1. Market Overview
- 4.2. Market Data
- 4.3. Market Segmentation
- 4.4. Market outlook
- 4.5. Five forces analysis

### **5 PUBLISHING IN EUROPE**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation

- 5.4. Market outlook
- 5.5. Five forces analysis
- 5.6. Macroeconomic Indicators

## **6 PUBLISHING IN FRANCE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis
- 6.6. Macroeconomic Indicators

## **7 PUBLISHING IN GERMANY**

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis
- 7.6. Macroeconomic Indicators

## **8 PUBLISHING IN AUSTRALIA**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis
- 8.6. Macroeconomic Indicators

## **9 PUBLISHING IN BRAZIL**

- 9.1. Market Overview
- 9.2. Market Data
- 9.3. Market Segmentation
- 9.4. Market outlook
- 9.5. Five forces analysis
- 9.6. Macroeconomic Indicators

## **10 PUBLISHING IN CANADA**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis
- 10.6. Macroeconomic Indicators

## **11 PUBLISHING IN CHINA**

- 11.1. Market Overview
- 11.2. Market Data
- 11.3. Market Segmentation
- 11.4. Market outlook
- 11.5. Five forces analysis
- 11.6. Macroeconomic Indicators

## **12 PUBLISHING IN INDIA**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation
- 12.4. Market outlook
- 12.5. Five forces analysis
- 12.6. Macroeconomic Indicators

## **13 PUBLISHING IN INDONESIA**

- 13.1. Market Overview
- 13.2. Market Data
- 13.3. Market Segmentation
- 13.4. Market outlook
- 13.5. Five forces analysis
- 13.6. Macroeconomic Indicators

## **14 PUBLISHING IN ITALY**

- 14.1. Market Overview
- 14.2. Market Data
- 14.3. Market Segmentation
- 14.4. Market outlook
- 14.5. Five forces analysis
- 14.6. Macroeconomic Indicators

## **15 PUBLISHING IN JAPAN**

- 15.1. Market Overview
- 15.2. Market Data
- 15.3. Market Segmentation
- 15.4. Market outlook
- 15.5. Five forces analysis
- 15.6. Macroeconomic Indicators

## **16 PUBLISHING IN MEXICO**

- 16.1. Market Overview
- 16.2. Market Data
- 16.3. Market Segmentation
- 16.4. Market outlook
- 16.5. Five forces analysis
- 16.6. Macroeconomic Indicators

## **17 PUBLISHING IN THE NETHERLANDS**

- 17.1. Market Overview
- 17.2. Market Data
- 17.3. Market Segmentation
- 17.4. Market outlook
- 17.5. Five forces analysis
- 17.6. Macroeconomic Indicators

## **18 PUBLISHING IN NORTH AMERICA**

- 18.1. Market Overview
- 18.2. Market Data
- 18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 PUBLISHING IN RUSSIA**

19.1. Market Overview

19.2. Market Data

19.3. Market Segmentation

19.4. Market outlook

19.5. Five forces analysis

19.6. Macroeconomic Indicators

## **20 PUBLISHING IN SCANDINAVIA**

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

## **21 PUBLISHING IN SINGAPORE**

21.1. Market Overview

21.2. Market Data

21.3. Market Segmentation

21.4. Market outlook

21.5. Five forces analysis

21.6. Macroeconomic Indicators

## **22 PUBLISHING IN SOUTH AFRICA**

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

22.6. Macroeconomic Indicators

## **23 PUBLISHING IN SOUTH KOREA**

- 23.1. Market Overview
- 23.2. Market Data
- 23.3. Market Segmentation
- 23.4. Market outlook
- 23.5. Five forces analysis
- 23.6. Macroeconomic Indicators

## **24 PUBLISHING IN SPAIN**

- 24.1. Market Overview
- 24.2. Market Data
- 24.3. Market Segmentation
- 24.4. Market outlook
- 24.5. Five forces analysis
- 24.6. Macroeconomic Indicators

## **25 PUBLISHING IN TURKEY**

- 25.1. Market Overview
- 25.2. Market Data
- 25.3. Market Segmentation
- 25.4. Market outlook
- 25.5. Five forces analysis
- 25.6. Macroeconomic Indicators

## **26 PUBLISHING IN THE UNITED KINGDOM**

- 26.1. Market Overview
- 26.2. Market Data
- 26.3. Market Segmentation
- 26.4. Market outlook
- 26.5. Five forces analysis
- 26.6. Macroeconomic Indicators

## **27 PUBLISHING IN THE UNITED STATES**

- 27.1. Market Overview
- 27.2. Market Data

- 27.3. Market Segmentation
- 27.4. Market outlook
- 27.5. Five forces analysis
- 27.6. Macroeconomic Indicators

## **28 COMPANY PROFILES**

- 28.1. Penguin Random House LLC
- 28.2. Bertelsmann SE & Co. KGaA
- 28.3. Pearson plc
- 28.4. Lagardere SCA
- 28.5. Axel Springer SE
- 28.6. Verlagsgruppe Georg von Holtzbrinck GmbH
- 28.7. Sudwestdeutsche Medien Holding GmbH
- 28.8. Nine Entertainment Co Holdings Ltd
- 28.9. Seven West Media Limited
- 28.10. Globo Comunicacao e Participacoes S.A.
- 28.11. Editora Ftd S.A.
- 28.12. The Woodbridge Company Ltd
- 28.13. Torstar Corporation
- 28.14. China Publishing Group Corp
- 28.15. China South Publishing & Media Group Co Ltd
- 28.16. D. B. Corp Limited
- 28.17. Jagran Prakashan Ltd
- 28.18. Cambridge University Press
- 28.19. Arnoldo Mondadori Editore S.p.A.
- 28.20. RCS MediaGroup SpA
- 28.21. GEDI Gruppo Editoriale SpA
- 28.22. EFFE 2005 - Gruppo Feltrinelli SpA
- 28.23. The Asahi Shimbun Company
- 28.24. Nikkei Inc
- 28.25. JSC Gazprom Media Holding
- 28.26. Bonnier AB
- 28.27. Schibsted ASA
- 28.28. Gyldendal ASA
- 28.29. Egmont International Holding A/S
- 28.30. Singapore Press Holdings Limited
- 28.31. Woongjin ThinkBig Co., Ltd.
- 28.32. Promotora de Informaciones SA

- 28.33. Grupo Planeta
- 28.34. Harpercollins Publishers L.L.C.
- 28.35. Daily Mail and General Trust plc
- 28.36. News Corp
- 28.37. Gannett Co., Inc.
- 28.38. The New York Times Company

## **29 APPENDIX**

- 29.1. Methodology
- 29.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Global publishing market value: \$ million, 2016-20
Table 2: Global publishing market category segmentation: \$ million, 2020
Table 3: Global publishing market geography segmentation: \$ million, 2020
Table 4: Global publishing market value forecast: \$ million, 2020-25
Table 5: Global size of population (million), 2016-20
Table 6: Global gdp (constant 2005 prices, \$ billion), 2016-20
Table 7: Global gdp (current prices, \$ billion), 2016-20
Table 8: Global inflation, 2016-20
Table 9: Global consumer price index (absolute), 2016-20
Table 10: Global exchange rate, 2016-20
Table 11: Asia-Pacific publishing market value: \$ million, 2016-20
Table 12: Asia-Pacific publishing market category segmentation: \$ million, 2020
Table 13: Asia-Pacific publishing market geography segmentation: \$ million, 2020
Table 14: Asia-Pacific publishing market value forecast: \$ million, 2020-25
Table 15: Europe publishing market value: \$ million, 2016-20
Table 16: Europe publishing market category segmentation: \$ million, 2020
Table 17: Europe publishing market geography segmentation: \$ million, 2020
Table 18: Europe publishing market value forecast: \$ million, 2020-25
Table 19: Europe size of population (million), 2016-20
Table 20: Europe gdp (constant 2005 prices, \$ billion), 2016-20
Table 21: Europe gdp (current prices, \$ billion), 2016-20
Table 22: Europe inflation, 2016-20
Table 23: Europe consumer price index (absolute), 2016-20
Table 24: Europe exchange rate, 2016-20
Table 25: France publishing market value: \$ million, 2016-20
Table 26: France publishing market category segmentation: \$ million, 2020
Table 27: France publishing market geography segmentation: \$ million, 2020
Table 28: France publishing market value forecast: \$ million, 2020-25
Table 29: France size of population (million), 2016-20
Table 30: France gdp (constant 2005 prices, \$ billion), 2016-20
Table 31: France gdp (current prices, \$ billion), 2016-20
Table 32: France inflation, 2016-20
Table 33: France consumer price index (absolute), 2016-20
Table 34: France exchange rate, 2016-20
Table 35: Germany publishing market value: \$ million, 2016-20

Table 36: Germany publishing market category segmentation: \$ million, 2020
Table 37: Germany publishing market geography segmentation: \$ million, 2020
Table 38: Germany publishing market value forecast: \$ million, 2020-25
Table 39: Germany size of population (million), 2016-20
Table 40: Germany gdp (constant 2005 prices, \$ billion), 2016-20
Table 41: Germany gdp (current prices, \$ billion), 2016-20
Table 42: Germany inflation, 2016-20
Table 43: Germany consumer price index (absolute), 2016-20
Table 44: Germany exchange rate, 2016-20
Table 45: Australia publishing market value: \$ million, 2016-20
Table 46: Australia publishing market category segmentation: \$ million, 2020
Table 47: Australia publishing market geography segmentation: \$ million, 2020
Table 48: Australia publishing market value forecast: \$ million, 2020-25
Table 49: Australia size of population (million), 2016-20
Table 50: Australia gdp (constant 2005 prices, \$ billion), 2016-20
Table 51: Australia gdp (current prices, \$ billion), 2016-20
Table 52: Australia inflation, 2016-20
Table 53: Australia consumer price index (absolute), 2016-20
Table 54: Australia exchange rate, 2016-20
Table 55: Brazil publishing market value: \$ million, 2016-20
Table 56: Brazil publishing market category segmentation: \$ million, 2020
Table 57: Brazil publishing market geography segmentation: \$ million, 2020
Table 58: Brazil publishing market value forecast: \$ million, 2020-25
Table 59: Brazil size of population (million), 2016-20
Table 60: Brazil gdp (constant 2005 prices, \$ billion), 2016-20
Table 61: Brazil gdp (current prices, \$ billion), 2016-20
Table 62: Brazil inflation, 2016-20
Table 63: Brazil consumer price index (absolute), 2016-20
Table 64: Brazil exchange rate, 2016-20
Table 65: Canada publishing market value: \$ million, 2016-20
Table 66: Canada publishing market category segmentation: \$ million, 2020
Table 67: Canada publishing market geography segmentation: \$ million, 2020
Table 68: Canada publishing market value forecast: \$ million, 2020-25
Table 69: Canada size of population (million), 2016-20
Table 70: Canada gdp (constant 2005 prices, \$ billion), 2016-20

## List Of Figures

### LIST OF FIGURES

Figure 1: Global publishing market value: \$ million, 2016-20

Figure 2: Global publishing market category segmentation: % share, by value, 2020

Figure 3: Global publishing market geography segmentation: % share, by value, 2020

Figure 4: Global publishing market value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the global publishing market, 2020

Figure 6: Drivers of buyer power in the global publishing market, 2020

Figure 7: Drivers of supplier power in the global publishing market, 2020

Figure 8: Factors influencing the likelihood of new entrants in the global publishing market, 2020

Figure 9: Factors influencing the threat of substitutes in the global publishing market, 2020

Figure 10: Drivers of degree of rivalry in the global publishing market, 2020

Figure 11: Asia-Pacific publishing market value: \$ million, 2016-20

Figure 12: Asia-Pacific publishing market category segmentation: % share, by value, 2020

Figure 13: Asia-Pacific publishing market geography segmentation: % share, by value, 2020

Figure 14: Asia-Pacific publishing market value forecast: \$ million, 2020-25

Figure 15: Forces driving competition in the publishing market in Asia-Pacific, 2020

Figure 16: Drivers of buyer power in the publishing market in Asia-Pacific, 2020

Figure 17: Drivers of supplier power in the publishing market in Asia-Pacific, 2020

Figure 18: Factors influencing the likelihood of new entrants in the publishing market in Asia-Pacific, 2020

Figure 19: Factors influencing the threat of substitutes in the publishing market in Asia-Pacific, 2020

Figure 20: Drivers of degree of rivalry in the publishing market in Asia-Pacific, 2020

Figure 21: Europe publishing market value: \$ million, 2016-20

Figure 22: Europe publishing market category segmentation: % share, by value, 2020

Figure 23: Europe publishing market geography segmentation: % share, by value, 2020

Figure 24: Europe publishing market value forecast: \$ million, 2020-25

Figure 25: Forces driving competition in the publishing market in Europe, 2020

Figure 26: Drivers of buyer power in the publishing market in Europe, 2020

Figure 27: Drivers of supplier power in the publishing market in Europe, 2020

Figure 28: Factors influencing the likelihood of new entrants in the publishing market in Europe, 2020

Figure 29: Factors influencing the threat of substitutes in the publishing market in Europe, 2020

Figure 30: Drivers of degree of rivalry in the publishing market in Europe, 2020

Figure 31: France publishing market value: \$ million, 2016-20

Figure 32: France publishing market category segmentation: % share, by value, 2020

Figure 33: France publishing market geography segmentation: % share, by value, 2020

Figure 34: France publishing market value forecast: \$ million, 2020-25

Figure 35: Forces driving competition in the publishing market in France, 2020

Figure 36: Drivers of buyer power in the publishing market in France, 2020

Figure 37: Drivers of supplier power in the publishing market in France, 2020

Figure 38: Factors influencing the likelihood of new entrants in the publishing market in France, 2020

Figure 39: Factors influencing the threat of substitutes in the publishing market in France, 2020

Figure 40: Drivers of degree of rivalry in the publishing market in France, 2020

Figure 41: Germany publishing market value: \$ million, 2016-20

Figure 42: Germany publishing market category segmentation: % share, by value, 2020

Figure 43: Germany publishing market geography segmentation: % share, by value, 2020

Figure 44: Germany publishing market value forecast: \$ million, 2020-25

Figure 45: Forces driving competition in the publishing market in Germany, 2020

Figure 46: Drivers of buyer power in the publishing market in Germany, 2020

Figure 47: Drivers of supplier power in the publishing market in Germany, 2020

Figure 48: Factors influencing the likelihood of new entrants in the publishing market in Germany, 2020

Figure 49: Factors influencing the threat of substitutes in the publishing market in Germany, 2020

Figure 50: Drivers of degree of rivalry in the publishing market in Germany, 2020

Figure 51: Australia publishing market value: \$ million, 2016-20

Figure 52: Australia publishing market category segmentation: % share, by value, 2020

Figure 53: Australia publishing market geography segmentation: % share, by value, 2020

Figure 54: Australia publishing market value forecast: \$ million, 2020-25

Figure 55: Forces driving competition in the publishing market in Australia, 2020

Figure 56: Drivers of buyer power in the publishing market in Australia, 2020

Figure 57: Drivers of supplier power in the publishing market in Australia, 2020

Figure 58: Factors influencing the likelihood of new entrants in the publishing market in Australia, 2020

Figure 59: Factors influencing the threat of substitutes in the publishing market in

Australia, 2020

Figure 60: Drivers of degree of rivalry in the publishing market in Australia, 2020

Figure 61: Brazil publishing market value: \$ million, 2016-20

Figure 62: Brazil publishing market category segmentation: % share, by value, 2020

Figure 63: Brazil publishing market geography segmentation: % share, by value, 2020

Figure 64: Brazil publishing market value forecast: \$ million, 2020-25

Figure 65: Forces driving competition in the publishing market in Brazil, 2020

Figure 66: Drivers of buyer power in the publishing market in Brazil, 2020

Figure 67: Drivers of supplier power in the publishing market in Brazil, 2020

Figure 68: Factors influencing the likelihood of new entrants in the publishing market in Brazil, 2020

Figure 69: Factors influencing the threat of substitutes in the publishing market in Brazil, 2020

Figure 70: Drivers of degree of rivalry in the publishing market in Brazil, 2020

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