

Publishing Global Industry Almanac 2015-2024

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Abstracts

Publishing Global Industry Almanac 2015-2024

SUMMARY

Global Publishing industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 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.

Any currency conversions used in the creation of this report have been calculated using constant 2019 annual average exchange rates.

Figures presented in this report are calculated applying the 'middle path' scenario - this is based on the current situation in countries where the epidemic burst first, like China as a model countries and the announcements made by governments, stating that the abnormal situation may last up to six months.

The assumption has been made that after this time the economy will gradually go back to the levels recorded before the pandemics by the end of the year. It is also assumed that there is no widespread economic crisis as seen back in 2008 due to announced pay-outs across countries.

At the moment of preparation of this report in April 2020 the economic implications of the lock downs of many economics are still very difficult to predict as there is no indication how long the pandemics could last, the number of sectors forced to stay closed and the scale of the governmental' aid involved. At the same time the weight of the pandemic seriousness is applied on the individual countries in this report based on death to population ratio recorded in countries.

Majority of the industries will see the decline in volume of the goods and services offered by companies. Usually the lower demand would cause the decrease the prices level. However, amid many governments' ordered for many industries to lock down and so the supply chain is distorted that in great pictures mitigate the results of lower demand.

Applied scenarios differ depending on the individual sector, however generally sectors which involves intensive manual labor and face to face interaction seem to be hit the most by present situation. On the other hand the internet based businesses as well as the producers of the vital, subsisted products and services seems to take advantages of the current events.

The global publishing market had total revenues of \$258.7bn in 2019, representing a compound annual rate of change (CARC) of -0.2% between 2015 and 2019.

The books segment was the market's most lucrative in 2019, with total revenues of \$128.2bn, equivalent to 49.6% of the market's overall value.

Some players have struggled due to insufficient ecommerce capacity, but

sustained demand through lockdowns has generally been a boon where supply has been able to meet it.

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 2019?

What will be the size of the global publishing market in 2024?

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

4. MACROECONOMIC INDICATORS

- 4.1. Country data

5. PUBLISHING IN ASIA-PACIFIC

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6. PUBLISHING IN EUROPE

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

7. MACROECONOMIC INDICATORS

- 7.1. Country data

8. PUBLISHING IN FRANCE

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

9. MACROECONOMIC INDICATORS

- 9.1. Country data

10. PUBLISHING IN GERMANY

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

11. MACROECONOMIC INDICATORS

- 11.1. Country data

12. PUBLISHING IN AUSTRALIA

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation

12.4. Market outlook

12.5. Five forces analysis

13. MACROECONOMIC INDICATORS

13.1. Country data

14. PUBLISHING IN BRAZIL

14.1. Market Overview

14.2. Market Data

14.3. Market Segmentation

14.4. Market outlook

14.5. Five forces analysis

15. MACROECONOMIC INDICATORS

15.1. Country data

16. PUBLISHING IN CANADA

16.1. Market Overview

16.2. Market Data

16.3. Market Segmentation

16.4. Market outlook

16.5. Five forces analysis

17. MACROECONOMIC INDICATORS

17.1. Country data

18. PUBLISHING IN CHINA

18.1. Market Overview

18.2. Market Data

18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

19. MACROECONOMIC INDICATORS

19.1. Country data

20. PUBLISHING IN INDIA

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

21. MACROECONOMIC INDICATORS

21.1. Country data

22. PUBLISHING IN INDONESIA

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

23. MACROECONOMIC INDICATORS

23.1. Country data

24. PUBLISHING IN ITALY

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

25. MACROECONOMIC INDICATORS

25.1. Country data

26. PUBLISHING IN JAPAN

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

27. MACROECONOMIC INDICATORS

- 27.1. Country data

28. PUBLISHING IN MEXICO

- 28.1. Market Overview
- 28.2. Market Data
- 28.3. Market Segmentation
- 28.4. Market outlook
- 28.5. Five forces analysis

29. MACROECONOMIC INDICATORS

- 29.1. Country data

30. PUBLISHING IN THE NETHERLANDS

- 30.1. Market Overview
- 30.2. Market Data
- 30.3. Market Segmentation
- 30.4. Market outlook
- 30.5. Five forces analysis

31. MACROECONOMIC INDICATORS

- 31.1. Country data

32. PUBLISHING IN NORTH AMERICA

- 32.1. Market Overview
- 32.2. Market Data
- 32.3. Market Segmentation
- 32.4. Market outlook
- 32.5. Five forces analysis

33. PUBLISHING IN RUSSIA

- 33.1. Market Overview
- 33.2. Market Data
- 33.3. Market Segmentation
- 33.4. Market outlook
- 33.5. Five forces analysis

34. MACROECONOMIC INDICATORS

- 34.1. Country data

35. PUBLISHING IN SCANDINAVIA

- 35.1. Market Overview
- 35.2. Market Data
- 35.3. Market Segmentation
- 35.4. Market outlook
- 35.5. Five forces analysis

36. PUBLISHING IN SINGAPORE

- 36.1. Market Overview
- 36.2. Market Data
- 36.3. Market Segmentation
- 36.4. Market outlook
- 36.5. Five forces analysis

37. MACROECONOMIC INDICATORS

- 37.1. Country data

38. PUBLISHING IN SOUTH AFRICA

- 38.1. Market Overview
- 38.2. Market Data
- 38.3. Market Segmentation
- 38.4. Market outlook
- 38.5. Five forces analysis

39. MACROECONOMIC INDICATORS

- 39.1. Country data

40. PUBLISHING IN SOUTH KOREA

- 40.1. Market Overview
- 40.2. Market Data
- 40.3. Market Segmentation
- 40.4. Market outlook
- 40.5. Five forces analysis

41. MACROECONOMIC INDICATORS

- 41.1. Country data

42. PUBLISHING IN SPAIN

- 42.1. Market Overview
- 42.2. Market Data
- 42.3. Market Segmentation
- 42.4. Market outlook
- 42.5. Five forces analysis

43. MACROECONOMIC INDICATORS

- 43.1. Country data

44. PUBLISHING IN TURKEY

- 44.1. Market Overview
- 44.2. Market Data

- 44.3. Market Segmentation
- 44.4. Market outlook
- 44.5. Five forces analysis

45. MACROECONOMIC INDICATORS

- 45.1. Country data

46. PUBLISHING IN THE UNITED KINGDOM

- 46.1. Market Overview
- 46.2. Market Data
- 46.3. Market Segmentation
- 46.4. Market outlook
- 46.5. Five forces analysis

47. MACROECONOMIC INDICATORS

- 47.1. Country data

48. PUBLISHING IN THE UNITED STATES

- 48.1. Market Overview
- 48.2. Market Data
- 48.3. Market Segmentation
- 48.4. Market outlook
- 48.5. Five forces analysis

49. MACROECONOMIC INDICATORS

- 49.1. Country data

50. COMPANY PROFILES

- 50.1. Verlagsgruppe Georg von Holtzbrinck GmbH
- 50.2. Seven Group Holdings Ltd
- 50.3. SOMOS Educacao S.A.
- 50.4. China Publishing Group Corp
- 50.5. Next Digital Ltd

- 50.6. ARHT Media Inc.
- 50.7. Kompas AD
- 50.8. Arnoldo Mondadori Editore S.p.A.
- 50.9. CoGeDi International SpA
- 50.10. Kodansha Ltd
- 50.11. Nikkei Advanced Systems Inc
- 50.12. Grupo Planeta
- 50.13. Grupo Televisa S.A.B.
- 50.14. Colman Prosthetics & Orthotics Inc
- 50.15. Bonnier AB
- 50.16. Egmont International Holding A/S
- 50.17. Sanoma Corp
- 50.18. Agro Processors & Atmospheric Gases (Pvt.) Ltd
- 50.19. Caxton and CTP Publishers and Printers Limited
- 50.20. Tiso Blackstar Group SE
- 50.21. HANKOOK Corporation Inc.
- 50.22. Woongjin ThinkBig Co., Ltd.
- 50.23. KKR & Co. Inc
- 50.24. Lagardere Active Broadcast
- 50.25. RCS MediaGroup SpA
- 50.26. Hurriyet Gazetecilik ve Matbaacilik AS
- 50.27. Yapi Kredi Koray Gayrimenkul Yatirim Ortakligi AS
- 50.28. Pearson plc
- 50.29. Christus Trinity Mother Frances Health System
- 50.30. Oxford University Press
- 50.31. Bertelsmann SE & Co. KGaA
- 50.32. News Corporation
- 50.33. Warner Media LLC.
- 50.34. Gannett Co., Inc.

51. APPENDIX

- 51.1. Methodology
- 51.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global publishing market value: \$ billion, 2015-19
- Table 2: Global publishing market category segmentation: \$ billion, 2019
- Table 3: Global publishing market geography segmentation: \$ billion, 2019
- Table 4: Global publishing market value forecast: \$ billion, 2019-24
- Table 5: Global size of population (million), 2015-19
- Table 6: Global gdp (constant 2005 prices, \$ billion), 2015-19
- Table 7: Global gdp (current prices, \$ billion), 2015-19
- Table 8: Global inflation, 2015-19
- Table 9: Global consumer price index (absolute), 2015-19
- Table 10: Global exchange rate, 2015-19
- Table 11: Asia-Pacific publishing market value: \$ billion, 2015-19
- Table 12: Asia-Pacific publishing market category segmentation: \$ billion, 2019
- Table 13: Asia-Pacific publishing market geography segmentation: \$ billion, 2019
- Table 14: Asia-Pacific publishing market value forecast: \$ billion, 2019-24
- Table 15: Europe publishing market value: \$ billion, 2015-19
- Table 16: Europe publishing market category segmentation: \$ billion, 2019
- Table 17: Europe publishing market geography segmentation: \$ billion, 2019
- Table 18: Europe publishing market value forecast: \$ billion, 2019-24
- Table 19: Europe size of population (million), 2015-19
- Table 20: Europe gdp (constant 2005 prices, \$ billion), 2015-19
- Table 21: Europe gdp (current prices, \$ billion), 2015-19
- Table 22: Europe inflation, 2015-19
- Table 23: Europe consumer price index (absolute), 2015-19
- Table 24: Europe exchange rate, 2015-19
- Table 25: France publishing market value: \$ billion, 2015-19
- Table 26: France publishing market category segmentation: \$ billion, 2019
- Table 27: France publishing market geography segmentation: \$ billion, 2019
- Table 28: France publishing market value forecast: \$ billion, 2019-24
- Table 29: France size of population (million), 2015-19
- Table 30: France gdp (constant 2005 prices, \$ billion), 2015-19
- Table 31: France gdp (current prices, \$ billion), 2015-19
- Table 32: France inflation, 2015-19
- Table 33: France consumer price index (absolute), 2015-19
- Table 34: France exchange rate, 2015-19
- Table 35: Germany publishing market value: \$ billion, 2015-19

- Table 36: Germany publishing market category segmentation: \$ billion, 2019
- Table 37: Germany publishing market geography segmentation: \$ billion, 2019
- Table 38: Germany publishing market value forecast: \$ billion, 2019-24
- Table 39: Germany size of population (million), 2015-19
- Table 40: Germany gdp (constant 2005 prices, \$ billion), 2015-19
- Table 41: Germany gdp (current prices, \$ billion), 2015-19
- Table 42: Germany inflation, 2015-19
- Table 43: Germany consumer price index (absolute), 2015-19
- Table 44: Germany exchange rate, 2015-19
- Table 45: Australia publishing market value: \$ million, 2015-19
- Table 46: Australia publishing market category segmentation: \$ million, 2019
- Table 47: Australia publishing market geography segmentation: \$ million, 2019
- Table 48: Australia publishing market value forecast: \$ million, 2019-24
- Table 49: Australia size of population (million), 2015-19
- Table 50: Australia gdp (constant 2005 prices, \$ billion), 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Global publishing market value: \$ billion, 2015-19

Figure 2: Global publishing market category segmentation: % share, by value, 2019

Figure 3: Global publishing market geography segmentation: % share, by value, 2019

Figure 4: Global publishing market value forecast: \$ billion, 2019-24

Figure 5: Forces driving competition in the global publishing market, 2019

Figure 6: Drivers of buyer power in the global publishing market, 2019

Figure 7: Drivers of supplier power in the global publishing market, 2019

Figure 8: Factors influencing the likelihood of new entrants in the global publishing market, 2019

Figure 9: Factors influencing the threat of substitutes in the global publishing market, 2019

Figure 10: Drivers of degree of rivalry in the global publishing market, 2019

Figure 11: Asia-Pacific publishing market value: \$ billion, 2015-19

Figure 12: Asia-Pacific publishing market category segmentation: % share, by value, 2019

Figure 13: Asia-Pacific publishing market geography segmentation: % share, by value, 2019

Figure 14: Asia-Pacific publishing market value forecast: \$ billion, 2019-24

Figure 15: Forces driving competition in the publishing market in Asia-Pacific, 2019

Figure 16: Drivers of buyer power in the publishing market in Asia-Pacific, 2019

Figure 17: Drivers of supplier power in the publishing market in Asia-Pacific, 2019

Figure 18: Factors influencing the likelihood of new entrants in the publishing market in Asia-Pacific, 2019

Figure 19: Factors influencing the threat of substitutes in the publishing market in Asia-Pacific, 2019

Figure 20: Drivers of degree of rivalry in the publishing market in Asia-Pacific, 2019

Figure 21: Europe publishing market value: \$ billion, 2015-19

Figure 22: Europe publishing market category segmentation: % share, by value, 2019

Figure 23: Europe publishing market geography segmentation: % share, by value, 2019

Figure 24: Europe publishing market value forecast: \$ billion, 2019-24

Figure 25: Forces driving competition in the publishing market in Europe, 2019

Figure 26: Drivers of buyer power in the publishing market in Europe, 2019

Figure 27: Drivers of supplier power in the publishing market in Europe, 2019

Figure 28: Factors influencing the likelihood of new entrants in the publishing market in Europe, 2019

Figure 29: Factors influencing the threat of substitutes in the publishing market in Europe, 2019

Figure 30: Drivers of degree of rivalry in the publishing market in Europe, 2019

Figure 31: France publishing market value: \$ billion, 2015-19

Figure 32: France publishing market category segmentation: % share, by value, 2019

Figure 33: France publishing market geography segmentation: % share, by value, 2019

Figure 34: France publishing market value forecast: \$ billion, 2019-24

Figure 35: Forces driving competition in the publishing market in France, 2019

Figure 36: Drivers of buyer power in the publishing market in France, 2019

Figure 37: Drivers of supplier power in the publishing market in France, 2019

Figure 38: Factors influencing the likelihood of new entrants in the publishing market in France, 2019

Figure 39: Factors influencing the threat of substitutes in the publishing market in France, 2019

Figure 40: Drivers of degree of rivalry in the publishing market in France, 2019

Figure 41: Germany publishing market value: \$ billion, 2015-19

Figure 42: Germany publishing market category segmentation: % share, by value, 2019

Figure 43: Germany publishing market geography segmentation: % share, by value, 2019

Figure 44: Germany publishing market value forecast: \$ billion, 2019-24

Figure 45: Forces driving competition in the publishing market in Germany, 2019

Figure 46: Drivers of buyer power in the publishing market in Germany, 2019

Figure 47: Drivers of supplier power in the publishing market in Germany, 2019

Figure 48: Factors influencing the likelihood of new entrants in the publishing market in Germany, 2019

Figure 49: Factors influencing the threat of substitutes in the publishing market in Germany, 2019

Figure 50: Drivers of degree of rivalry in the publishing market in Germany, 2019

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