

# Publishing in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/P87E1E478A27EN.html>

Date: October 2021

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: P87E1E478A27EN

## Abstracts

Publishing in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Publishing in Asia-Pacific 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 Asia-Pacific publishing market had total revenues of \$102.1bn in 2020, representing a compound annual growth rate (CAGR) of 1.2% between 2016 and 2020.

The books segment was the market's most lucrative in 2020, with total revenues of \$62.4bn, equivalent to 61.1% of the market's overall value.

The COVID-19 pandemic, which first took hold in the Asia-Pacific region in late 2019, 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 publishing market in Asia-Pacific

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in Asia-Pacific

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 Asia-Pacific publishing market with five year forecasts

## REASONS TO BUY

What was the size of the Asia-Pacific publishing market by value in 2020?

What will be the size of the Asia-Pacific publishing market in 2025?

What factors are affecting the strength of competition in the Asia-Pacific publishing market?

How has the market performed over the last five years?

What are the main segments that make up Asia-Pacific's 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. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

### **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What strategies do leading players follow?
- 7.3. How is technology being used in the leading players' strategies?
- 7.4. Which companies offer substitutes to the main market?
- 7.5. Is there any regulation currently having an effect on players in the market?
- 7.6. What impact is the COVID-19 pandemic having on leading players?

## **8 COMPANY PROFILES**

- 8.1. News Corporation
- 8.2. Penguin Random House LLC
- 8.3. China Publishing Group Corp

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Asia-Pacific publishing market value: \$ million, 2016-20

Table 2: Asia-Pacific publishing market category segmentation: \$ million, 2020

Table 3: Asia-Pacific publishing market geography segmentation: \$ million, 2020

Table 4: Asia-Pacific publishing market value forecast: \$ million, 2020-25

Table 5: News Corporation: key facts

Table 6: News Corporation: Annual Financial Ratios

Table 7: News Corporation: Key Employees

Table 8: News Corporation: Key Employees Continued

Table 9: Penguin Random House LLC: key facts

Table 10: Penguin Random House LLC: Key Employees

Table 11: China Publishing Group Corp: key facts

Table 12: China Publishing Group Corp: Key Employees

Table 13: Asia-Pacific exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

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

Figure 2: Asia-Pacific publishing market category segmentation: % share, by value, 2020

Figure 3: Asia-Pacific publishing market geography segmentation: % share, by value, 2020

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

Figure 5: Forces driving competition in the publishing market in Asia-Pacific, 2020

Figure 6: Drivers of buyer power in the publishing market in Asia-Pacific, 2020

Figure 7: Drivers of supplier power in the publishing market in Asia-Pacific, 2020

Figure 8: Factors influencing the likelihood of new entrants in the publishing market in Asia-Pacific, 2020

Figure 9: Factors influencing the threat of substitutes in the publishing market in Asia-Pacific, 2020

Figure 10: Drivers of degree of rivalry in the publishing market in Asia-Pacific, 2020

## I would like to order

Product name: Publishing in Asia-Pacific - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/P87E1E478A27EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P87E1E478A27EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970