

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

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Abstracts

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SUMMARY

Publishing in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Australian publishing market had total revenues of \$2.6bn in 2020, representing a compound annual growth rate (CAGR) of -8% between 2016 and 2020.

The books segment was the market's most lucrative in 2020, with total revenues of \$1.3bn, equivalent to 52.1% of the market's overall value.

The COVID-19 pandemic, which first took hold in Australia in early 2020, 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, and leading players in the publishing market in Australia

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

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 Australia publishing market with five year forecasts by both value and volume

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Australia'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. What has been the rationale behind recent M&A activity?
- 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. Nine Entertainment Co. Holdings Ltd
- 8.4. Seven West Media Limited

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: Australia publishing market value: \$ million, 2016-20
Table 2: Australia publishing market category segmentation: \$ million, 2020
Table 3: Australia publishing market geography segmentation: \$ million, 2020
Table 4: Australia 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: Nine Entertainment Co. Holdings Ltd: key facts
Table 12: Nine Entertainment Co. Holdings Ltd: Annual Financial Ratios
Table 13: Nine Entertainment Co. Holdings Ltd: Key Employees
Table 14: Seven West Media Limited: key facts
Table 15: Seven West Media Limited: Annual Financial Ratios
Table 16: Seven West Media Limited: Key Employees
Table 17: Australia size of population (million), 2016-20
Table 18: Australia gdp (constant 2005 prices, \$ billion), 2016-20
Table 19: Australia gdp (current prices, \$ billion), 2016-20
Table 20: Australia inflation, 2016-20
Table 21: Australia consumer price index (absolute), 2016-20
Table 22: Australia exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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