

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

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Abstracts

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SUMMARY

Publishing in China 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 Chinese publishing market had total revenues of \$48.1bn in 2020, representing a compound annual growth rate (CAGR) of 6.6% between 2016 and 2020.

The books segment was the market's most lucrative in 2020, with total revenues of \$38.4bn, equivalent to 79.8% of the market's overall value.

Strong growth in the Chinese publishing market will continue to be driven by optimized efficiency in the publishing process, high levels of demand for academic books, and the burgeoning middle-class, who have more disposable income to spend on non-essential items such as books, newspapers and magazines.

SCOPE

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

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

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 China publishing market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up China's publishing market?

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