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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.

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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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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

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

8 COMPANY PROFILES

8.1. China Publishing Group Corp
8.2. China South Publishing & Media Group Co Ltd

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

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List Of Tables

LIST OF TABLES

Table 1: China publishing market value: $ million, 2016-20
Table 2: China publishing market category segmentation: $ million, 2020
Table 3: China publishing market geography segmentation: $ million, 2020
Table 4: China publishing market value forecast: $ million, 2020-25
Table 5: China Publishing Group Corp: key facts
Table 6: China Publishing Group Corp: Key Employees
Table 7: China South Publishing & Media Group Co Ltd: key facts
Table 8: China South Publishing & Media Group Co Ltd: Annual Financial Ratios
Table 9: China South Publishing & Media Group Co Ltd: Key Employees
Table 10: China size of population (million), 2016-20
Table 11: China gdp (constant 2005 prices, $ billion), 2016-20
Table 12: China gdp (current prices, $ billion), 2016-20
Table 13: China inflation, 2016-20
Table 14: China consumer price index (absolute), 2016-20
Table 15: China exchange rate, 2016-20

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List Of Figures

LIST OF FIGURES

Figure 1: China publishing market value: $ million, 2016-20
Figure 2: China publishing market category segmentation: % share, by value, 2020
Figure 3: China publishing market geography segmentation: % share, by value, 2020
Figure 4: China publishing market value forecast: $ million, 2020-25
Figure 5: Forces driving competition in the publishing market in China, 2020
Figure 6: Drivers of buyer power in the publishing market in China, 2020
Figure 7: Drivers of supplier power in the publishing market in China, 2020
Figure 8: Factors influencing the likelihood of new entrants in the publishing market in China, 2020
Figure 9: Factors influencing the threat of substitutes in the publishing market in China, 2020
Figure 10: Drivers of degree of rivalry in the publishing market in China, 2020

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