

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

<https://marketpublishers.com/r/P831DC5518F8EN.html>

Date: October 2021

Pages: 43

Price: US\$ 350.00 (Single User License)

ID: P831DC5518F8EN

Abstracts

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SUMMARY

Publishing in Germany 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 German publishing market had total revenues of \$20.6bn 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 \$10.6bn, equivalent to 51.6% of the market's overall value.

Further decline in this market will be seen as social media and the prevalence of mobile devices continue to act as a disruptive force. Dwindling numbers of book buyers has been linked to social media usage, due to their direct competition for past-time activities with books. This has harmed growth in the market.

SCOPE

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

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

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 Germany publishing market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

How large is Germany's publishing market in relation to its regional counterparts?

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