

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

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Abstracts

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SUMMARY

Publishing in India industry profile provides top-line qualitative and quantitative summary information including: 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 Indian publishing market had total revenues of \$4.7bn in 2020, representing a compound annual growth rate (CAGR) of 3.6% between 2016 and 2020.

The books segment was the market's most lucrative in 2020, with total revenues of \$3.1bn, equivalent to 67.2% of the market's overall value.

Prior to the pandemic, a steady economic performance has enabled India to be one of the few publishing markets in the world that is still growing healthily. Government spending on education, digital initiatives and outsourcing of publishing services in India have helped the country to grow, whilst a rising literacy rate has helped to stimulate demand for reading material.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up India'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. What impact is the COVID-19 pandemic having on the market?

8 COMPANY PROFILES

- 8.1. Penguin Random House LLC
- 8.2. D. B. Corp Limited
- 8.3. Jagran Prakashan Ltd
- 8.4. Cambridge University Press

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: India publishing market value: \$ million, 2016-20
- Table 2: India publishing market category segmentation: \$ million, 2020
- Table 3: India publishing market geography segmentation: \$ million, 2020
- Table 4: India publishing market value forecast: \$ million, 2020-25
- Table 5: Penguin Random House LLC: key facts
- Table 6: Penguin Random House LLC: Key Employees
- Table 7: D. B. Corp Limited: key facts
- Table 8: D. B. Corp Limited: Annual Financial Ratios
- Table 9: D. B. Corp Limited: Key Employees
- Table 10: Jagran Prakashan Ltd: key facts
- Table 11: Jagran Prakashan Ltd: Annual Financial Ratios
- Table 12: Jagran Prakashan Ltd: Key Employees
- Table 13: Cambridge University Press: key facts
- Table 14: Cambridge University Press: Key Employees
- Table 15: India size of population (million), 2016-20
- Table 16: India gdp (constant 2005 prices, \$ billion), 2016-20
- Table 17: India gdp (current prices, \$ billion), 2016-20
- Table 18: India inflation, 2016-20
- Table 19: India consumer price index (absolute), 2016-20
- Table 20: India exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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