

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

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Abstracts

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SUMMARY

Publishing in Scandinavia 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 Scandinavian publishing market had total revenues of \$7.4bn in 2020, representing a compound annual growth rate of (CAGR) of -3.5% between 2016 and 2020.

The newspapers segment was the market's most lucrative in 2020, with total revenues of \$4.2bn, equivalent to 56.3% 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 in the newspapers segment of the market. What's more, magazines will continue to struggle as the availability of substitutes, particularly online content, continues to grow.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Scandinavia's publishing market?

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