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

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## Abstracts

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

**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.

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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 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 competitiors in Scandinavia'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. What strategies do leading players follow?
7.3. How is technology being used in the leading players' strategies?
7.4. Which companies offer substitutes to the main market?
7.5. What impact is the COVID-19 pandemic having on leading players?

**8 COMPANY PROFILES**

8.1. Bonnier AB
8.2. Schibsted ASA
8.3. Egmont International Holding A/S
8.4. Gyldendal ASA

**9 MACROECONOMIC INDICATORS**

9.1. Country data

**10 APPENDIX**

10.1. Methodology
10.2. About MarketLine

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# List Of Tables

## LIST OF TABLES

Table 1: Scandinavia publishing market value: $ million, 2016-20
Table 2: Scandinavia publishing market category segmentation: $ million, 2020
Table 3: Scandinavia publishing market geography segmentation: $ million, 2020
Table 4: Scandinavia publishing market value forecast: $ million, 2020-25
Table 5: Bonnier AB: key facts
Table 6: Bonnier AB: Key Employees
Table 7: Schibsted ASA: key facts
Table 8: Schibsted ASA: Annual Financial Ratios
Table 9: Schibsted ASA: Annual Financial Ratios (Continued)
Table 10: Schibsted ASA: Key Employees
Table 11: Egmont International Holding A/S: key facts
Table 12: Egmont International Holding A/S: Key Employees
Table 13: Gyldendal ASA: key facts
Table 14: Gyldendal ASA: Annual Financial Ratios
Table 15: Gyldendal ASA: Annual Financial Ratios (Continued)
Table 16: Gyldendal ASA: Key Employees
Table 17: Scandinavia exchange rate, 2016-20

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# List Of Figures

## LIST OF FIGURES

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

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