

Publishing in South Korea

<https://marketpublishers.com/r/P480DDE76E7EN.html>

Date: September 2020

Pages: 35

Price: US\$ 350.00 (Single User License)

ID: P480DDE76E7EN

Abstracts

Publishing in South Korea

SUMMARY

Publishing in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). 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 South Korean publishing market had total revenues of \$5.6bn in 2019, representing a compound annual growth rate (CAGR) of 1.2% between 2015 and 2019.

The books segment was the market's most lucrative in 2019, with total revenues of \$3.1bn, equivalent to 54.7% of the market's overall value.

Some players have struggled due to insufficient ecommerce capacity, but sustained demand through lockdowns has generally been a boon where supply has been able to meet it.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major

segments, and leading players in the publishing market in South Korea

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

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 South Korea publishing market with five year forecasts

REASONS TO BUY

What was the size of the South Korea publishing market by value in 2019?

What will be the size of the South Korea publishing market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up South Korea'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. How is technology being used in the leading players' strategies?
- 7.3. Which companies offer substitutes to the main industry?
- 7.4. What impact could COVID-19 have on the leading players?

8 COMPANY PROFILES

- 8.1. HANKOOK Corporation Inc.
- 8.2. Woongjin ThinkBig 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

List Of Tables

LIST OF TABLES

- Table 1: South Korea publishing market value: \$ million, 2015-19
- Table 2: South Korea publishing market category segmentation: \$ million, 2019
- Table 3: South Korea publishing market geography segmentation: \$ million, 2019
- Table 4: South Korea publishing market value forecast: \$ million, 2019-24
- Table 5: HANKOOK Corporation Inc.: key facts
- Table 6: HANKOOK Corporation Inc.: Key Employees
- Table 7: Woongjin ThinkBig Co., Ltd.: key facts
- Table 8: Woongjin ThinkBig Co., Ltd.: Key Employees
- Table 9: South Korea size of population (million), 2015-19
- Table 10: South Korea gdp (constant 2005 prices, \$ billion), 2015-19
- Table 11: South Korea gdp (current prices, \$ billion), 2015-19
- Table 12: South Korea inflation, 2015-19
- Table 13: South Korea consumer price index (absolute), 2015-19
- Table 14: South Korea exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: South Korea publishing market value: \$ million, 2015-19

Figure 2: South Korea publishing market category segmentation: % share, by value, 2019

Figure 3: South Korea publishing market geography segmentation: % share, by value, 2019

Figure 4: South Korea publishing market value forecast: \$ million, 2019-24

Figure 5: Forces driving competition in the publishing market in South Korea, 2019

Figure 6: Drivers of buyer power in the publishing market in South Korea, 2019

Figure 7: Drivers of supplier power in the publishing market in South Korea, 2019

Figure 8: Factors influencing the likelihood of new entrants in the publishing market in South Korea, 2019

Figure 9: Factors influencing the threat of substitutes in the publishing market in South Korea, 2019

Figure 10: Drivers of degree of rivalry in the publishing market in South Korea, 2019

COMPANIES MENTIONED

HANKOOK Corporation Inc.

Woongjin ThinkBig Co., Ltd.

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