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

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Abstracts

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SUMMARY

Publishing in Turkey 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 Turkish publishing market had total revenues of $929.5m in 2020, representing a compound annual growth rate (CAGR) of -13.8% between 2016 and 2020.

The books segment was the market's most lucrative in 2020, with total revenues of $756.3m, equivalent to 81.4% of the market's overall value.

Piracy is increasingly becoming a problem in Turkey, particularly in terms of academic publishing, which is having a negative impact on the market.

SCOPE

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

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

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 Turkey publishing market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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