

# **Publishing in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2025**

<https://marketpublishers.com/r/PE05F4B00DCCEN.html>

Date: October 2021

Pages: 47

Price: US\$ 350.00 (Single User License)

ID: PE05F4B00DCCEN

## **Abstracts**

Publishing in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2025

### **SUMMARY**

Publishing in the United States 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 US publishing market had total revenues of \$50.4bn in 2020, representing a compound annual growth rate (CAGR) of -5.6% between 2016 and 2020.

The books segment was the market's most lucrative in 2020, with total revenues of \$25.9bn, equivalent to 51.4% of the market's overall value.

The COVID-19 pandemic, which first took hold in the US in early 2020, has caused severe disruption to almost all global markets, including publishing. Footfall at physical bookstores has been reduced due to nationwide lockdown restrictions and some players have struggled to match this decline with an increase in online sales due to insufficient e-commerce capacity.

## SCOPE

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

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

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 United States publishing market with five year forecasts

## REASONS TO BUY

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

What will be the size of the United States publishing market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up the United State'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. Which companies offer substitutes to the main market?
- 7.5. What has been the rationale behind recent M&A activity?
- 7.6. What impact is the COVID-19 pandemic having on leading players?

## **8 COMPANY PROFILES**

- 8.1. News Corporation
- 8.2. Penguin Random House LLC
- 8.3. Gannett Co., Inc.
- 8.4. The New York Times Company

## **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: United States publishing market value: \$ million, 2016-20
Table 2: United States publishing market category segmentation: \$ million, 2020
Table 3: United States publishing market geography segmentation: \$ million, 2020
Table 4: United States publishing market value forecast: \$ million, 2020-25
Table 5: News Corporation: key facts
Table 6: News Corporation: Annual Financial Ratios
Table 7: News Corporation: Key Employees
Table 8: News Corporation: Key Employees Continued
Table 9: Penguin Random House LLC: key facts
Table 10: Penguin Random House LLC: Key Employees
Table 11: Gannett Co., Inc.: key facts
Table 12: Gannett Co., Inc.: Key Employees
Table 13: The New York Times Company: key facts
Table 14: The New York Times Company: Annual Financial Ratios
Table 15: The New York Times Company: Key Employees
Table 16: The New York Times Company: Key Employees Continued
Table 17: United States size of population (million), 2016-20
Table 18: United States gdp (constant 2005 prices, \$ billion), 2016-20
Table 19: United States gdp (current prices, \$ billion), 2016-20
Table 20: United States inflation, 2016-20
Table 21: United States consumer price index (absolute), 2016-20
Table 22: United States exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

## I would like to order

Product name: Publishing in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/PE05F4B00DCCEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PE05F4B00DCCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

