

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

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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?

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