

# Publishing Market Summary, Competitive Analysis and Forecast, 2017-2026

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## Abstracts

Publishing Market @Summary, Competitive Analysis and Forecast, 2017-2026

### SUMMARY

Global Publishing industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). 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 book publishing segment includes publishers of academic, professional, general and other (fictions, non-fiction etc) books. The market value of this segment refers to the domestic B2C sales of books only at the retail sales price (RSP).

The newspaper segment is valued as the sum total of all revenues gained from the sale of newspapers including those gained through circulation, subscription (inc. online subscription), and advertising revenue.

The magazine segment value is calculated as the revenues generated by publishers from B2C sales of copies of their products, and does not include advertising revenues.

All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.

The global publishing market had total revenues of \$261.1 billion in 2021, representing a compound annual growth rate (CAGR) of -0.7% between 2016 and 2021.

The books segment accounted for market's the largest proportion in 2021, with total revenues of \$148.5 billion, equivalent to 56.9% of the market's overall value.

Many bookstores started a click-and-collect service, and joined an independent online platform named bookstore.org. Lockdown helped the European consumer rediscover books and that supported the market.

## **SCOPE**

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

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

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 global publishing market with five year forecasts

## **REASONS TO BUY**

What was the size of the global publishing market by value in 2021?

What will be the size of the global publishing market in 2026?

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

How has the market performed over the last five years?

What are the main segments that make up the global publishing market?

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