

Publishing North America (NAFTA) Industry Guide 2015-2024

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Abstracts

Publishing North America (NAFTA) Industry Guide 2015-2024

SUMMARY

The NAFTA Publishing 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 North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The publishing industry within the NAFTA countries had a total market value of \$62,214.4 million in 2019. The Mexico was the fastest growing country, with a CAGR of 3.8% over the 2015-19 period.

Within the publishing industry, the US is the leading country among the NAFTA bloc, with market revenues of \$57,888.0 million in 2019. This was followed by Canada and Mexico, with a value of \$2,590.3 and \$1,736.2 million, respectively.

The US is expected to lead the publishing industry in the NAFTA bloc, with a value of \$54,127.7 million in 2024, followed by Canada and Mexico with expected values of \$1,929.0 and \$1,900.6 million, respectively.

SCOPE

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

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

Leading company profiles reveal details of key publishing market players' NAFTA operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA publishing market with five year forecasts

Compares data from the US, Canada and Mexico, alongside individual chapters on each country

REASONS TO BUY

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

What will be the size of the NAFTA publishing market in 2024?

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

How has the market performed over the last five years?

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

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