

# Publishing in China

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## Abstracts

Publishing in China

### SUMMARY

Publishing in China 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 publishing market consists of books, newspapers and magazines.

The Chinese publishing market had total revenues of \$48.0bn in 2019, representing a compound annual growth rate (CAGR) of 8.8% between 2015 and 2019.

The books segment was the market's most lucrative in 2019, with total revenues of \$37.9bn, equivalent to 78.9% of the market's overall value.

Some players have struggled due to insufficient ecommerce capacity, but sustained demand through lockdowns has generally been a boon where supply has been able to meet it.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, major

segments, and leading players in the publishing market in China

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

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 China publishing market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

What are the main segments that make up China's publishing market?

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China Publishing Group Corp

Next Digital Ltd

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