

Publishing in China

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Abstracts

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Summary

Publishing in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). 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 is segmented into books, newspapers, and magazines.

The Chinese publishing market recorded revenues of \$53,052.3 million in 2023, representing a compound annual growth rate (CAGR) of 1.8% between 2018 and 2023.

The books segment accounted for the market's largest proportion in 2023, with total revenues of \$39,979.1 million, equivalent to 75.4% of the market's overall value.

China's economic challenges also contributed to the market's contraction in 2023. The ongoing impacts of the pandemic, coupled with supply chain disruptions and trade tensions, led to slower economic growth and reduced consumer spending power.

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 2023?

What will be the size of the China publishing market in 2028?

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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