

Publishing in the Netherlands



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SUMMARY

Publishing in the Netherlands industry profile provides top-line qualitative and quantitative summary information including: market size (value 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

SYNOPSIS

Essential resource for top-line data and analysis covering the Netherlands publishing market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

KEY HIGHLIGHTS

- The publishing market consists of books, newspaper and magazines segments.
- The Dutch publishing market had total revenues of \$3,554.8m in 2016, representing a compound annual rate of change (CARC) of -3.7% between 2012 and 2016.
- The newspapers segment was the market's most lucrative in 2016, with total revenues of \$1,284.8m, equivalent to 36.1% of the market's overall value.
- The Dutch publishing market is relatively mature and is supported by a well-established, strong economy and a society that has little illiteracy. The combination of declining readership of print books and the change of customer purchasing behaviour and reading trends have resulted in sharp decline in the publishing market.

SCOPE

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the publishing market in the Netherlands
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in the Netherlands
- 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 Netherlands publishing market with five year forecasts

REASONS TO BUY

- What was the size of the Netherlands publishing market by value in 2016?
- What will be the size of the Netherlands publishing market in 2021?
- What factors are affecting the strength of competition in the Netherlands publishing market?
- How has the market performed over the last five years?

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

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COMPANIES MENTIONED

Bertelsmann SE & Co. KGaA
De Persgroep
RELX
Telegraaf Media Groep NV

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