

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

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Abstracts

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SUMMARY

Publishing in Scandinavia 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 Scandinavian publishing market had total revenues of \$7.6 billion in 2021, representing a compound annual growth rate (CAGR) of -2.7% between 2016 and 2021.

The newspapers segment accounted for market's the largest proportion in 2021, with total revenues of \$4.2 billion, equivalent to 55% of the market's overall value.

Further decline in this market will be seen as social media and the prevalence of mobile devices continue to act as a disruptive force in the newspapers segment of the market. What's more, magazines will continue to struggle as the availability of substitutes, particularly online content, continues to grow.

SCOPE

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

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

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 Scandinavia publishing market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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