

Scandinavia Publishing Market Summary and Forecast

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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 share, market size (value and volume 2017-22, and forecast to 2027). 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 Scandinavian publishing market had total revenues of \$5.8 billion in 2022, representing a negative compound annual growth rate (CAGR) of -3.1% between 2017 and 2022.

The newspapers segment accounted for the market's largest proportion in 2022, with total revenues of \$3.7 billion, equivalent to 63.7% of the market's overall value.

The market is anticipated to have a continued decline as social media and widespread mobile device use disrupt the newspaper segment. Additionally, magazines will face ongoing challenges due to the increasing availability of substitutes, especially online.

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 by both value and volume

Reasons to Buy

What was the size of the Scandinavia publishing market by value in 2022?

What will be the size of the Scandinavia publishing market in 2027?

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

How has the market performed over the last five years?

Who are the top competitors in Scandinavia's publishing market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do leading players follow?
- 7.3. How is technology being used in the leading players' strategies?
- 7.4. Which companies offer substitutes to the main market?
- 7.5. What has been the rationale behind recent M&A activity?

8 COMPANY PROFILES

- 8.1. Bonnier Group AB
- 8.2. Schibsted ASA
- 8.3. Egmont International Holding AS
- 8.4. Gyldendal ASA

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Scandinavia publishing market value: \$ million, 2017–22

Table 2: Scandinavia publishing market category segmentation: % share, by value, 2017–2022

Table 3: Scandinavia publishing market category segmentation: \$ million, 2017-2022

Table 4: Scandinavia publishing market geography segmentation: \$ million, 2022

Table 5: Scandinavia publishing market value forecast: \$ million, 2022–27

Table 6: Bonnier Group AB: key facts

Table 7: Bonnier Group AB: Key Employees

Table 8: Schibsted ASA: key facts

Table 9: Schibsted ASA: Annual Financial Ratios

Table 10: Schibsted ASA: Key Employees

Table 11: Egmont International Holding AS: key facts

Table 12: Egmont International Holding AS: Key Employees

Table 13: Gyldendal ASA: key facts

Table 14: Gyldendal ASA: Annual Financial Ratios

Table 15: Gyldendal ASA: Key Employees

Table 16: Scandinavia exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Scandinavia publishing market value: \$ million, 2017–22

Figure 2: Scandinavia publishing market category segmentation: \$ million, 2017-2022

Figure 3: Scandinavia publishing market geography segmentation: % share, by value, 2022

Figure 4: Scandinavia publishing market value forecast: \$ million, 2022–27

Figure 5: Forces driving competition in the publishing market in Scandinavia, 2022

Figure 6: Drivers of buyer power in the publishing market in Scandinavia, 2022

Figure 7: Drivers of supplier power in the publishing market in Scandinavia, 2022

Figure 8: Factors influencing the likelihood of new entrants in the publishing market in Scandinavia, 2022

Figure 9: Factors influencing the threat of substitutes in the publishing market in Scandinavia, 2022

Figure 10: Drivers of degree of rivalry in the publishing market in Scandinavia, 2022

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