

United States (US) Publishing Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/U67FE0D085E7EN.html>

Date: December 2022

Pages: 48

Price: US\$ 350.00 (Single User License)

ID: U67FE0D085E7EN

Abstracts

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SUMMARY

Publishing in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 US publishing market had total revenues of \$51.4 billion in 2021, representing a compound annual growth rate (CAGR) of -4.1% between 2016 and 2021.

The books segment accounted for market's the largest proportion in 2021, with total revenues of \$28.9 billion, equivalent to 56.3% of the market's overall value.

Sluggish growth in this market is being driven by the contraction seen in the newspapers and magazines segments of the 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 United States

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

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 United States publishing market with five year forecasts by both value and volume

REASONS TO BUY

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

What will be the size of the United States publishing market in 2026?

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

How has the market performed over the last five years?

Who are the top competitors in the United States' publishing market?

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