

Japan Newspapers Market Summary, Competitive Analysis and Forecast, 2017-2026

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Report description:

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Summary

Newspapers in Japan 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 newspaper market is valued as the sum total of all revenues gained from the selling of newspapers including those gained through circulation, subscription (inc. online subscription), and advertising revenue.
- The Japanese newspapers market had total revenues of \$9.9bn in 2021, representing a compound annual rate of change (CARC) of -5.2% between 2016 and 2021.
- Market consumption volumes declined with a CARC of -5.3% between 2016 and 2021, to reach a total of 41.6 million copies in 2021.
- The value of the Japanese newspaper market declined by 3.2% in 2021, remaining at the downward trajectory of recent years caused by the decline of readership.

Scope

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

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- Leading company profiles reveal details of key newspapers market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan newspapers market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Japan newspapers market by value in 2021?
- What will be the size of the Japan newspapers market in 2026?
- What factors are affecting the strength of competition in the Japan newspapers market?
- How has the market performed over the last five years?
- Who are the top competitors in Japan's newspapers market?

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