

## **Brazil Publishing Market Summary, Competitive Analysis and Forecast, 2017-2026**

Industry Report | 2022-12-21 | 42 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

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

#### Summary

Publishing in Brazil 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 Brazilian publishing market had total revenues of \$3.4 billion in 2021, representing a compound annual growth rate (CAGR) of 0.9% between 2016 and 2021.
- The newspapers segment accounted for market's the largest proportion in 2021, with total revenues of \$1.6 billion, equivalent to 48.1% of the market's overall value.
- According to a survey published by the National Union of Book Publishers (SNEL), Brazil recorded approximately 30% growth in the number of books sold in 2021 compared to 2020.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the publishing market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in Brazil
- Leading company profiles reveal details of key publishing market players' global operations and financial performance

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil publishing market with five year forecasts

#### Reasons to Buy

- What was the size of the Brazil publishing market by value in 2021?
- What will be the size of the Brazil publishing market in 2026?
- What factors are affecting the strength of competition in the Brazil publishing market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's publishing market?

#### **Table of Contents:**

##### Table of 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. How is technology being used in leading players' strategies?

###### 7.3. Which companies offer substitutes to the main market?

###### 7.4. What impact is the COVID-19 pandemic having on the market?

##### 8 Company Profiles

###### 8.1. Globo Comunicacao e Participacoes S.A.

###### 8.2. Grupo Folha

###### 8.3. Editora Ftd S.A.

##### 9 Macroeconomic Indicators

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 9.1. Country data
- 10 Appendix
  - 10.1. Methodology
  - 10.2. Industry associations
  - 10.3. Related MarketLine research
  - 10.4. About MarketLine

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Brazil Publishing Market Summary, Competitive Analysis and Forecast, 2017-2026

Industry Report | 2022-12-21 | 42 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-11"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com