

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

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

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

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="2025-05-06"/>
		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