

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

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

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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

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- 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?

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