

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

Industry Report | 2022-12-21 | 46 pages | MarketLine

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Report description:

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

Summary

Publishing in Australia 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 Australian publishing market had total revenues of \$3.6 billion in 2021, representing a compound annual growth rate (CAGR) of -3.6% between 2016 and 2021.
- The newspapers segment accounted for market's the largest proportion in 2021, with total revenues of \$1.9 billion, equivalent to 51.4% of the market's overall value.
- Growth in the books market is being driven partly by the density of bookstores in the country, but also by the prominence of Amazon and its Prime subscription service, which is making ordering books online more convenient for customers and driving sales in several countries, including Australia.

Scope

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

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- 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 Australia publishing market with five year forecasts

Reasons to Buy

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

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