

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

Industry Report | 2022-12-21 | 35 pages | MarketLine

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Report description:

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

Summary

Publishing in Turkey 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 publishing market consists of books, newspapers and magazines.
- The Turkish publishing market had total revenues of \$802.9 million in 2021, representing a compound annual growth rate (CAGR) of -9.6% between 2016 and 2021.
- The books segment accounted for market's the largest proportion in 2021, with total revenues of \$670.2 million, equivalent to 83.5% of the market's overall value.
- Piracy is increasingly becoming a problem in Turkey, particularly in terms of academic publishing, which is having a negative impact on the market.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the publishing market in Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in Turkey
- 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 Turkey publishing market with five year forecasts by both value and volume

Reasons to Buy

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

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