

Japan Newspapers Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-04-14 | 42 pages | MarketLine

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Report description:

Japan Newspapers Market Summary, Competitive Analysis and Forecast to 2027

Summary

Newspapers in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The newspaper market is valued as the sum total of all revenues gained from the selling of newspapers including those gained through circulation, subscription (inc. online subscription), and advertising revenue.
- The Japanese newspapers market is expected to generate total revenues of \$8.1 billion in 2022, representing a negative compound annual growth rate (CAGR) of -4.5% between 2017 and 2022.
- Market consumption volume is forecast to decline with a negative CAGR of -6.6% between 2017 and 2022, to reach a total of 36.8 billion units in 2022.
- The value of the Japanese newspaper market reported a decline of negative 2.9% in 2022, remaining at the downward trajectory of recent years caused by the decline of readership.

Scope

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

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- Leading company profiles reveal details of key newspapers market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan newspapers market with five year forecasts

Reasons to Buy

- What was the size of the Japan newspapers market by value in 2022?
- What will be the size of the Japan newspapers market in 2027?
- What factors are affecting the strength of competition in the Japan newspapers market?
- How has the market performed over the last five years?
- What are the main segments that make up Japan's newspapers market?

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