

## **Publishing Global Industry Guide 2018-2027**

Industry Report | 2024-01-12 | 444 pages | MarketLine

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### **Report description:**

Publishing Global Industry Guide 2018-2027

#### Summary

Global Publishing industry profile provides top-line qualitative and quantitative summary information including: market size (value , 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 publishing market is segmented into books, newspapers, and magazines.
- The books segment includes both physical and e-books. The physical books cover atlases, dictionaries, encyclopaedias, textbooks, guidebooks, musical scores, maps, fiction, and non-fiction. The e-books consist of electronic books that can be read on computers or other electronic devices such as tablets.
- The newspaper segment includes revenues generated from the selling of newspapers including those gained through circulation, subscription (including online subscription), and advertising revenue.
- The magazine segment value is calculated as the revenues generated by publishers from the sales of hard copies and online subscriptions.
- All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.
- The Asia-Pacific region accounted for the largest share of 50.0% of the global publishing market in 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global

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publishing market

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global publishing market
- 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 global publishing market with five year forecasts

Reasons to Buy

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

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