

Scandinavia Publishing Market Summary and Forecast

Industry Report | 2024-01-05 | 42 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Scandinavia Publishing Market Summary and Forecast

Summary

Publishing in Scandinavia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 publishing market is segmented into books, newspapers, and magazines.
- The Scandinavian publishing market had total revenues of \$5.8 billion in 2022, representing a negative compound annual growth rate (CAGR) of -3.1% between 2017 and 2022.
- The newspapers segment accounted for the market's largest proportion in 2022, with total revenues of \$3.7 billion, equivalent to 63.7% of the market's overall value.
- The market is anticipated to have a continued decline as social media and widespread mobile device use disrupt the newspaper segment. Additionally, magazines will face ongoing challenges due to the increasing availability of substitutes, especially online.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the publishing market in Scandinavia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in Scandinavia
- Leading company profiles reveal details of key publishing market players' global operations and financial performance

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Add weight to presentations and pitches by understanding the future growth prospects of the Scandinavia publishing market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Scandinavia publishing market by value in 2022?
- What will be the size of the Scandinavia publishing market in 2027?
- What factors are affecting the strength of competition in the Scandinavia publishing market?
- How has the market performed over the last five years?
- Who are the top competitors in Scandinavia's publishing market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What strategies do leading players follow?

7.3. How is technology being used in the leading players' strategies?

7.4. Which companies offer substitutes to the main market?

7.5. What has been the rationale behind recent M&A activity?

8 Company Profiles

8.1. Bonnier Group AB

8.2. Schibsted ASA

8.3. Egmont International Holding AS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 8.4. Gyldeendal ASA
- 9 Macroeconomic Indicators
- 9.1. Country data
- 10 Appendix
- 10.1. Methodology
- 10.2. About MarketLine

Scandinavia Publishing Market Summary and Forecast

Industry Report | 2024-01-05 | 42 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-23"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com