

Books in China

Industry Report | 2024-04-19 | 40 pages | MarketLine

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Report description:

Books in China

Summary

Books in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The books market is segmented into physical, e-book, and other books. The market value represents the retail sales.
- The Chinese book market recorded total revenues of \$40 billion in 2023, representing a compound annual growth rate (CAGR) of 2.3% between 2018 and 2023.
- The physical segment accounted for the market's largest proportion in 2023, with total revenues of \$23.8 billion, equivalent to 59.5% of the market's overall value.
- China accounted for a 45.4% share of the Asia-Pacific book market in 2023.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the books market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the books market in China
- Leading company profiles reveal details of key books market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the China books market with five year forecasts by both value and volume

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Reasons to Buy

- What was the size of the China books market by value in 2023?
- What will be the size of the China books market in 2028?
- What factors are affecting the strength of competition in the China books market?
- How has the market performed over the last five years?
- What are the main segments that make up China's books market?

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