

Publishing in Australia

Industry Report | 2024-07-26 | 42 pages | MarketLine

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Report description:

Publishing in Australia

Summary

Publishing in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, 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 publishing market is segmented into books, newspapers, and magazines.
- The Australian publishing market recorded revenues of \$4,066.6 million in 2023, representing a negative compound annual growth rate (CAGR) of 0.01% between 2018 and 2023.
- The newspapers segment accounted for the market's largest proportion in 2023, with total revenues of \$1,659.1 million, equivalent to 40.8% of the market's overall value.
- In Australia, the publishing market is significantly influenced by its robust educational sector and high literacy rates. According to the Central Intelligence Agency, the adult literacy rate (aged 15 years and above) in Australia stood at 99.0% in 2023.

Scope

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

Reasons to Buy

- What was the size of the Australia publishing market by value in 2023?
- What will be the size of the Australia publishing market in 2028?
- What factors are affecting the strength of competition in the Australia publishing market?
- How has the market performed over the last five years?
- Who are the top competitors in Australia's publishing market?

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