

Publishing in Brazil

Industry Report | 2024-07-26 | 36 pages | MarketLine

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Report description:

Publishing in Brazil

Summary

Publishing in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 Brazilian publishing market registered revenues of \$2,292.9 million in 2023, representing a negative compound annual growth rate (CAGR) of 0.8% between 2018 and 2023.
- The books segment accounted for the market's largest proportion in 2023, with total revenues of \$957.6 million, equivalent to 41.8% of the market's overall value.
- The market growth is being hindered by the rising popularity of alternative entertainment options and shifting consumer preferences.

Scope

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

Reasons to Buy

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

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