

## **Publishing in Germany**

Industry Report | 2024-07-26 | 41 pages | MarketLine

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### **Report description:**

Publishing in Germany

Summary

Publishing in Germany 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 German publishing market recorded revenues of \$16,950.3 million in 2023, representing a negative compound annual growth rate (CAGR) of 1.7% between 2018 and 2023.
- The books segment accounted for the market's largest proportion in 2023, with total revenues of \$10,507.6 million, equivalent to 62% of the market's overall value.
- In Germany, the publishing market is robust and diverse, with high demand for both physical and e-books. The country's strong emphasis on education and a well-established reading culture support the sustained growth of the book segment. According to the World Bank, the adult literacy rate (aged 15 years and above) in Germany stood at 99.0% in 2023.

Scope

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

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- 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 Germany publishing market with five year forecasts by both value and volume

#### Reasons to Buy

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

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