

## **Publishing in India**

Industry Report | 2024-07-26 | 40 pages | MarketLine

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### **Report description:**

Publishing in India

Summary

Publishing in India 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 Indian publishing market recorded revenues of \$24,445 million in 2023, representing a compound annual growth rate (CAGR) of 1.8% between 2018 and 2023.
- The books segment accounted for the market's largest proportion in 2023, with total revenues of \$15,126.6 million, equivalent to 61.9% of the market's overall value.
- In India, the publishing market is driven by a burgeoning middle class and rising literacy rates. According to the World Bank, the adult literacy rate (aged 15 years and above) in India stood at 77.3% in 2023, up from 76.3% in the previous year.

Scope

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

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year forecasts by both value and volume

## Reasons to Buy

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

#### 8 Company Profiles

##### 8.1. DB Corp Limited

##### 8.2. Penguin Random House India Private Limited

##### 8.3. Jagran Prakashan Ltd

#### 9 Macroeconomic Indicators

##### 9.1. Country data

#### 10 Appendix

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- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

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