

Publishing in South Africa

Industry Report | 2024-07-26 | 38 pages | MarketLine

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Report description:

Publishing in South Africa

Summary

Publishing in South Africa 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 South African publishing market recorded revenues of \$375 million in 2023, representing a negative compound annual growth rate (CAGR) of 2.3% between 2018 and 2023.
- The newspapers segment accounted for the market's largest proportion in 2023, with total revenues of \$223.8 million, equivalent to 59.7% of the market's overall value.
- The market also struggled with the ongoing digital transformation. While there was growth in digital content consumption, the pace was insufficient to counterbalance the decline in traditional print sales. The market for physical books and periodicals shrank as more readers turned to free or low-cost online alternatives.

Scope

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

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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 South Africa publishing market with five year forecasts

Reasons to Buy

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

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