

Publishing in South Korea

Industry Report | 2024-07-26 | 43 pages | MarketLine

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Report description:

Publishing in South Korea

Summary

Publishing in South Korea 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 Korean publishing market recorded revenues of \$6,619.5 million in 2023, representing a negative compound annual growth rate (CAGR) of 2% between 2018 and 2023.
- The books segment accounted for the market's largest proportion in 2023, with total revenues of \$3,923.1 million, equivalent to 59.3% of the market's overall value.
- In South Korea, the publishing market benefits from high internet penetration and a strong emphasis on education. Digital publications, particularly e-books and online educational resources, are gaining popularity among the tech-savvy younger generation. The World Bank reports that the proportion of internet users in South Korea's total population reached 97.4% in 2023, up from 97.1% 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 South Korea
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the publishing market in

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South Korea

- 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 Korea publishing market with five year forecasts

Reasons to Buy

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

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