

## **Newspaper Industry - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 130 pages | Mordor Intelligence

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### **Report description:**

The Newspaper Industry is expected to decline from USD 82.17 billion in 2025 to USD 76.85 billion by 2030.

The purpose of the newspaper industry is to provide information on current events worldwide. The newspaper industry is transitioning from traditional print toward digital technology, as most people prefer digital and mobile mediums. Print media continues to be an attractive option for image advertisers and premium segment readers across the world. Diversification of revenue sources has become a key concern for global publishers as traditional business models are under pressure to generate revenues. The newspaper industry is driven by digital publishing, diversification of revenue sources, shifting distribution channels, strategic partnerships, and convergent platforms. Virtual reality (VR) is another area of focus for the global newspaper industry. Publishers are also focusing on building internal data and analytics capability.

Print revenues account for a significant share of total market revenue. As a result, publishers are willing to innovate, experiment, and try new things in the marketplace. There is also an emerging need, especially for the newspaper industry, to play up its long-standing relationship with quality information. Trust in journalists and good quality journalism are rising on online platforms. However, in the current environment, advertisers are presenting on social media platforms instead of digital newspapers. As a result, newspapers, in order to fund their businesses, are looking for ways to adjust to subscription models in the digital world.

### **Newspaper Market Trends**

The Digital Newspaper and Advertising Markets are Expected to Grow Faster in the Newspaper Industry

Newspapers are reaching across various channels, such as mobile, digital advertising technology, video content, digital

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audio/porn, and data analytics /data mining. Digital platforms act as a medium between the publisher and the reader. Newspapers of all media and entertainment segments face the challenge of digital content as they directly compete with the amount of free online content and other forms of content. Digital platforms continue to generate revenue from digital readers within the market. Digital revenues are expected to grow at a faster pace than the print revenue within the newspaper market. Big giants such as Google and Facebook are disrupting the market with their services and are increasing their market shares.

Publishers are extracting valuable information from websites to benefit their clients, distributors, and stakeholders. Digital-first publishers invest heavily in building internal data and analytics tools to exploit the digital market.

### Asia-Pacific is the Largest Market for Newspapers

The growth of the Asia-Pacific market is driven by the advancement of print and digital media. The market is also driven by the development of the emerging economy, the middle class, and the population's education. As Asia-Pacific's population continues to grow in terms of education, the consumption of newspapers and digital content will continue to grow. The print media industry in India is steadily growing, while in other markets, it has largely been replaced by digital media. Some countries like the United States and the United Kingdom have seen negative growth in their print media industries as more people have started to use digital platforms. In the market, people are becoming aware of fake news online and returning to sources that can provide authentic and credible news, which helps build their trust.

### Newspaper Industry Overview

The newspaper industry is fragmented, and more publishers are looking for ways to increase their revenues from readers as there is a decline in advertising revenue. They are forming global advertisement partnerships to compete with tech titans like Google in the market. The major market players are Gannett Co. Inc., Fairfax Media Limited, The New York Times Company, Axel Springer SE, and Schibsted Media Group.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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