

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

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

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.2.1 Shift from Print to Digital Landscape Transforming the Market's Growth

4.2.2 Social and Political Climate Boosting the Market

4.3 Market Restraints

4.3.1 Declining Print Circulation Barrier to Market

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.4 Market Opportunities
 - 4.4.1 Advancement of Technology will be in High Demand
- 4.5 Industry Value Chain Analysis
- 4.6 Insights into Types of Publishers
- 4.7 Insights into Number of Readers and Revenues per Subscribers
- 4.8 Government Regulations in the Market
- 4.9 Key Associations and Partnerships in the Newspaper Industry
- 4.10 Technological Disruption in the Market

5 MARKET SEGMENTATION

- 5.1 By Platform
 - 5.1.1 Print
 - 5.1.2 Digital
- 5.2 By Business Model
 - 5.2.1 Subscription
 - 5.2.2 Advertising
- 5.3 By Geography
 - 5.3.1 North America
 - 5.3.1.1 United States
 - 5.3.1.2 Canada
 - 5.3.1.3 Rest of North America
 - 5.3.2 Europe
 - 5.3.2.1 Europe
 - 5.3.2.2 Russia
 - 5.3.2.3 United Kingdom
 - 5.3.2.4 Rest of Europe
 - 5.3.3 Asia-Pacific
 - 5.3.3.1 Japan
 - 5.3.3.2 China
 - 5.3.3.3 India
 - 5.3.3.4 Rest of Asia-Pacific
 - 5.3.4 Middle East and Africa
 - 5.3.4.1 United Arab Emirates
 - 5.3.4.2 Saudi Arabia
 - 5.3.4.3 South Africa
 - 5.3.4.4 Rest of Middle East and Africa
 - 5.3.6 South America
 - 5.3.6.1 Brazil
 - 5.3.6.2 Chile
 - 5.3.6.3 Rest of South America

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration Overview
- 6.2 Company Profiles
 - 6.2.1 Gannett Co. Inc.
 - 6.2.2 Fairfax Media
 - 6.2.3 The New York Times

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.2.4 Axel Springer SE
- 6.2.5 Schibsted Media Group
- 6.2.6 APN News and Media
- 6.2.7 Daily Mail and General Trust
- 6.2.8 Dogan Yayin Holding
- 6.2.9 Gruppo Editoriale L'Espresso
- 6.2.10 Johnston Press
- 6.2.11 Hachette Book Group
- 6.2.12 HarperCollins
- 6.2.13 Macmillan
- 6.2.14 Penguin Random House
- 6.2.15 Simon & Schuster*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 DISCLAIMER AND ABOUT US

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com