

Books in China

Industry Report | 2025-12-18 | 36 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Books in China

Summary

Books in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The books market is segmented into physical, e-book, and other books. The market value represents the retail sales. This physical segment encompasses all types of physical books, including hardcover and paperback books. The scope of the segment includes atlases, dictionaries, encyclopaedias, textbooks, guidebooks, musical scores, maps, fiction, and non-fiction. The e-books segment consists of electronic books that can be read on computers or other electronic devices such as tablets. The scope of the other segment includes downloading audiobooks and physical audiobooks. Download audiobooks refer to the digital versions of books that were initially on CDs or tapes. These can be downloaded onto either a computer or a digital device. Physical audiobooks are audio recordings of a book that can be either exact word-for-word versions or abridged versions.
- The Chinese books market recorded revenues of \$39.0 billion in 2024, representing a compound annual growth rate (CAGR) of 0.6% between 2019 and 2024.
- The physical segment accounted for the market's largest proportion in 2024, with total revenues of \$20.0 billion, equivalent to 51.3% of the market's overall value.
- In 2024, China accounted for a 45.0% share of the Asia-Pacific books market.

Scope

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the books market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the books market in China
- Leading company profiles reveal details of key books market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the China books market with five year forecasts

Reasons to Buy

- What was the size of the China books market by value in 2024?
- What will be the size of the China books market in 2029?
- What factors are affecting the strength of competition in the China books market?
- How has the market performed over the last five years?
- What are the main segments that make up China's books 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 are the strengths of the leading players?

7.3. What are the recent developments in the market?

8 Company Profiles

8.1. China Publishing Group Corp

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

8.2. E-Commerce China Dangdang Inc.

8.3. JD.com Inc

8.4. Amazon.com Inc

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Books in China

Industry Report | 2025-12-18 | 36 pages | MarketLine

To place an Order with Scotts International:

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

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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="2026-03-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scott's-international.com