World Consumption Report on Miscellaneous Publishers


This World Consumption Report on Miscellaneous Publishers provides data on the net consumption of Products and Services in each of the countries listed. The Products and Services covered (Miscellaneous publishers) are classified by the 5-Digit United States Commerce Department Major Product Codes and each Product and Services is then further defined and analyzed by each 6 to 10-Digit United States Commerce Department Product Codes. This report consists of a DVD containing the entire report web and databases. Readers can access and reproduce the information for inclusion into their own documents or reports. The tables & databases are in Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling. This database is updated monthly.


Net consumption of Miscellaneous Publishers Products & Services in each country.

This database covers NAICS code: 51119. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


MISCELLANEOUS PUBLISHERS: PRODUCTS & MARKETS COVERED:

Other publishers
Greeting card publishers
Greeting card publishing
Christmas cards, counter (publishers' sales)
Christmas cards, packaged, incl boxed cards (publishers' sales)
Valentine cards (publishers' sales)
Mother's Day cards (publishers' sales)
Seasonal greeting cards other than Christmas, Valentine & Mother's Day (publishers' sales)
Easter cards (publishers' sales)
Seasonal greeting cards other than Christmas, Valentine, Easter & Mother's Day (publishers' sales)
Everyday greeting cards (publishers' sales)
Greeting card publishers, nsk, total
Greeting card publishers, nsk, for nonadministrative-record establishments
Greeting card publishers, nsk, for administrative-record establishments
All other publishers
Pattern publishing, incl clothing patterns
Shopping news publishing
Other miscellaneous publishing, nec
Other miscellaneous publishing
Card publishing, other than greeting cards, incl picture postcards, sports & other trading cards, souvenir cards, etc.
Calendar publishing
Multimedia kit publishing
Map, hydrographic chart & globe cover publishing
Atlas & gazetteer publishing
Micropublishing (publishing in microfilm or microfiche format)
Travel guide publishing, in brochure or pamphlet form
Poster publishing
Yearbook publishing
Business service newsletter publishing
Other miscellaneous publication publishing, incl almanacs, racing forms, etc.
Other miscellaneous publishing, nsk
All other publishers, nsk, total
All other publishers, nsk, for nonadministrative-record establishments
All other publishers, nsk, for administrative-record establishments
MISCELLANEOUS PUBLISHERS: 59 MARKET RESEARCH CHAPTERS:

SPREADSHEET CHAPTERS:


NATIONAL DATA - by Country by Year.

1. RELATIVE CONSUMPTION - in US$ (Purchasing Parity Index applied) by Country by each Product (4-10 Digit Product Code) by Year: 1997 to Current year, Medium Term Forecast Current year to 2020, Long Term Forecast 2021-2028.

2. LOCAL CONSUMPTION - in Local Currency (Relative Inflation Index applied)


4. PRODUCT MARKETING COSTS & MARGINS

5. PRODUCT LAUNCH DATA - given as a percentage of Revenues - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

6. IMMEDIATE BUYERS & END USERS / CUSTOMER BASE PROFILE

7. IMMEDIATE BUYERS & END USERS / CONSUMER DEMOGRAPHICS - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

8. HISTORIC INDUSTRY BALANCE SHEET DATA


10. INDUSTRY PROFILE - by Country by Year.

11. NATIONAL DATA - by Country by Year.

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Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.


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