
Description: Summary
Asia-Pacific is the fastest growing Books, News and Stationery market across the globe. China will be the key drive of growth in the region on the back of rising disposable income, growing middle-class population and government initiatives to improve English language competency. Along with China, India and Indonesia are expected to grow at a higher CAGR over next five years. A key trend observed in the region was increasing number of online retailers partnering with authors to gain exclusive marketing rights.

Key Findings
- China is the largest and fastest growing market in Asia-Pacific Books, News and Stationery market, which is expected to reach US$290 billion in sales by 2019
- Music, video, book, stationery and entertainment software specialists continue to be the major channel for Books, News and Stationery, with a share of over 50%
- Online is the fastest growing channel with its sales expected to grow at a CAGR of 25.5% during 2014-2019, with India being the fastest growing online market in the region
- Japan will continue to be the second largest retailer in the region but is expected to decline by 0.3%

Synopsis

What else does this report offer?
- Current market sizes and forecasts for 2019 by country with an assortment of charts that ranks countries based on market size, growth rate, value growth and channel sales
- Market insights based on consumer trends, and changing economic and demographic factors on regional and country basis
- Retail sales and fastest-growing markets for the category group and further breakdown for individual sub-categories that includes printed media, and stationery and cards
- Qualitative and quantitative insights of changing Books, News and Stationery’s retail dynamics across various channels Retail sales, market share, and growth rate of channels included: Music, video, book, stationery and entertainment software specialists; convenience stores (including Independents) and gas stations; online; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores

Reasons To Buy
- Get accurate and reliable retail sales data of 12 largest Books, News and Stationery markets in Asia Pacific: Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea and Thailand for 2014 and forecast for 2019 to identify the largest and fastest-growing market and to discover profitable markets for expansion/entry
- Explore an in-depth analysis of retail sales data by channels to spot leading channels in Books, News and Stationery retail space and develop strategies for specific channels
- Gain access to retail sales data at sub-category level (Printed Media, and Stationery and cards) across the region to target key markets for each sub-categories and to analyze their current and future growth prospects
- Learn from consumer insights and retail trends and define your strategies based on the need of consumers and retail landscape in the country
- Make country level comparisons to effectively target new revenue streams and align your marketing strategies with the crucial trends influencing consumer behavior

- Track competitive landscape based on the information about store count and latest developments for key Books, News and Stationery retailers in the region

Contents:

Global Summary
Global books, news and stationery retail sales are forecast to reach US$567 billion by 2019, with major impetus from developing economies
China will remain as the largest market for the category in 2019, growing at a double digit CAGR
Online and duty free retailers are growing at a faster pace, however, specialist stores will continue to be the largest channel for books, news and stationery sales
Online penetration in the books, news and stationery category is high and is forecast to increase further over the next five years
Snippets of retail trends in Asia-Pacific
China, followed by India and Indonesia, is the fastest growing markets in the region
Music, video, book, stationery and entertainment software specialists is the largest channel in the region
Singapore has the highest books, news and stationery share in it's total retail sales
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