Summary
Books, News and Stationery market in the Americas is expected to remain virtually flat over the next five years, struggling to achieve pre-recession level. The largest contributor to the regional sales, the US, recorded positive sales growth, after experience a decline during 2009-2014. Latin American markets, mainly Brazil, Chile and Mexico, will fuel growth in the region on the back of rising demand for religious and regional language books. In Brazil, growing number of book fairs, festivals and conference will add to demand for foreign language books.

Key Findings
- The Americas Books, News and Stationery market will generate approximately US$130 billion in sales by 2019, supported by growth in Latin American markets and recovery in the US
- Online will continue to be the fastest growing channel at a CAGR of 8.1% during 2014-2019 as international online players enter Latin American markets
- Music, video, book, stationery and entertainment software specialists will dominate the regional sales with nearly 40% in sales
- The US will remain as the largest contributor to the Americas Books, News and Stationery sales but is expected to expand at a nominal CAGR of 0.2% Chile is expected to grow fastest at 6.0% CAGR, followed by Peru and Brazil

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: 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 the nine largest Books, News and Stationery markets in Americas: Argentina, Brazil, Canada, Chile, Colombia, Mexico, Peru, the US, and Venezuela 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 Americas
The US is the largest market in the Americas
Printed media category accounts for majority sales in the Americas books, news and stationery sales
Customers in the region are favoring online channel over specialist retailers
Latin American markets to produce higher growth rates

Americas: Books, News and Stationery Retail Market
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Americas books, news and stationery share of total retail sales, 2009 (%) and 2019 (%)
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Top three largest and fastest growing channels in fastest growing markets
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