Description: 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$567 billion by 2019, with major impetus from developing economies
China will remain as the largest market for the category in 2019, growing at a double digit CAGR
Online and duty free retailers are growing at a faster pace, however, specialist stores will continue to be the largest channel for books, news and stationery sales
Online penetration in the books, news and stationery category is high and is forecast to increase further over the next five years
Snippets of retail trends in Americas
The US is the largest market in the Americas
Printed media category accounts for majority sales in the Americas books, news and stationery sales
Customers in the region are favoring online channel over specialist retailers
Latin American markets to produce higher growth rates
Americas: Books, News and Stationery Retail Market
Americas books, news and stationery markets by value 2014 and 2019 (US$ bn)
Americas books, news and stationery share of total retail sales, 2009 (%) and 2019 (%)
Americas books, news and stationery markets by growth, 2014-2019 (CAGR %)
Books, news and stationery total retail sales breakdown, 2009, 2014 and 2019 (%)
Top five markets by each product category
Sub-category level sales for individual markets
Top three largest and fastest growing channels in fastest growing markets
Share and growth of channels and top five countries in each channel
Books, news and stationery retail trends and major retailers operating in the region
Retail innovations in the region

List of Figures

Americas books, news and stationery market by value 2014 and 2019 (US$bn)
Share of each country in the Americas books, news and stationery market, 2014 (%)
Share of each country in the Americas books, news and stationery market, 2019 (%)
Books, news and stationery share in the market's total retail sales, 2009 (%)
Books, news and stationery share in the market's total retail sales, 2019 (%)
Books, news and stationery total retail sales breakdown, 2009, 2014 and 2019 (%)
Books, news and stationery total retail sales breakdown, 2009, 2014 and 2019 (US$bn)
Top five markets by printed media, 2014-2019 (US$bn)
Top five markets by stationery and cards sales, 2014-2019 (US$bn)
Sub-category level sales across Americas
Americas books, news and stationery markets by growth, 2014-2019 (CAGR %)
Top three largest and fastest growing channels
Americas channel share in 2014 and growth rate, 2014-2019 (CAGR, %)
Top five markets for music, video, book, stationery and entertainment software specialists, 2014-2019, (US$bn)
Top five markets for convenience Stores (including independents) and gas Stations, 2014-2019, (US$bn)
Top five markets for online, 2014-2019 (US$bn)
Top five markets for other specialist retailers, 2014-2019 (US$bn)
Top five markets for hypermarkets, supermarkets and hard-discounters, 2014-2019 (US$bn)
Top five markets for department stores, 2014-2019 (US$bn)
Top five markets for other general and non-specialist direct retailers, 2014-2019 (US$bn)
Top five markets for value, variety stores and general merchandise retailers, 2014-2019 (US$bn)
Top five markets for cash and carries and warehouse clubs, 2014-2019 (US$bn)
Top five markets for vending machines, 2014-2019 (US$bn)
Top five markets for drug stores and health and beauty stores, 2014-2019 (US$bn)
Ordering:

Order Online - http://www.researchandmarkets.com/reports/3453176/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Books, News and Stationery Retailing in Americas, 2014-2019 : Market Dynamics, Retail Trends and Competitive Landscape
Web Address: http://www.researchandmarkets.com/reports/3453176/
Office Code: SCBRJBVT

Product Formats
Please select the product formats and quantity you require:

Quantity
Electronic (PDF) - Single User: □ USD 1950
Electronic (PDF) - Site License: □ USD 3900
Electronic (PDF) - Enterprisewide: □ USD 5850

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: □ Mr □ Mrs □ Dr □ Miss □ Ms □ Prof
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp