Summary
Books, News and Stationery retail market in Europe is expected to expand at a slow pace during 2014-2019. Germany will continue to be the largest market in the region with sales largely coming from specialist retailers. Demand for e-books and better price bargains on online channel will contribute to higher growth rate in emerging markets, mainly CEE and Turkey. Specialist retailers in the region are expected to remain less affected on the back of various laws developed to fix prices of books.

Key Findings
- The Europe Books, News and Stationery market is forecast to reach nearly US$140 billion by 2019, driven by demand for e-books in Poland and Turkey
- Online will continue to be the fastest growing channel at a CAGR of 9.2%, with sales of printed media moving swiftly moving online in Germany and France
- Music, video, book, stationery and entertainment software specialists remain the largest channel for Books, News and Stationery but will remain virtually flat during 2014-2019
- Poland is expected to be the fastest growing market for Books, News and Stationery in the region, with a major impetus from e-book sales

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 the 24 largest Books, News and Stationery markets in Europe: Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, UK, Austria, Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Turkey and Ukraine 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$567 billion by 2019, with major impetus from developing economies
China will remain as the largest market for the category in 2019, growing at a double digit CAGR
Online and duty free retailers are growing at a faster pace, however, specialist stores will continue to be the largest channel for books, news and stationery sales
Online penetration in the books, news and stationery category is high and is forecast to increase further over the next five years
Snippets of retail trends in Europe
Books, news and stationery share in the market's total retail sales is highest in Ireland
E-books are gaining popularity in the CEE and Turkish markets
Music, video, book, stationery and entertainment software specialists is the largest channel in the Europe, however, will witness a decline
Europe: Books, News and Stationery Retail Market
Europe books, news and stationery markets by value 2014 and 2019 (US$ bn)
Europe books, news and stationery share of total retail sales, 2009 (%) and 2019 (%)
Europe 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

Europe books, news and stationery markets by value, 2014 and 2019 (US$bn)
Europe books, news and stationery markets by growth 2014-2019 (CAGR %)
Top three largest and fastest growing channels

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