Books, News and Stationery Retailing in South Korea - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
With a share of 3.8% of overall retail, the market for books, news, and stationery reached KRW11,007 billion in 2014. Furthermore, the market is forecast to grow at a CAGR of 4.4% over the next five years, to reach a sales value of KRW13,660 billion in 2019. Spend per head on books, news, and stationery will grow at a CAGR of 4% during the next five years.

Key Findings
- Books, news and stationery segment is projected to witness healthy growth of 4.4% during the analysis period 2014-2019.
- Spend per head on books, news, and stationery will grow at a CAGR of 4% during the next five years.
- Online retail channel to post healthy growth in the forecast period.

Synopsis
“Books, News and Stationery Retailing in South Korea - Market Summary and Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting books, news and stationery retail dynamics for printed media, stationery and cards from 2009 to 2019
- Sales of books, news and stationery products through the following channels from 2009 to 2019: Music, video, book, stationery and entertainment software specialists; convenience stores (including Independents) and gas stations; online; other specialist retailers; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers
- An overview of key books, news and stationery retailers operating across South Korea and their presence across distribution channels

Reasons To Buy
- Gain a comprehensive knowledge on books, news and stationery sector in the South Korea retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in books, news and stationery category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including printed media and stationery and cards, with insights on performance across key channels from 2009, with forecasts until 2019
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the books, news and stationery market
- Analysis of key international and domestic players operating in the books, news and stationery market -
including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share.

Contents:

1 Introduction
1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
3.1 Steady economic factors to benefit retailers
3.1.1 South Korea's export-reliant economy is at cross roads
3.1.2 Steady rise in savings rate is a concern for retailers
3.1.3 Services sector continues to be the major sector for employment
3.1.4 Low inflation levels to benefit retailers
3.1.5 Rise in consumption expenditure- a positive sign to reckon with
3.1.6 Increasing urbanization offers growth opportunities for retailers
3.2 Aging population pose challenges for retailers
4 South Korean Shoppers
4.1 Retailers adopting omnichannel strategies to increase their customer base
4.2 Surge in m-commerce with the rise in smartphone ownership and mobile internet penetration
4.3 Increasing adoption of private label brands threatens national brands
4.4 Social commerce is on exponential rise in South Korea
4.5 Luxury retailers are targeting affluent locals
4.6 Herd consumption behavior rampant in South Korean society with the desire for self-satisfaction growing among single workers
4.7 Increasing number of international tourists contributing to retail sales
5 Doing Business in South Korea
5.1 Summary
5.1.1 Bureacracy
5.1.2 Business culture
5.1.3 Infrastructure and logistics
5.2 Business reforms in South Korea in the recent past
5.3 Korea eases rules for foreign investors
6 Retail - Product Sectors
6.1 Product Sector Analysis
6.1.1 Books, News, and Stationery
6.2 Books, News, and Stationery Category Overview
6.2.1 Books, News and Stationery by Channel
6.2.2 Books, News and Stationery by Category
6.3 Books, News and Stationery Category Analysis
6.3.1 Printed Media
6.3.2 Stationery and Cards
6.4 Major Retailers
6.4.1 Books, news, and stationery
7 Appendix
7.1 Definitions
7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

List of Tables

Table 1: South Korea Books, News and Stationery Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 2: South Korea Books, News and Stationery Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 3: South Korea Books, News and Stationery Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 4: South Korea Books, News and Stationery Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 5: South Korea Books, News and Stationery Retail Segmentation (% value), by Channel Group, 2009-
Table 6: South Korea Books, News and Stationery Retail Sales (KRW bn), by Category 2009-2014
Table 7: South Korea Books, News and Stationery Retail Sales Forecast (KRW bn), by Category 2014-2019
Table 8: South Korea Books, News and Stationery Retail Sales (US$ bn), by Category 2009-2014
Table 9: South Korea Books, News and Stationery Retail Sales Forecast (US$ bn), by Category 2014-2019
Table 10: South Korea Books, News and Stationery Retail Segmentation (% value), by Category, 2009-2019
Table 11: South Korea Printed Media Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 12: South Korea Printed Media Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 13: South Korea Printed Media Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 14: South Korea Printed Media Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 15: South Korea Printed Media Retail Sales (KRW bn), by Channel Group, 2009-2019
Table 16: South Korea Printed Media Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 17: South Korea Printed Media Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 18: South Korea Printed Media Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 19: South Korea Printed Media Retail Segmentation, by Channel Group, 2009-2019
Table 20: South Korea Stationery and Cards Retail Sales (KRW bn), by Channel Group, 2009-2014
Table 21: South Korea Stationery and Cards Retail Sales Forecast (KRW bn), by Channel Group, 2014-2019
Table 22: South Korea Stationery and Cards Retail Sales (US$ bn), by Channel Group, 2009-2014
Table 23: South Korea Stationery and Cards Retail Sales Forecast (US$ bn), by Channel Group, 2014-2019
Table 24: South Korea Stationery and Cards Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
Table 25: South Korea Stationery and Cards Retail Sales and Forecast (US$ bn), by Channel Group, 2009-2019
Table 26: South Korea Stationery and Cards Retail Sales and Forecast (KRW bn), by Channel Group, 2014-2019
Table 27: South Korea Stationery and Cards Retail Sales and Forecast (US$ bn), by Channel Group, 2014-2019
Table 28: South Korea Stationery and Cards Retail Segmentation, by Channel Group, 2009-2019
Table 29: South Korea Stationery and Cards Retail Segmentation, by Channel Group, 2014-2019
Table 30: South Korea Stationery and Cards Retail Segmentation, by Channel Group, 2019
Table 31: Key Books, News and Stationery Retailers in South Korea
Table 32: South Korea Books, News and Stationery Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
Table 33: South Korea Books, News and Stationery Retail Sales and Forecast (US$ bn), by Channel Group, 2009-2019
Table 34: South Korea Books, News and Stationery Retail Sales and Forecast (KRW bn), by Category 2009-2019
Table 35: South Korea Books, News and Stationery Retail Sales and Forecast (US$ bn), by Category 2009-2019
Table 36: South Korea Books, News and Stationery Retail Sales and Forecast (KRW bn), by Category 2014-2019
Table 37: South Korea Books, News and Stationery Retail Sales and Forecast (US$ bn), by Category 2014-2019

List of Figures

- Figure 1: GDP Value (US$ billion), 2009-2014
- Figure 2: Growth Rate of GDP (US$ billion, %), 2009-2014
- Figure 3: GDP Value and Growth (KRW billion, %), 2008-2014
- Figure 4: Forecasts for GDP Value and Growth (KRW billion, %), 2014-2019
- Figure 5: Household Savings Rate (%), 2004-2014
- Figure 6: Share of Employment by Sector (%), 2004 and 2014
- Figure 7: Unemployment Rate (%), 2005-2014
- Figure 8: Inflation Growth Rates (%), 2004-2014
- Figure 9: Household Consumption Expenditure of South Korea (KRW billion), 2004 and 2014
- Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
- Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
- Figure 12: Rural and Urban Populations (millions) 2004, 2014 and 2019
- Figure 13: Total Population and Growth Rate (Millions, %), 2004-2019
- Figure 14: Population Split by Gender (%), 2014 and 2019
- Figure 15: Population Split by Age Group (%), 2014 and 2019
- Figure 16: Per Capita Spend on Retail (KRW), 2006 and 2014
- Figure 17: Per Capita Spend (KRW) and Total Retail Spend by Age Group (%), 2006 and 2019
- Figure 18: Retailers Adopting Omnichannel Strategies
- Figure 19: Increasing penetration of M-commerce
- Figure 20: Private label products offered by leading Korean retailers
- Figure 21: Size of Korea’s s-commerce market (2010-2014)
- Figure 22: Luxury retailers strategizing to attract affluent locals
- Figure 23: Tourist arrivals to South Korea, (in thousands), 2009 and 2014
- Figure 24: Key Components of Doing Business in South Korea
- Figure 25: Share of Books, News, and Stationery in overall Retail 2014 and 2019
- Figure 26: Retail Sales Value and Growth (KRW billion, %) of Books, News, and Stationery 2014-2019
- Figure 27: Spend per Head on Books, News, and Stationery 2014 and 2019
- Figure 28: Online Spend in Books, News, and Stationery 2014-2019
- Figure 29: Online Share of total Books, News, and Stationery Spend 2014 and 2019
- Figure 30: Spending per Channel in Books, News, and Stationery (%) 2014 and 2019
- Figure 31: South Korea Books, News and Stationery Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
- Figure 32: South Korea Books, News and Stationery Retail Market Dynamics, by Channel Group, 2009-2019
- Figure 33: South Korea Books, News and Stationery Retail Sales and Forecast (KRW bn), by Category 2009-2019
- Figure 34: South Korea Books, News and Stationery Retail Market Dynamics, by Category 2009-2019
- Figure 35: South Korea Printed Media Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
- Figure 36: South Korea Stationery and Cards Retail Sales and Forecast (KRW bn), by Channel Group, 2009-2019
Figure 37: The Triangulated Market Sizing Methodology

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3515444/

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 South Korea - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019
Web Address: http://www.researchandmarkets.com/reports/3515444/
Office Code: SCBRJB1O

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

<table>
<thead>
<tr>
<th>Format Description</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 1250</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 3750</td>
</tr>
</tbody>
</table>

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

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World