Global magazine publishing market, segmented by forecast rate of growth and scale, 2013–2018

Emerging middle classes in large-scale markets such as China and Brazil to drive growth in magazine publishing revenues

**Higher-growth, larger-scale markets**
Markets such as France and Switzerland, with strong advertising revenues, are classified as higher-growth and larger-scale. Alongside them are countries such as Brazil, Russia and South Africa, where emerging middle classes have been able to increase discretionary spending and drive magazine sales. The Brazilian magazine market, for instance, will stand at US$3.1bn in 2018, having increased at a CAGR of 4.8% over the forecast period. France, meanwhile, will see growth of 0.7% with print revenue being replaced by digital growth.

**Lower-growth, larger-scale markets**
The eight lower-growth, larger-scale countries are largely from Western Europe and have established print publishing sectors. Canada, Australia and Japan also feature, with Japan suffering the sharpest fall in total magazine revenue at a -4.0% CAGR to 2018. All the countries in this segment are in decline, however, as publishers struggle to replace falling print revenue with digital revenue.

**Higher-growth, smaller-scale markets**
Countries from Latin America and Asia Pacific feature as higher-growth and smaller-scale, alongside Poland, Turkey, Nigeria and Kenya. These countries comprise a mix of relatively mature markets which will see a return to growth, such as Poland and New Zealand, and underdeveloped markets which are seeing growth due to booming economies.

**Lower-growth, smaller-scale markets**
Less populous countries from Western Europe and Central and Eastern Europe form the bulk of the lower-growth, smaller-scale markets, joined by countries from Middle East and Africa and Asia Pacific. Egypt’s total magazine revenue will decline faster than most other markets, with ongoing unrest contributing to a -7.3% CAGR decline to US$18mn in 2018. Finland will see a -1% CAGR decline as, despite having a sizeable magazine market, growth in digital revenue fails to mitigate falls in print.

Source: Global entertainment and media outlook 2014–2018, PwC, Informa Telecoms & Media

Methodology note: Each market’s location within the quadrant is calculated by assessing their average growth rate in magazine publishing revenue between 2013 and 2018, then dividing the markets in terms of overall scale.